

# Lighter Weight Brogues Now Fad

Cheesecake is not always feminine gender. When a man gets down to the manly arts, whether it's walking to the office, playing a round of golf or entertaining at a business lunch, an audience for his well shod feet is not lacking. Discriminat-

ing women always notice, but there's much more to it than that. These days, when business is king, it's good business to be well-groomed, crew-cut top to wing-tip toe, and it's good morale maintenance to look right

and know it—in every detail of dress. To get down to cases, what should a man know about the current choices in footwear to bring about the desired effects? Classic Form

Brogues are going to town, literally. In its classic form this is always a popular type of shoe for country wear, but due to a change in pattern and last treatment, there is now a light-weight brogue eminently suitable for business wear.

Because one thing eternally has a way of leading to another, the growing brogue vogue has transferred its traditional wing-tip perforations to the laced oxford.

Plain and moccasin toes will also be much in oxford evidence, as will saddle types, especially for the younger blades. Here there is increasing interest in brown tones with a black saddle. There is a strong comeback for the rounded Bal (Balmoral) front oxford, invented by Victoria's Prince Albert. One designer shows a dressy oxford in black calfskin with a one eyelet tie and a high-riding tongue, for all the world like that of a jodhpur boot.

Indeed, highrise patterns assert themselves throughout the men's shoe field. Slip on fronts rise ever higher with elasticized front and side gores covered by the rise or matter-of-factly exposed as part of the design.

In general, watch for a movement away from extremes in men's shoes. The very tapered look has been replaced by a more conservative shoe with a higher cut.

Growing Popular Brogue and blucher oxfords, saddles and wingtips are growing in popularity. Crepe and composition soles are comforting as always, but lighter and more style-wise and thus more suitable for town wear.

Slip-ons have risen to ankle-bone height for a rugged, almost boot appearance. When sides don't climb high, foreparts carry out the more shoe feeling, with built-up tongues or higher lacing. There is experimentation with novelty topline, somewhat like the d'orsay look in slippers.

Finishes Important Finishes and colors are important, including combinations of smooth and grain leathers; dusty gray and waxy tan or olive brushed pigskin for casual wear; fine black calfskin for more dressy styles; richly grained corduroys and antiqued browns for street wear.

In sum, if a man wants somebody, special or otherwise, to watch his step this 1963-64 season, his shoe salesman can show him just how to do it.

## Hand Stitching Art Is Renewed

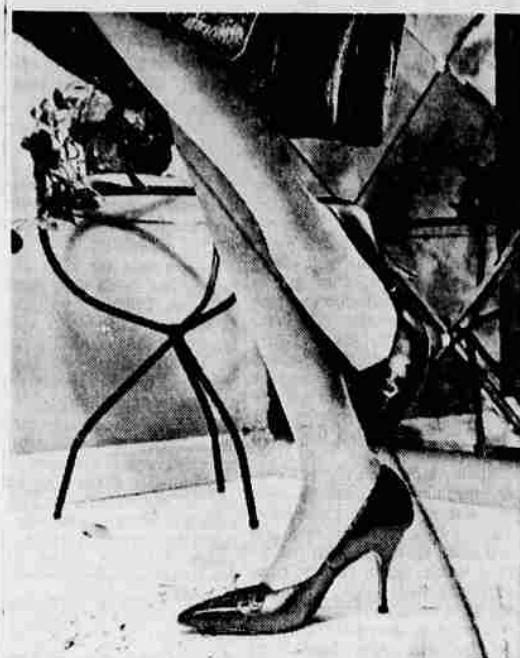
American men's shoe manufacturers are using so much hand stitching on the fall and winter shoes for 1963 that they are running out of people who know how to do hand stitching. The National Shoe Institute reports that they have been forced to conduct courses in the ancient art.

This is a surprising state of affairs when we consider that until the year 1850, shoes were still completely handmade, as they had been since the dawn of recorded history. Elias Howe's invention of the sewing machine marked the end of hand crafted shoes.

In fact, the first general strike in the shoe industry came about in 1859 because both men and women shoe workers were afraid of losing their jobs to the machine. The opposite happened. The invention of a succession of ingenious machines gave employment to increasing numbers of workers, as the shoes themselves became more comfortable, attractive and durable.

The current vogue for hand sewing in men's shoes pertains mainly to decoration. Hand stitching on toes and shanks gives a special look of quality no matter what the design.

The pace-setters are light-weight moccasin styles—hand-sewn, of course—either in slippers or blucher ties but made of lighter leathers which wear as well as the heavier ones.



LACY CUTOUTS—Sleek leather in the new antiqued brown shade with lacy cutouts revealing the brown patent toe.

## Small Details in Shoe Styles Bring Honors

There is a reason why our young American shoe designers are walking away with top fashion honors here and abroad this season, according to the National Shoe Institute. The reason—respect for the big importance of the small details in footwear styling.

Talented American craftsmen have created elegant, perfectly balanced footwear that millions of women will love and live in this winter. Only American manufacturers are equipped for mass production of intricately detailed shoes at modest cost.

Every shoe is a composite of scores of details, some so subtle they escape the hasty glance of the untrained eye, others as compelling as a distinctive emerald necklace.

Whether they contribute to structural soundness, comfort or visual delight, well fashioned details make the difference between a good shoe and an excellent one.

Footwear Detail There are two kinds of footwear detail—those which are inseparable parts of the shoe and those which are added to it.

The first takes in elements like heels, toes, soles, sides and backs and fine points of construction such as the way a heel meets a sole or one material is joined to another.

## Women's House Slippers Rise in Fashion Import

Time was when a woman had a pair of felt slippers for winter wear and some light-weight nondescripts for summer. That was "time was." Now it's "time is" and slippers are as much a fashion item as shoes.

Take mules. In heels alone there is wide choice. Low wedges vie with medium high for attention while dressy mules depend on baby Louis or slender high heels. These last complement a chiffon hostess costume with wide, floating trouser legs.

Narrow open toes are seen most often in the flat mules. Closed, Turkish toes with their oriental, up-turned points look altogether with ultra-feminine elegant negligees and hostess robes.

In materials, glove-soft leathers and supple vinyls in such new shades as hot pink and empyrean blue contest the popularity of brocades, metallics and patterned or printed velvets. There may be braid or embroidery trimming, contrasting piping, a bright scatter of jewels.

Scuff Design For the stretch pants disciples, an attractive scuff design has a concealed heel. Another scuff with winning ways has a one-inch wedge and a platform wrapped in gold mylar. Brocades are still much in evidence; paisley prints and simulated animal furs seem destined to be the new favorites.

Ballerinas, both flats and low-heeled, have a perennial place in the slipper wardrobe, perhaps because they lead a double life: outdoor-indoor. Here

## Women Seeking Jobs Find Aid in Booklet

Girls and women looking for employment will find confidence-building assistance in a new, free booklet on grooming, "The Order of Your Appearance," written by Elizabeth Arden especially for the Woman's Program of the New York State Department of Commerce.

Among other good advice is this: "I hope your dress or suit is dashing but simple; your gloves spotless; your shoes well-cut and polished. Whatever you wear, be sure it looks straight out of the bandbox—mended, cleaned, pressed, fitted."

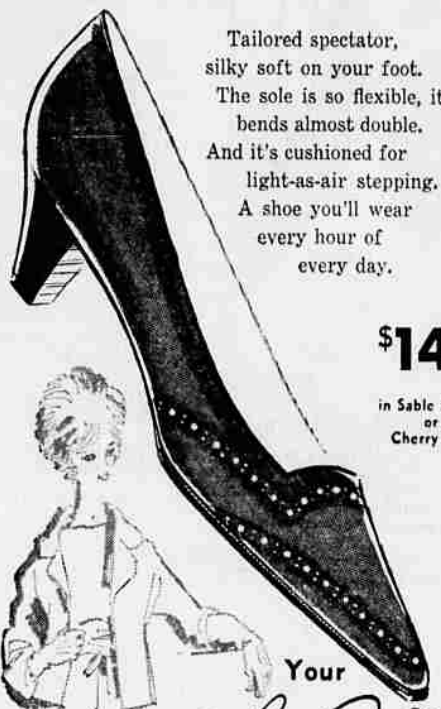
Shoe experts have been saying for years: "Have your shoes properly fitted; keep them polished and in good repair."

melange of stretch fabrics and velvets, below-ankle booties and ankle height true boots, all on tapered lasts, will be worn. For after-ski or real country wear, phony fur boots will be at play—tiger, zebra and leopard cavorting amicably with pony and poodle and even pseudo seal.

But the woman who frankly gets cold feet when the mercury plummets need not feel neglected. The National Shoe Institute promises that fur-lined, fur-trimmed, plushy, squasy slippers and booties will continue to steal their share of the slipper scene.

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Your Store Air Step

As seen in Redbook & Good Housekeeping

## NOBLE'S SHOES

Fluhrer Bldg. 17 South Central



FOOLS EYE—Sturdy half-high boot in brown leather, a "fool the eye" design. It only seems to be a moccasin with spats tucked in the top; it's really all one piece.

Johnston and Stewart Take Great Pleasure in Introducing...

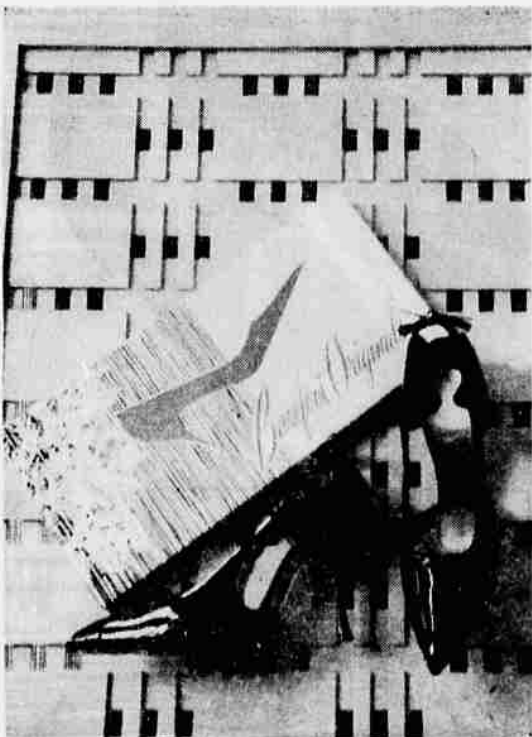
## Barefoot Originals

One of America's Finest Style Shoes

The shoe featured here is in black patent or red jubilee patent with open sides and open heel accented with a flirty little bow. Come in and see this outstanding shoe today!

\$19.95 to \$21.95

Several other smart patterns... both mid and low heels in black patent, brown patent and nude malt.



Open Friday Nights Until 9 P.M.

## Cinderella Image In Girl's Shoes

Little girls going to parties this fall will wear shoes so exciting they will feel like miniature Cinderellas.

If you look closely, you may see familiar shell pumps in black or white patent, but there will be magic changes—throatlines will be high or square or deeply V'd. Straps will Tee or swivel or criss-cross.

Look again. There are patent slippers in red, too, and in fairytale pink and blue. The material could be velvet or crushable kid, also available in cloud castle colors. The detailing is something special. There are touches of reptile or fake fur, from leopard and zebra to dalmatian, pony and lamb. Delicate stitchings and appliques in contrasting colors appear in liliputian toes. One tiny-tot strap pump has its throat edged with a row of patent embroidery. Altogether a bewitching prospect for budding ladies.

You see, Dame Fashion was once a little girl.



MANY MATERIALS—Shown at the top is a cloth of gold mule. Middle tier: a trim boot in pale blue marshmallow vinyl, lined with fleece and toddler's poodle bootie in blue plush. Lower tier: a gold kid scuff with Turkish toe; a Kabuki wooden platform slipper in black broadtail; baby blue slipper in pinwale corduroy; a harem scarem slipper in empyrean blue raw silk.

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