

'Pretty Look' Sparks Spring's New Shoes

The "pretty look" arrives with the pretty flowers this spring, as soft cloths with a romantic air dominate the fashion scene. Light, airy and understated, the new leather shoes take naturally to this focus on femininity, reports Shoe Fashion Service of Leather Industries of America.

Popular in city or suburbs, the "pretty look" means pumps, flats, lines. It calls for sun-drenched colors—in single and multi-color effects. It is interpreted in leathers that walk naturally, hold their shape gracefully and look fresh after hours of wearing. It is seen in smooth and suede leathers, grained and brushed leathers, waxy and patent leathers—all made into feminine, foot-flattering shoes.

THE OPENED-UP effect of closed-toe open-back or open-side shoes are part of the new spring look at ground level. Large port-holes on vamp or sides, slim sling-back straps or large vents at the sides are among the popular variations on the open effect.

Woven leathers, perforations,



Cover: Chudik's of Birmingham proves there's style to flatter every bride this season... wide variety particularly evidenced in skirt treatment... which ranges from pencil slim sheaths to skirts full enough to take a hoop... portrait localites modeling the newest in designer gowns include Pat Davey (from left at back), Sandra Anderson, Cindy Montgomery and Cheryl Simons. Seated it's Ann Baumstark (left) and Treva Mayhew.

Suits, Suits, Suits for '64

Suits take off in two main directions for spring and both end up at a destination called "feminine."

One road follows the soft, gentle approach with subtle shaping of barely fitted jackets above swinging skirts of flares or pleats.

The other road is easy with styles that relax by, for example, eliminating jacket buttons altogether and simply showing off a softly cowl-collared blouson in a crepe or sheer. Here the skirt may be pencil slim and perhaps in crisp pencil stripes.

EITHER WAY, the total effect is the soft touch.

Linen suits really play up color and this fabric gets a big play in many suit lines, too.

Spring is always a wonderful suit season and it certainly promises to be no exception this time around. One look at the new styles and it's easy to see why!

Cover Page

Spring brings to mind the classic suit, foundation for any well-dressed woman's wardrobe. Setting for Sec. I cover page model is the foundation for the soon to be completed Kingsley Inn Hotel, Bloomfield Hills, also a pace setter.

embroidered designs on the vamp and toe are other ways of lightening the shoe without cutting away large pieces. Smooth leather linings cut down on friction and stocking runs.

Big girls take to little girls' styles this year in a huge variety of strap shoes. The changes rung on the simple strap shoe include asymmetric straps, T-straps that connect at all points of the shoe and wide sabot straps. Set on mid heels for the most part, the feminine strap shoe is a far cry from the old-fashioned mary jane. Slim, ultra-pliable leather soles round out the picture of a deceptively simple, easy-walking leather shoe.

IN CASUAL FOOTWEAR, led by moccasin flats and moccasin-front walking shoes, you will see every type of leather. From multi-colored genuine patent leather flat to handsomely grained leather walking shoe or waxed leather "penny" moccasins, casual leather shoes spell comfort and grace.

Brushed leather—in flats and occasionally in boot-shoes—is a casual favorite. In keeping with the trend to lighter shoes for all seasons, the new casual shoes are made up in brushed split leather. The leather has literally been split—thinned down—to lighten the shoe. It also adds greater flexibility while retaining durability and sturdiness. Because of "split leather's" strength and flexibility, it is frequently used as a leather sole in casual women's shoes.

TOES AND HEELS hold few surprises this season. The rounded toe is seen chiefly on casual and walking shoes, the crescent toe on daytime and evening leather shoes, and the "snipped square" toe on cocktail and suit shoes. But, there's no hard and fast rule because the three toe shapes do appear at all hours of the day and night. Heels tend to be lower this year, except for the more formal occasions and costumes.

For further information on fashions featured in this section, call MI 4-1100.

IN ADDITION to the lovely warm blues, raspberries and greens, smooth and grained leather shoes will be seen in a wide variety of neutrals. Joining bone and white among the dressy neutrals is cane,

followed by oatmeal and sage green. These colors are seen in soft suedes, lovely lustre leathers and new translucent aniline patent leathers.

Of course, black patent leather

pumps will walk in splendor on every avenue. It will be seen in simple pumps, perforated spec-tators or highlighted with other colored leathers—smooth, suede or patent.

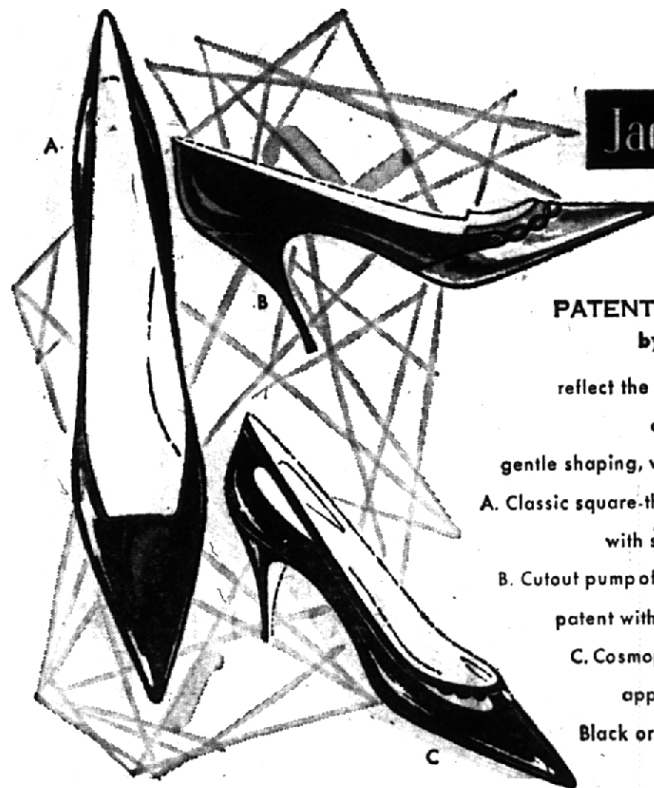
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