

**Fashion Gives Lighter Touch To New Shoes**

Sleek in silhouette, soft and supple in material, spring shoes set a colorful pace.

Main color groups are, according to Leather Industries of America, the warm and vivid shades, the neutrals, pastels and the pale beige to brown family.

With the advent of more supple leathers, shoes are designed to be light and airy in weight as well as hue. Box toes and stiff counters have disappeared from both dress and casual shoes.

**Spectator Comes Back**

Spring styles include shoes for every occasion, and in the group is the spectator, staging a big comeback.

New treatments for this old favorite completely revamp the tailored look seen in the original brown and white classics. More colors, softer styling and unusual combinations of leathers and textures are used.

For daytime, casual and sportswear, there are low, high and mid-heeled spectators in yellow, beige, melon, pink, turquoise or black, teamed with white kid or calf leathers and buckskins.

For afternoon and dressier wear, there's the spectator-type pump in soft suedes, lustered and pearlized calf, kid and side leathers combined with patent, printed leather and glove-soft elk.

**Variety Offered**

Other shoe styles offer a variety of silhouettes and heel heights.

The tapered vamp runs the gamut from casual play shoes to elegant evening sandals. Heels are decorated, jewelled and built up with stacked leather.

Sides are straighter, vamps are flatteringly lower. Backs are straight and low cut. Disappearing top line gives the look of halters to pumps and slings.

The Orient provides inspiration for colors and silhouettes in shoes of all categories, and especially in cocktail and evening shoes.

Gold kid returns in stripping and mule-type sandals and is a Far Eastern accent in heels for afternoon and late-day shoes. Dull matte gold for daytime is gaining in popularity.

**SET FOR SPRING**

Hair styles this season put the emphasis on back interest. Again, length is a matter of personal preference, with the general trend toward longer-than-short hair, swept back from the forehead.

**EARRINGS TAKE SHAPE**

Among earring fashions are big clusters in round or shower shapes, along with trim contours and slinky string beads. Hoops, larger than ever, are back for a return engagement.



Little men's spring coordinates in combed cotton include cord shorts, belt, cord-trimmed shirt, matching cap.



Princess sheath in wool worsted houndstooth check features detachable cape, collar.



Perfect companion for spring tweeds, textures, pumps of textured calf are trimmed with boot-maker stitches.



Tapered pump in white calf, perforated to show gold underlay, glamorizes day wear.



At-home flats in gold kid display Oriental influence.



Fabric gloves feature tiny flowers pressed into transparent cuff.



Pearl buttons accent collar of a flower-print dress for young charmers. In "Everglaze" washable chintz.

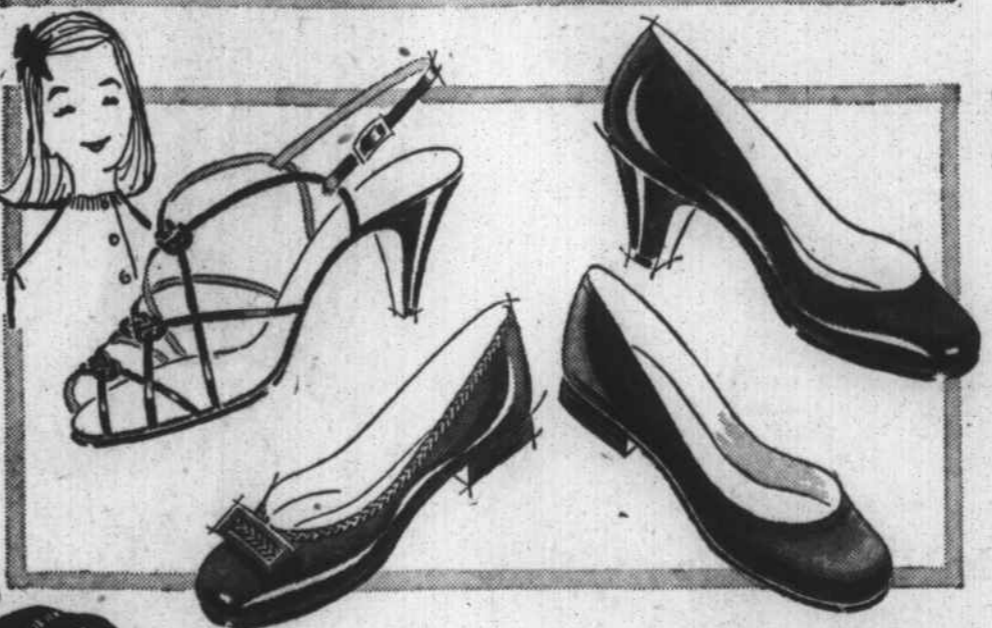


Teenagers sparkle in romantic shirt-waist-style dress with rhinestone accents.



**Belk's**  
Home of Better Values

**New for Spring**  
AND NEW FOR EVERYONE  
IN THE FAMILY



**STYLE, BUILT-IN COMFORT!**

Our own "Natural Bridge"

Handsome, go-with-every-suit plain-toe blucher . . . with built-in cushioned arch support for greater walking comfort. Black crepe soles. (Black or rich cordovan brown. 6½ to 12, A-E) **8.95**

Our own "Masterbilt" brand

Tassel tie loafer—dressy as your favorite laced oxford, but just as right too for casual wear! Moccasin-style toe. Black only! 6-12, B to D **7.95**

Two-tone combination—very new! Warm tobacco tan glove elk uppers, piped in brown. Cushion crepe soles. Perfect with tweeds! Sizes 6 to 12, B-D **8.95**

**BUILT TO TAKE RUGGED WEAR!**  
Our own "Terriers" for boys

Moccasin-style loafers, no. 1 shoe style for the classroom crowd. Smooth uppers take a quick shine . . . long-wearing soles! Brown, black. Sizes 2-6, B-D widths. **4.95**

Perfect choice for classes as well as "best" wear! Cordovan finish teams up with blacks, browns, charcoals! Thick black crepe soles. Sizes 2-6, B-D widths. **5.95**

**OUR OWN "FASHION LANE"...**  
an open and closed story!

**7.95**

Fashion afoot this season is just the way you choose yourself! Make yours the covered-up look of the pump or the open-air featherlightness of the sandal. Either way you're right in step with Spring! 4-10, AAA-C.

- More air than shoe, our stripping sandal, Black, white . . . **8.95**
- Now-classic sweater pump with a bow! Black patent . . . **7.95**
- Calf sandal pleated like fabric! White, vanilla . . . **8.95**
- The pump—Spring's classic! Black patent, white . . . **7.95**

**OUR OWN "TEENAIRE"...**  
styled to a girl's busy life!

**3.95 and 4.95**

Whether it's everyday shoes for the classroom . . . or special-occasion styles with a definite grown-up air, our own "Teenaire" is top choice with the cack crowd. Just four styles here, from our big selection! 4-10, AA-B.

- Sweater pump, cut way down low! Black patent, white . . . **3.95**
- Triple-knot sandal. Black patent or white **4.95**
- Classic pump. Black patent, white, navy **4.95**
- (Leather lined soft kid skimmer. Black, white **3.95**)

**YOUR CHILD'S FEET DESERVE OUR FAMOUS BRAND SHOES!**

Carefully crafted, designed to give young toes plenty of room to wiggle and grow! And yet snug, heel-hugging good fit! Long-wearing soles!

- "Red Riding Hood" brown and white crepe sole oxfords. 8½-12 . . . **5.48** 12½-3 . . . **5.95**
- "Terrier" tan oxfords teamed with mesh. Composition soles. 8½-12, 12½-3 . . . **5.95**
- "Red Riding Hood" sweater pump. Black patent, white. 12½-3, A to D . . . **5.95**
- "Red Riding Hood" single-strap pump. Black patent, white. Dainty contrasting stitches. 3 to 5 . . . **4.48**; 5½-8 . . . **4.95**
- 8½-12 . . . **5.48**; 12½-3 . . . **5.95**



**SHOP BELK'S for better selections, better buys! BUY BELK'S for certified better values!**



Here's a 1956 variation of the moccasin in supple tropical leather.



Three-eyelot low cut shoe in perforated fine grain tropical leather.



Continental style slip-ons with white vamp plug in soft suede; balance in black tropical leather.

**Men's Shoes For Spring Go Tropical**

Tropical in weight and tropical in color is the fashion keynote for men's leather footwear this spring and summer, according to the Leather Industries of America. This, of course, is directly in line with the switch to lightweight apparel in every phase of a man's wardrobe.

The new tropical leathers retain the ruggedness of conventional leather, but weigh far less. At once more comfortable and more colorful, they go perfectly with the lightweight spring and summer suits and sportswear outfits of 1956.

For town wear, the light-colored and two-toned tropical leather shoes will be increasingly popular, this year. Leather combinations of black-and-white, and brown-and-white, as well as rich colors like ivywood, rocky tan, desert copper and butternut, accent the color contrast between shoes and summer suits and create just the right balance of good taste and summer freedom.

Lightweight suedes and buckskin in pale tones such as smoke grey and off-white beige, with new light leather soles, also stand out in the wide array of lighter leather shoes for casual wear.

Slimmer, lighter-weight leather soles and open-weave upper leather are also playing a role in leather's switch to tropical lightweight fashion and comfort. Perforated and woven leathers are especially good-looking in moccasin and plaitoe styles, designed along tailored lines.

Most important style this summer is the moccasin toe—in all infinite number of variations: slim Continental slip-on, conventional slip-on, one, two and three-eyelot models, and many with contrasting stitching to lend a note of color below the male ankle.

Plain toes and wing-tips with a minimum of detail run a close second. In most styles, toes are less round—again, the Italian influence. Black and brown are the most popular colors.

Like curry flavor? Try sprinkling just a suspicion of the spice over scrambled eggs just before they are ready.



Boys take to spring in a light-colored suit of viscose and acetate twist flannel, with three buttons.