

SHOE STYLES STAGE A REVOLUTION



Fashion Advisor Tells How Revolutionary Shoe Designs Beautify Unattractive Feet

THE greatest revolution in fashion design "since the whalebone corset was relegated to the scrap-heap," has occurred in the shoe industry within the past two years, according to Miss Ruth H. Kerr, fashion advisor for the 2 in 1-Shinola-Bixby Corporation. Miss Kerr, an authority on style trends, says this revolution is due to the discovery that shoes designed specifically to compliment the natural contours of the human foot contribute materially to the general smartness of a woman's appearance.

In place of the exaggerated narrow toe of a few years ago, and the still more fantastic "needle toe" of the nineties we now have nature-conforming "lasts" over which shoes are built. In working out these "lasts," shoe sculptors have found that the proportion of the human foot is in direct relation to the proportion of the individual measurements of the body. The problem therefore has been to bring the individual foot—be it long or short, wide or narrow—in conformity with current style trends.

"The long narrow foot that used to be admired because it was 'aristocratic' is not the fashionable foot today," explains Miss Kerr. "Short vanps, lower heels—all are part of the stylists' scheme to bring the shoe into relation to the fashionable silhouette of boxed shoulder and general squarish effect. Feet must be disguised to fit the mode.

for feet are becoming more and more an integral part of fashion, now that women have learned to think in terms of the ensemble."

At the same time that more emphasis is placed on simplicity, fine materials and color interest, as part of the recognition by manufacturers that feet are worthy of fashion interest, it has become absolutely essential for a woman to know how to take care of her shoes, according to Miss Kerr. The first step in shoe care, is to place the shoe on a tree the very minute it is removed from the foot. The second step is to choose the correct cleaner for the type of leather. And choosing cleaners seems to have become an art in itself, for no longer will one box of shoe polish take care of a shoe wardrobe.

The modern woman must have special paste cleaners for glazed leathers like kids and calskins; liquid polishes of the Shinola type for suedes; two cleaners for shoes of combination materials, and if she is really serious about being smart and beautiful from the crown of her head to the soles of her feet, she probably invests in one of the shoe beauty treatment kits that have recently been introduced to the market.

"Because," concludes Miss Kerr, "if designers give beauty treatments to feet with their clever shoe designs, the least we women can do is to learn to give beauty treatments to shoes!"

Bruce Barton Says

LUCKY SHOULD BE HUMBLE

My wise friend William Hard is liked by statesmen because he never betrays their confidence, and because his mind works so clearly. He stands up to the full measure of his five feet five inches, and tells them the truth.

In a queer, shy fashion Calvin Coolidge warmed toward him, and the two had many a long and humorous visit. One night Bill said: "Mr. President, I think I should like to be President of the United States myself one of these days. I wish you would tell me how to go about it to realize my ambition. You have been through the mill, and your counsel ought to save me quite a bit of time."

Coolidge looked down his long nose, and then drawled: "Well, I can give you the formula. You just have to keep plugging along as hard as you can, and then hope for a million lucky breaks."

That sentiment does not have any very heroic ring. It does not echo Nathan Hale's, "I regret that I have but one life to give for my country," nor does it remind one of Napoleon's, "There are no Alps."

But there is a certain attractive honesty in the Coolidge statement. Most big men, if given an opportunity to be correspondingly frank, would admit that luck has played a large part in their success. One such man, who amassed several million dollars in the manufacturing business, said: "People credit me with superior intelligence and enterprise because I have made millions. But I also have lost millions. What about the superior intelligence and enterprise then?"

TRAINS DO STOP

William James, the psychologist, remarked that the average man is an old fogey at twenty-five. He meant that even at that early age most of us have dug our little ruts of daily habit, accumulated the slender stock of prejudices which we fondly term "convictions," and thereafter like nothing so little as to be compelled to change. We will be very peevish at any one who shows up our errors. We are second cousins to the doughty old station agent with whom a friend of mine had an encounter a few days ago.

The friend's car suffered an accident while he and his chauffeur were on their way to Chicago. Rather than lose a day and miss an important engagement, he decided to push on by rail. The station agent informed him that a local would be along in about six hours.

"But what about the next express?" the stranded gentleman inquired.

"Oh, no use talking about express trains. They never stopped here and they never will."

The man remarked that his name was not unknown to the officials of the road and that they might, if advised of the circumstances by wire, have an express take him on.

The station agent scoffed. "Nothing doing," he spluttered. "Ain't never stopped and never will." Under much duress he finally sent the telegram. When the train did stop his disgust knew no bounds. "It just ain't got no business to," he spluttered.

It was said of Socrates that he found no more satisfaction in convincing others of their mistakes than in having his own errors pointed out. A long time had to elapse before the world recognized that Socrates was great; most of his neighbors in Athens just thought that he was a little queer.

Nothing to lean on. One of the WPA workers was complaining because he had no shovel. He finally told the foreman about it.

"Well, whaddaya kickin' about?" was the answer, "you don't have to do any work if you ain't got no shovel."

"I know," pouted the fellow, "but I haven't got anything to lean on—like the other guys!"

GOOD COOK

The boys of the Fairmont (W. Va.) American Legion Post were discussing the impending marriage of a buddy.

"That's an accomplished girl Ben is going to marry," observed one of the men. "She can swim, ride, dance, drive a car, and pilot a plane; a real all-around girl."

"They should get along fine," replied another. "You know, Ben is a good cook."

Trains Racers



SEATTLE (above) Ruth Parton (above) is in the business of race horse breeding, training and handicapping on her 200-acre ranch near here. She conducts one of the most successful stables on the Pacific coast and enters all Western meets. Her father gave her some blooded stock when she was 18, to induce her to give up rodeo and stunt riding.

Game Licenses Net \$40,000

Washington. — The hunting grounds, and streams of North Carolina proved popular with sportsmen during the last year, the Bureau of the Census reporting the State derived \$40,049 from sale of licenses in 1935.

Combination licenses for the two sports were issued to 5,440 residents, netting \$16,320, while 6,478 Tar Heels paid \$12,956 for fishing licenses alone. The bureau reported 467 outsiders paid \$2,335 for non-resident licenses. Tourists paid the State \$3,180 for hunting and fishing licenses.

South Carolina derived \$840 from sale of non-resident hunting and fishing licenses.

BANKRUPT'S PETITION FOR DISCHARGE

Gordon W. Brandt, Bankrupt, IN BANKRUPTCY, To the Honorable JOHNSON J. HAYES, Judge of the District Court of the United States, For the Middle District of North Carolina:

Gordon William Brandt, of Spencer, in the county of Rowan, and State of North Carolina, in said district, respectfully represents that on the 21st day of March last past, he was duly adjudged bankrupt under the acts of Congress relating to bankruptcy; that he has duly surrendered all of his property and rights of property, and he has complied with all the requirements of said acts, and of the orders of the court touching his bankruptcy.

Wherefore he prays that he may be decreed by the court to have a full discharge from all debts provable against his estate under said bankruptcy acts, except such debts as are excepted by law from such discharge.

Dated this 17th day of July, 1936.

Signed—Gordon W. Brandt, Bankrupt.

ORDER OF NOTICE THEREON

Middle District of North Carolina, ss: On the 17th day of July, 1936 on reading the foregoing petition, it is ordered by the court, that a hearing be had upon the same on the 24th day of August, 1936, before W. T. Shuford, Referee in Bankruptcy, at Salisbury, N. C., in said district, at 2:30 o'clock in the afternoon; and that notice thereof be published in The Carolina Watchman, a newspaper printed in said district, and that all known creditors and other persons in interest may appear at the said time and place and show cause, if any they have, why the prayer of said petitioner should not be granted.

And it is further ordered by the court, that the Referee in Bankruptcy shall send by mail to all known creditors, copies of said petition and this order, addressed to them at their places of residence, as stated.

Witness the Honorable Johnson J. Hayes, Judge of the said court, and the seal thereof, at Greensboro, N. C., in said district, on the 21st day of July, 1936.

Signed—Johnson J. Hayes, United States Judge.

Pulls Child From Pool; Doesn't Learn Her Name

Kinston.—Young Mike Lee, Jr., was a hero Tuesday without knowing whose life he had saved. Seeing a five-year-old girl struggling in the municipal swimming pool, he vaulted a high fence and rescued her. Persons who witnessed the rescue said Lee left without inquiring the child's name.

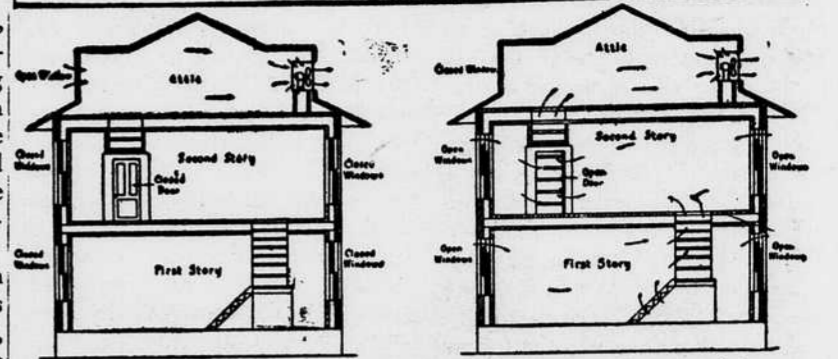
He was graduated from high school a year or two ago. He is a member of the national guard, and was at headquarters of the 113th Field artillery during its recent training period.

Charlotte Firms Get Contracts For Furniture

Two Charlotte concerns were awarded the bulk of the contracts for furniture for six new Rowan county schools and six new additions by the board of education Tuesday.

The Carolina School Supply company division of Charlotte of the American Seating company received contracts for \$16,555 and the General Seating & Equipment company for \$2,121. The Southern Desk company of Hickory received the remaining contract of \$3,160.

Hot Weather Tips Practical Hints On How To Make Your Climate To Order



Simple regard for attic temperatures makes all the difference between comfort and discomfort in the rest of the house.

AN engineering discovery of peculiarly timely value to millions who will perspire through the next few months is illustrated in the above diagram. This discovery directs attention to the attic in a house, as a means of keeping the entire house more comfortable in temperature.

The attic, being the enclosed part of a house most exposed to the beating rays of the sun, is naturally the hot spot. You know how the heat strikes you when you go upstairs on a baking July or August day. Good tactics obviously tell you that if you can do something to cool the attic, the rest of the house will benefit.

Placing so simple a device as an air circulator in an open attic window helps markedly, the General Electric Air Conditioning Institute points out. This is basically a fan, built to move air silently and with high efficiency. It runs on standard electric current. Put it in front of the window so that it blows air out. In the daytime, when the attic is hotter than outside temperatures, close the door leading down to the house, but leave the window open on the other side of the attic from the air circulator. Thus, it moves the heated air out of the attic and heat leakage to the lower floors is minimized.

In the evening and at night, when it is cooler outside, open the door up to the attic, close the attic window opposite the air circulator, and open the windows on lower floors. The circulator, moving air out of the attic, draws the cooler outside air up through the house. This simple procedure can make all the difference between comfort and discomfort.

Patronize Watchman Advertisers.

Roosevelt Gets First Bale Of Georgia Cotton

Donalsonville, Ga.—Citizens of Seminole county, the first to vote for renomination of President Roosevelt in a preferential primary this spring, donated the first bale of cotton ginned in Georgia this year to his campaign fund.

Charlie Reynolds, clerk of Seminole superior court, notified Marion Allen, the President's Georgia campaign manager, of the gift by telephone.

The bale, weighing 425 pounds, was grown by D. C. McKellar on the farm of B. B. Clarke. Clarke joined with the other citizens of the county in making the present.

Morganton Man Named President Democratic Club

J. Ed Butler, of Morganton, was elected state president of the Young Democrats of North Carolina at their meeting in Greensboro Saturday. Other officers elected were Miss Mae Oliver, of Sanford, vice-president; Mrs. John Long, of Iredell county, secretary; William Wellons, of Smithfield, treasurer; J. T. Gresham, Jr., of Warsaw, national committeeman, and Mrs. George C. Brown, of Greensboro, national committeewoman.

Bankruptcies On Decrease

Charlotte.—Bankruptcies of retail and wholesale concerns in the Carolinas are on the decrease, according to E. C. Fearrington, secretary of the Carolina Association of Credit Men.

Fearrington said the volume of buying due to the recent soldiers' bonus payment has fallen short of expectations, but that the bonus money is coming slowly into trade channels.

Woman Lover To Die For Slaying Her Son

Hollidaysburg, Pa.—Mrs. Margaret Karmendi, 24-year-old mother, and Roy T. Lockard, a laborer, were sentenced to die in the electric chair for killing the woman's 3-year-old son.

The commonwealth charged the two carried on a love affair and disposed of the child because he interfered with their meetings.

Mrs. Karmendi broke into tears after Judge Marion D. Patterson pronounced sentence. She cried out:

"I'm innocent." Lockard calmly heard the sentence.

Matthew "Sonny" Karmendi, Jr., was slain the night of April 21 with a railroad spike.

71 N. C. Road Deaths In June

Raleigh.—North Carolina's 71 automobile accident fatalities in June occurred in 35 of the State's 100 counties, Capt. Charles D. Farmer of the Highway Patrol said.

Duplin and Guilford counties each reported five deaths, and four were listed in each of Buncombe, Wayne and Mecklenburg.

Only six counties in which sale of liquor is legalized reported fatal accidents, and in only two were intoxicated drivers involved. Martin county had three deaths, Le noir two and one each occurred in Carteret, Moore, Pit and Beaufort.

Three fatalities each were reported from Davidson, Haywood, Rowan and Wilkes; two each from Alamance, Catawba, Forsyth, Randolph, Robeson, Rockingham and Wake, and one each in the following other counties, Bladen, Burke, Cumberland, Davie, Durham, Granville, Iredell, Jones, Macon, Montgomery, Person, Polk and Rutherford.

In Nash County arrangements are being made to show 4-H club members' calves and pigs at the Rocky Mount fair this fall.

**Final Clearance OF ALL Summer Shoes**

**DRASTIC PRICE REDUCTIONS ON EVERY PAIR IN STOCK!**

**Clean Out Of All Ladies White Brownbills**

Air Step and Buster Brown white shoes. Regular \$5.50 shoes in many styles but broken sizes. To close out at

**\$2.35**

**Misses and Children's SUMMER SHOES**

A large group of oxfords, straps and sandals. Whites and a few blues, blonde and combinations. Close-out of all misses' and children's summer footwear at

**68c**

**Final Close Out Group of Ladies' Summertime NOVELTY FOOTWEAR**

Three large tables of oxfords, straps, pumps and sandals. In white, white and tan, blue and white, white and red, grey, white and blue, red patent, black patent and other novelty combinations.

**\$1.34**

Formerly sold up to \$3.95. Every wanted style, but not every size in all styles.

**Efird's Dept. Store**  
Salisbury, N. C.