

Better Footwear Ready For Children Going Back To School This Fall



LEARNING HER ABC'S ABOUT NEW LEATHER SHOES FOR FALL . . . from left to right: For girls, a one-strap pump in butternut leather with hand stitching at the throat; a one-eyelet moccasin toe in brown leather, specially treated to be waterproof; a smooth leather moccasin with crisscrossing straps and brass buckles on the vamp; a two-strap leather shoe with a swirl of stitching across the vamp; For boys: a crushed grain plain toe with carved decorations circling the vamp and the popular tassel laces; a gored slip-on in smooth leather; a classic tasseled moccasin in highly polished black leather; a crushed grain two-eyelet moccasin toe in light tan.

Shoes For School Child Take Fashion To Classes

Revolutionary changes that have been taking place in the realm of footwear for grown-ups, bringing lighter weight leather shoes that are more comfortably designed for better fit, and endowed with refreshing new styling, are going right back to school this year on the feet of children of all ages.

Aside from the fact that the kids themselves had a lot to do with bringing the revolution in footwear down to their own age levels—because they demanded it—parents will find what the stores have to show them for the youngsters most interesting on several counts.

Not the least of these is the influence the new shoe styles for youngsters can have on encouraging them—and especially the boys—to be neat. The new fashions in shoes are quite in line with the swing toward neatness and away from sloppiness in attire for school children.

Better Fit Possible

Somewhat more important is the better fit that is made possible by the greater pliability tanners have been putting into leathers and the advantages shoe designers are taking of this enhanced quality. Parents cannot overestimate the importance of proper fit of shoes for children, and correct but comfortable support for growing feet.

The oft repeated advice that shoes for school children should never be purchased without a careful fitting is sound once again. Best time is well before school opens for the new season so there can be no doubt about taking the youngsters down to the store.

Here's a summary of what's new and interesting in shoes for school children, now being shown by the stores:

FOR LITTLE GIRLS, more feminine-detailed school shoes in soft leathers; more soft and lightweight styles; greater variety of leather pumps for dress wear; and

new tricky one and two-strap sandals. Not many laced oxfords.

Low Top Lines

FOR BOYS: leather shoes with a definite masculine look, yet lightweight; tasseled moccasins and grained leathers predominate; many versions in the low top-line pattern. The low top-line is particularly popular among teen-age boys, who tend to follow the styles set by Dad.

MALE TEEN-AGERS have advanced from the sloppy stage popular a few years ago, and have branched out into smartly-styled slacks, shorts, jackets, etc. This trend is carried into footwear.

For school, particularly, they want "sharp," but simple styles, such as two and three-eyelet bluchers in plain and moccasin toes in the new crushed grain and smooth leather.

For dress wear they seem to be favoring cordovan and black leathers in wing-tips and U-wings in both smooth and suede leathers. All of these—and more—are available in the shops.

Versatile Dress Shoes

THE TEEN-AGE GIRL has special demands and the shoe and leather manufacturers have taken pains to satisfy them. Chief among them are dress shoes which are versatile and not too extremely styled, so that they can be worn with a variety of costumes.

For school, you will find a staggering variety of leather flats and low heels, which look well with socks, as well as nylons.

A particular boon for teens are the new leather pumps with mid-heels so artfully designed that they look like high heels, but don't require precarious balancing.

Five thousand thirty six physicians from 84 countries trained in American hospitals as interns or residents this year.

Now Is Time To Check On Shoe Needs

Grandpa used to grumble when he was a boy about that four-mile hike to the little red schoolhouse. But his complaints were a mere whisper compared to the howl put up by today's youngsters if they have to walk more than a half-dozen blocks to school.

According to foot doctors, however, there may be some merit to Junior's complaints. The doctors say that Junior's feet are probably worse off than Grandpa's ever were. Why? Well, Grandpa's parents knew more about foot care than we do—his generation did a great deal more walking and thus were more conscious of shoes and foot comfort.

Today's youngsters do a lot of their daily travel in cars and buses, and parents are apt to neglect their feet—which is why school examinations turn up the fact that far too many children are wearing unsuitable and outgrown shoes. The pair you bought Junior for the summer may still have a lot of wear in them, but chances are they're cramping his feet as he steps into a new school year—and that can be the beginning of foot troubles that can plague him all his life.

With two or three months of rough vacation play behind them, now is a good time to check your children's shoes if you want them to walk into the new school year on healthy feet.

And be sure to take a little extra time and care when you buy Junior new shoes, especially as far as fit and materials are concerned. Make certain that the uppers are of supple leather which allows for normal foot expansion, and that the soles are made of flexible leather that bends easily with the



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