

## Some Pointers for Mother in Choosing Child's Back to School Shoes

Say what you please, "Mother knows best" is still the only feasible attitude for many occasions. And one of these is when you're buying back-to-school shoes.

Boys are apt to think that shoes are only to kick footballs with and girls that they're to wear to parties. But you know that the most important function of these shoes is to protect the feet that they'll have to use all through life.

Things have changed since somebody bought your back-to-school shoes. Your parents probably looked for the heav-

iest shoes they could find. But parents today know that tender feet need the resilience of lightweight leather and light construction. Besides, they wear as well as the old-fashioned heavy ones.

You should not buy shoes for your child to "grow" into either. Shoes that are too big will cause blisters now and misshapen feet, with all the ills that attend them, in later life. There should be about three-quarters of an inch between the longest toes and the tip of the shoe, but no more.

One thing is the same now as

it ever was and that is the importance of leather soles as well as leather uppers. Leather with its millions of microscopic pores allows the moisture that accumulates around the foot to evaporate, thus keeping them warm and dry.

Leather provides flexibility along with support, too, allowing the muscles to work and grow strong. And leather linings do not become rough with wear.

Another thing to look for is the welt uniting sole and upper. It provides a firmer walking base and gives assurance that

the shoe will hold its shape to the last day of wear.

Never let your child wear a pair of hand-me-down shoes. Chances are 100 to 3 that they will not fit. And persuade your youngster not to wear sneakers except in the gymnasium. They are not meant for day-long wear.

The shape of the shoe should be broad and round at the toe and straight along the inner edge. The shape of the shoe at its widest part should conform to that of the foot, and the swing of general direction of the shoe should be the same as

that of the foot.

If your child says the shoe hurts, don't buy it, of course. But don't trust him if he says it's just fine. He's probably got his mind on getting back to baseball.

Check the shoe yourself and have the shoe clerk check it.

And don't trust your child to tell you when the shoe is outgrown. Children are stoical about pain; they just don't notice it. So check regularly at the first of every month for any signs of wear on either the shoe or the foot.

## Footwear for Children Keeps Pace with School Time Needs

### Sleek, New Shoes, Tops In Fashion

Supple Leather Uppers And Lighter Weight Are Features

It's getting harder than ever to keep up with children — and one of the reasons for the pace at which they travel lies in the sleek sports-car design of the leather shoes they wear.

The new long, low and sleek look is due first to new lightweight and more supple leather uppers on trim flexible leather soles, and secondly, to improved construction — which includes such things as softer and more flexible toe boxes and counters and leather linings and welts.

#### For Boys Only

Styles, too, have changed. From nursery school on, boys' shoes are definitely "for men only," and little girls' shoes show the sugar-and-spice influence.

The lad in the second grade may wear an oxford that's as conservative as the board chairman's or an exact copy of his college brother's. In other words it may be a five- or six-eyelet with rounded sharkskin toe or it may be a low-cut one- or two-eyelet with a tapered toe in the continental manner. But the most frequently seen oxford for young men will strike a compromise with three eyelets and a moderately tapered toe.

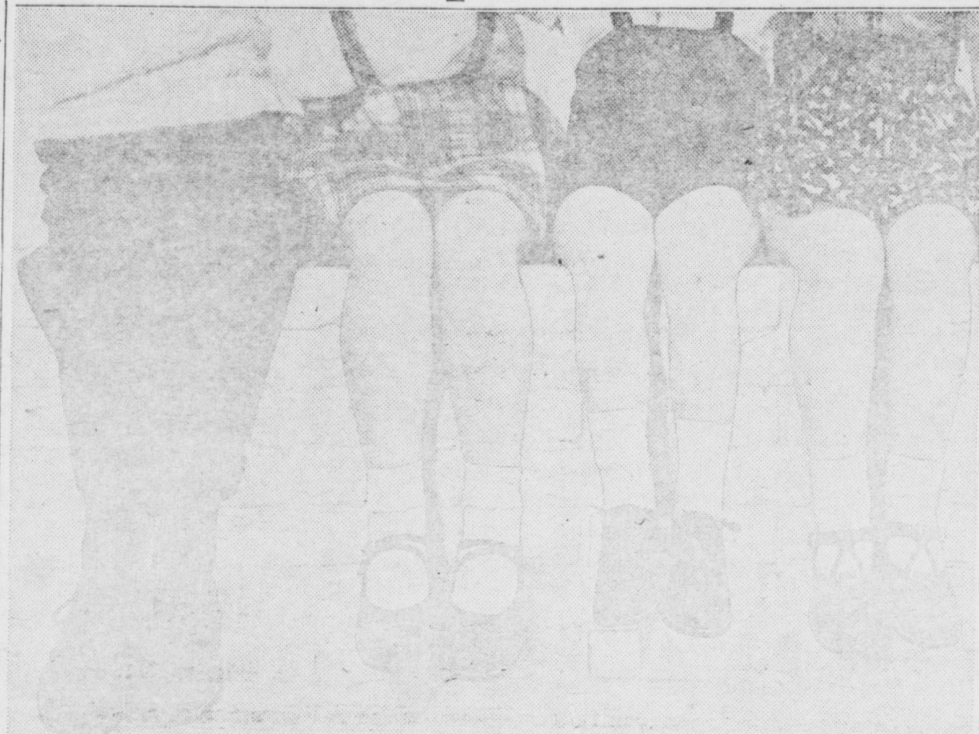
And whether it's two eyelets or six, the boy's oxford will often feature combinations of leather textures with grained leather appearing as trim on the vamp, the toe, or around the top of smooth leather shoes. Again the shoe may be entirely of textured leather in a lightly etched, pebbly grain. Some Beau Brummels will boast such up-to-the-minute numbers as black smooth leather with grey suede trim — or moc toe styles in the new two-way brushed leather.

#### Slip-Ons Popular

Next in popularity with the growing pencil-pusher will be the slip-on. Boys' slip-ons, like their oxfords, may be rounded or moderately tapered. They also have all the traditional details of their fathers' shoes including all kinds of straps — the wide sabot strap, the bridle strap fastened at either side by brass or leather rings, monk straps, and crossed straps. Military buckles also abound — as do the fringed ties and tassels from the Tyrol.

Little girls' loafers may be exact copies of their brothers' or they may be more feminine with drapes and tucks on the toe, inserts of vari-colored leather and high, peaked tongues.

Both girls' and boys' loafers come in soft leathers such as suede, buffed or punched pig, or glove-tanned smooth leather. And — like their other shoes



FOUR LITTLE INDIANS ON THE SCHOOLYARD WALL showing off their good-looking shoes. Left to right: for big brother, a five-eyelet wing tip in deeply grained leather with sturdy supple leather sole, by Fleet Air; for one-in-two strap for sister in polished red leather with a stitched tab across the vamp, by Fleet Air; for little brother, a four-eyelet oxford with sharkskin tips and leather sole, by Edwards; and a round toe Junior version of mother's T-strap in smooth brown leather with leather sole set off by white stitching, by Simplex Flexies.

### Perfect Fit



CAREFUL SHOE FITTING and good construction are the key to keeping youngsters' feet comfortable and healthy. One of the basic tests is to check whether the ball of the foot is exactly at the widest part of the shoe. Healthy shoes can be good-looking — as evidenced by this three-eyelet, grained leather tie, with sturdy, supple leather soles by Simplex Flexies.

—they have trim leather soles.

Little girls now demand a shoe to wear with shirtwaist dresses and to parties. This is a pump, much like mother's fashionable "little-heel" pumps. It frequently has the long, tapered toe of 1957, but is built on a last particularly suited to young feet.

It also features the sheathed look of mother's pump with high throat lines and trim on the toe or vamp. This may be tiny weskits or horizontal tucks.

#### FOR FOOT HEALTH

Youngsters should be taught to thoroughly dry their feet after a bath, to discourage fungus growth.

### Suedes Are in Back to School Picture for Girls This Season

There will be more suedes going to school this year, both alone and in combination with patent, reptile and smooth leathers. Matte calf will be seen on a patent leather heel.

Add to the traditional black suede for evening wear at least one golden leather slipper and one slipper of bright-colored, highly lustered leather in jewel tones.

And some of the newest smaller editions of the spectator pump in taupe, beige or black with white trim and white leather linings.

Then — for really gala occasions — a little girl demands a shoe to make her feet sparkle. It may be a slipper of gold or silver leather, or a luster leather suede pump in jewel tones.

Again it may be a combination of colors of the sugar-and-spice variety such as a pink

leather pump with bands of leather shading from shell pink to mauve across the vamp. Or it may be as sophisticated as a gold-speckled black patent leather pump with gold leather trim — or a bronze-scaled reptile pump with bright blue suede trim.

Sometimes bright applique in vari-colored leathers may twinkle on a little girl's pump. And sometimes a pump may wear demure velvet bows. Swivel straps that turn a shoe from a Mary Jane into a pump are a feature that pleases both little girls and their mothers.

Heels on these "very-dressed-up" shoes for little girls are curvy, just like mother's. Sometimes they may be encrusted with glittering rhinestones and pearls. Or these jewels may appear in a sparkling design on the shoe's toe.

### Fashionable Footwear for Teacher Makes Way for Classroom Comfort

While comfortable, carefully fitted footwear is as much a matter of importance to the health of the teacher as it is to the growing youngsters in her classrooms; so is the trim and fashionable look.

And happily for the school marm of this modern era, who spend so much time on their feet in educational play especially with their younger pupils, fashionable footwear for this fall, especially for daytime wear, is placing emphasis on the lower heels.

Actually, teachers may find that foot comfort depends less

on heel height than on finding shoes made to last that is best fitted to the individual foot. Thus, with care in fitting high heeled pumps that are perfectly comfortable, can be selected for classroom wear.

Best of all assurances of foot comfort is a wardrobe of shoes including casuals for the classroom as well as the more dressy types, in sufficient numbers of pairs to permit daily changes.

Most smart teachers keep an extra pair of shoes in their school lockers for a wholesome and restful change during the day.

### Sensible Girl Puts Faith In Her Footwork

Now is Time to Stock Up On Shoes

Any sensible girl knows that in the things that really matter at school, good feet will take her as far as a good head. And the time to think about feet is now when the paternal charge account is geared for the back-to-school plunge.

The average school girl of '57-'58 according to a recent survey, will own 14 pairs of leather shoes, eight of which she's bought this year. Tell that to papa so that you can then plan with a relaxed conscience. For school life these days is a well-rounded affair and special dates require special shoes as well as dresses.

She'll begin with flats, of course, and she will want several styles in these for the flat has taken on various aspects: casual, tailored and dressy.

#### Loafers Like Man's

With ivy-league shorts, pants and skirts she'll want loafers styled exactly like the well-dressed college man's with leather soles, monk straps and brass buckles. Real cool numbers will be hand stitched around the moc toe and the toe will turn slightly up.

Bulky wools will take to the two-way brushed suede leather with its mottled two-tone look in new rich autumnal shades as sienna, persimmon and chestnut as well as beige, camel and loden green. Add a pair in grey suede to match your grey flannels.

Suede shoes will often show the tyrolean influence in raw, turned-out seams, fringed tongues, stitching in a contrasting color and other handi-craft details.

Soft smooth leather jodhpur and up-to-the-ankle boots, also leather-soled, will display these same features.

Dressy flats will display every trim applied to daytime shoes and some heretofore used only on late-day and evening shoes. We'll see a lot of two-color two-leather-texture combinations, including smooth leather ones with a spat-like collar in a lighter, suede leather.

Others will have straps, buttons and buckles, vari-colored underlays and overlays — even drapes and tucks. The girl who owns a pair of red patent-leather flats will get "A" for her footnotes.

#### With Dresses, Suits

Tailored pumps with a medium heels of stacked leather will go to school with daytime dresses and suits. The line will be longer and the toe more tapered. There will be much interest in the toe, including insets of contrasting leather, and tiny straps across the vamp or instep, as well as all the other dressmaker details of the season.