## Better Footwear Ready For Children Going Back To School This F



### Take Fashion To Classes

Revolutionary change, anat have been taking place in the realm of new tricky one and two-strap sanfootwear for grown-ups, bringing lighter weight leather shoes that are more comfortably Jesigned for better fit, and endowed with reright back to school this year on the feet of children of all ages.

SUCH SMART

SCHOOL FABRICS! . . .

Come See

Our-Wide

Variety of

Materials

Fall Cottons

Wool Jersey

Cotton Broadcloth

Many More Fabrics

Notions and Patterns

Waynesville

for back to school

SO PRACTICAL AND SO

REASONABLY PRICED

FOR BACK-TO-SCHOOL

They're Up On

All The Latest

Children's Styles

. . And They're

Fashionably Fit

For All of Them!

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.

fluence the new shoe styles for trend ic carried into footwear, youngsters can have on encouraging them-and especially the boys from sloppiness in attire for school children.

Better Fit Possible

Somewhat more important is the better fit that is made possible by been putting into leathers and the able in the shops. advantages shoe designers are taking of this enhanced quality. Parents cannot overestimate the importance of proper fit of slives for children, and c treet 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

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

dals. Not many laced oxfords. Low Top Lines

FOR BOYS: leather shoes with freshing new styling, are going lightweight; tassel moccasins and hike to the little red schoolhouse. boys ,who tend to follow the styles dozen blocks to school.

MALE TEEN-AGERS have ad-

For school, particularly, they -to be neat. The new fashions in such as two and three-eyelet blushoes are quite in line with the chers in plain and moccasin toes foot comfort. swing toward neatness and away in the new crushed grain and smooth leather.

For dress wear they seem to be favoring cordovan and black leath- their feet-which is why school ers in wing-tips and U-wings in examinations turn up the fact that both smooth and suede leathers. far too many children are wearthe greater-pliability tanners have All of these-and more-are avail-

Versatile Dress Shoes

THE TEEN-AGE GIRL has special demands and the shoe and they're cramping his feet as he leather manufacturers have taken steps into a new school year-and pains to satisfy them. Chief among that can be the beginning of foot them are dress shoes which are troubles that can plague him all versatile and not too extremely his life. styled, so that they can be worn with a variety of costumes.

ts, as well as nylon

A particular boon for teens are and interesting in shoes for school heels so artfully designed that Junior new shoes, especially as far the new leather pumps with midthey look like high heels, but don't as fit and materials are concerned. require precarious balancing.

> cians from 84 countries trained in the soles are made of flexible American hospitals as interns or leather that bends easily with the residents this year.

#### Now Is Time To Check On Shoe Needs

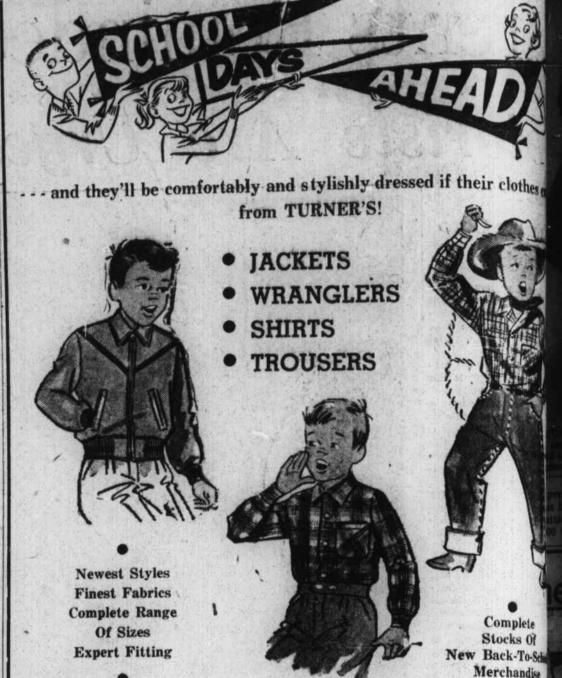
Grandpa used to grumble when a definite masculine look,- yet he was a boy about that four-mile grained leathers predominate; But his complaints were a mere many versions in the low top-line whisper compared to the howl put pattern.. The low top-line is par- up by today's youngsters if they ticularly popular among teen-age have to walk more than a half-

ever, there may be some merit to vanced from the sloppy stage popu- Junior's complaints. The doctors lar a few years ago, and have say that Junior's feet are probably branched out into smartly-styled worse off than Grandpa's ever Not the least of these is the in- slacks, shorts, jackets, etc. This were, Why? Well, Grandpa's parents knew more about foot care than we do-his generation did a want "sharp," but simple styles, great deal more walking and thus were more conscious of shoes and

Today's youngsters do a lot of their daily travel in cars and buses, and parents are apt to neglect ing unsuitable and outgrown shoes. The pair you bought Junior for the summer may still have a lot of wear in them, but chances are

With two or three months of rough vacation play behind them, For school, you will find a stag- now is a good time to check your gering variety of leather flats and children's shoes if you want them low heels, which look well with to walk into the new school year on healthy feet.

And be sure to take a little Make certain that the uppers are of supple leather which allows for Five thousand thirty six physi- normal foot expansion, and that





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WOMEN'S

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RNER'S STORE

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IS READY WITH NEW FALL MERCHANDISE FOR BACK-TO-SCHOO

Swansdown, Betty Rose and Bobbie Brooks COATS And Nelly Don, Carol King and Henry Rosenfeld DRESSES For Wom

Cinderella DRESSES For Children and Junior Misses

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