



CHANGE OFTEN—Give your shoes a holiday and your feet a break. Change as often as you can to slippers or a fresh pair of shoes. Left and on the foot, mid-heel pumps of gleaming black lizard, the ultimate in daytime footwear; luxurious leisure, a rose velvet mule with rich gold braid for ornament and a fleecy lining for comfort; right, a new triumph of the leather industry—alligator calf in a golden brown—makes this attractive wide throat pump.

SHOE ETIQUETTE
Amy Vanderbilt says: "The ultra-conservative man will wear black shoes with a blue suit, but brown are certainly correct, and with any tweed or rough-surface mixture more suitable, in my opinion." The National Shoe institute adds: "Lots of good-looking brown shoes for a man to choose from this season, Miss Vanderbilt."

Color Is Integral Part of Shoe Themes

Color is an integral part of the fashion story for fall, a thread of excitement running through the gentled, ladylike lightweight themes. Neutrals, stronger than ever, include the lightened ashy beiges, the charred oaks, the taupe, the browned grays. They take in the calm camels, the deep, unreddened browns, the slightly greened and honeyed wood tones. Rust and russet are in for their share of interest, according to the National Shoe institute. So are khaki, cordovan and lustrous copper penny colors. The neutrals are expressed most often in textured finishes, the caviar grains, the reptiles, the plushy suedes, the sleek antelopes, ponies and slubbed, brushed leathers.

Bright Navies
Blues range from brilliant Bristol through the bright navies to the warm, deep blues. Significant now are the teal and mallard shadings, with more than a dollop of green to give them depth and fashion importance. When Mrs. Nelson Rockefeller wore a brown suit and brown shoes, with a blue blouse and blue topcoat for her wedding trip costume, the Governor's lady called attention to a color combination, somewhat neglected in other seasons, coming into its own this year.

To progress to the next shade in the spectrum, true greens and greens-with-brown (the brassy, deep woody colorings) are welcomed for their affinity for every color that fashion loves this fall. Try them with blue, with brown, with all the neutrals, and for a bang-up new look, team them with firecracker or tawny reds.

Black, still securely enthroned, turns up in textures, lends its status to new silhouettes, gives a look of rightness to every color on the fashion palette in a whole range of new combinations with black. It is favored in pebbly textures, deeply grained alligator, ostrich, brushed leathers, new long-haired furs. It adds depth to kidskin, brilliance to waxy or matte finishes. Black with white is a new excitement, cropping up in frankly fake zebra stripes, in pinto pony, in black-shaded white snake.

Becoming Fashion
Reds are on their way to becoming a reigning fashion family. The brights are most important now, the scarlets, cherries and other explosive shades. A new addition are the jewel-lustres that give a whitened, softening look to deep rubies, burgundies, cranberries. Browned reds, the whole wonderful range of sun-baked tile colors, are a favorite foil for shadow antiquing and texture-on-texture combinations.

All of which makes it abundantly clear that color is perhaps the most important diversification factor in the woman's shoe portfolio.

Walking shoes are remarkably various in their appeal, which is as it should be. There is room for several types of walk-wear in the shoe wardrobe. Classic saddle and moccasin oxfords are always available for their devotees, as are penny loafers and spectator pumps, but there is more to consider.

Designs Listed
Much more. Perhaps the oxford should have a somewhat extended edge or a special pattern of stitching; the loafer might have a tapered square toe; the spectator pump could be modified by an instep strap or low ties and have a half-dozen or so kinds of heel, from keg or spool through prism or bevelled to the well-loved straight, and stacked or covered.

And what about the ghillie and the boot? What of the new soft and mellow leathers, waxy or brushed or grained; the color palette riotous with autumn leaf shades?

Truly, the woman who walks can walk in beauty. And let her not forget the old Latin adage: "solvit ambulando." Solve your troubles by walking.

ROBLEE



\$14.95

Where fashion and value meet...

There is a fast growing fraternity of college men whose insignia is the crest of ROBLEE. Adhering to the "comfortable feel", they refuse to believe that good taste must carry a high price tag. This is why they have chosen ROBLEE. For the updated look of today's youth, without the high price.

NOBLE'S SHOES
Fluhrer Bldg.
17 SOUTH CENTRAL

Guide for Foot Glamour Listed by Shoe Institute

Cleopatra's claim to fame is based on far more than her conversation with the Sphinx. In fact, the Egyptian beauty's bathing habits have long been a subject of controversy throughout the world. Whether she dipped her toes in the muddy Nile—or milk—or mustard—is actually of less consequence than the fact that she took time out for a pedicure.

No one need ask what all this history has to do with the here and now. Today's toes are just as exposed as those in antiquity. The sandal and the sling-back were never more fashionable, and the well-groomed foot never more necessary.

Basic to all foot glamour is the selection of a shoe that fits properly, says the National Shoe institute. For if the shoe pinches, the wearer winces. The results will show in callouses and pump bumps below, crows' feet around the eyes above. These might serve as guidelines to foot glamour:

Exercises Muscles
1. A change of shoes twice a day and preferably more often staves off fatigue. The switch from mid heels to flats exercises different sets of muscles, thereby relieving others. Low heels are recommended for extended periods of standing or walking. High heels, desirable because they flatter every woman's legs, should not be worn continuously.

2. To develop a well-turned leg, sit properly. Crossed knees make legs and ankles thicken, or they result in hollow thighs on thin people. On the other hand, crossed ankles can do no wrong, when you sit with your legs angled slightly sideways.

3. To strengthen toes and arches there is the tantalizing, time-proven formula: flex your feet and stretch your toes. One exercise, while sitting on the floor with your feet extended

in front of you, is to curl your toes and stretch them out alternately several times.

Legs Outstretched
4. To slim ankles, sit with your legs outstretched and rotate your feet 15 times to the right and then 15 times to the left.

5. Exercising improves circulation, thereby toning up muscles. To stimulate ankles, knees and calves, the following is prescribed: press the small of your back against the floor. Stretch your arms above your head. Curl your toes while pressing your heels against the floor. Repeat several times.

6. Another way to make flabby muscles firmer is to massage with a home electric vibrator.

7. Frequent applications of a foot spray, lotion or mixture of thick soapsuds and a teaspoon of baby oil will help keep the skin velvety smooth. The soap, water and oil solution should be worked into the skin with a nailbrush or your fingers.

Pedicure Starts
8. The once-a-week pedicure begins with filing toenails. Using the rough side of an emery board, file straight across. Next, soak the feet in warm, soapy water. Rough or peeling skin should be soaped over and over, massaging gently to stimulate circulation. Clean the nails thoroughly with a nail brush. Whittle down places where the skin has thickened, as around the nails or where pump bumps have appeared, with a dampened and soapy pumice stone.

Pump bumps, it should be remembered, are caused by shoes with too much slip at the heel. Soften and push back cuticles with a cotton swab that has been dipped in cuticle solvent.

9. Nail polish should be applied only after the feet are creamed. Then, to keep the toes separated while enamel is applied and drying, separate toes with cotton, or lace a folded piece of cleansing tissue in and

out of the toes.
10. Treatment of corns and serious foot troubles should be reserved for a podiatrist or chiropodist.



CLASSIC TREND—New trends in men's shoes involve subtle changes on classic themes. From the left: Jarman's lightweight brogue, suitable for business wear; the new jodhpur-like front in a supple oxford of Surf calfskin, by Regal; a black four eyelet oxford with graceful toe perforations and unusual shank stitching, from French Shiner; a bal front, five eyelet cordovan tie with perforations accenting the vamp, shank and back; and a newswy combination of smooth and grain leather in a long front oxford.

pedwin.



\$11.95

Fashion Interception

This Pedwin slip-on intercepted a "fast fake" ghillie tie... just for the effect. Actually it is a slip-on, but you can tie it if you like. Just another of Pedwin's young ideas that "catch on" among the teen crowd. Touch down in this Pedwin soon.

NOBLE'S SHOES
Fluhrer Bldg.
17 SOUTH CENTRAL

Naturalizer.

Ripple Sole Means Soft Stepping Luxury



It bends over backwards to give you comfort.

As seen in HARPER'S BAZAAR, McCall's and VOGUE
12.95
Johnston-Stewart
"The Corner Shoe Store"
Central at Main
Downtown Medford
Open Fri. Nights 'Til 9



Ph. 773-7301



cushioned wedge leather casuals
SMART PUMP OR SLIP-ON STYLES AT A LOW PRICE

5.99 pair

Treat your feet to cushioned comfort. These easy-stepping casuals have soft leather uppers, springy crepe soles, plus plenty of toe room. Choose combination last pump in black, sizes 5 1/2-10, B, D width or scalloped gore slip-on in black, 6 1/2-10 AA, 5 1/2-10 B, D widths.

WANT IT? "CHARGE IT"



ROBINSON BROS.

Where You'll Find the Valley's Most

COMPLETE

Line of Men's Quality Shoes



FLORSHEIM SHOES start at \$19.95



Look! We have hard-to-find sizes!



FLORSHEIM SHOES (5 to 14, AAA to EEEEE)



COMFORT YOU WANT IN THE STYLE YOU LIKE



MASSAGIC

Air Cushion Shoes
Exclusive comfort features are built into Massagic shoes, for day-after-week-after-month of sheer satisfaction. Style excitement? Come in today and see for yourself.



H982... Sorrel Tan Quilon 9" Boot, Cushion Insole
Sorrel tan Quilon-treated upper; natural Neoprene Cellular Crepe half track sole and flat wedge heel; Cookie Cushion Insole; Dacron stitched; leather laces; D: actor last.



ENJOY YOURSELF IN Weyenberg shoes for men



WEYENBERG SHOES Start at Only \$13.95



... convenient parking makes it so easy to visit Robinson Bros., Pick's and other downtown Medford stores and shops. USE THEM... they're FREE when you shop DOWNTOWN IN MEDFORD!

Ride 'n Shop Member

OPEN EVERY MONDAY and FRIDAY UNTIL 9 P.M.

ROBINSON BROS.

Everything for Men and Boys

Next to Picks Apparel

Downtown Medford