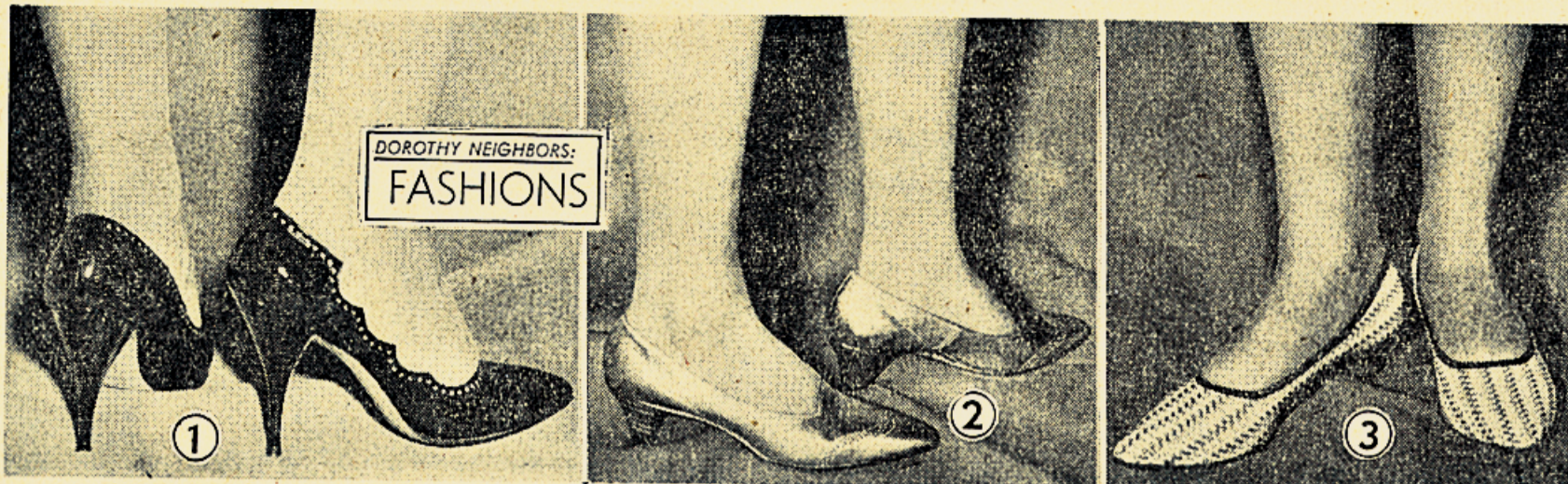


# There's Glamour Afoot at World's Fair



DOROTHY NEIGHBORS:  
FASHIONS

Just one pair of shoes won't do for the fair. For evening hours, be glamorous with tall, slender heels. This year's popular medium heels, smart looking and practical, might have been designed with fair-goer's comfort in mind.

1. Black-patent leather is scalloped low on the sides of these pumps for a dressy evening. Heels are slender and toes gently narrowed. The pumps also are available in bone patent.  
2. Gold leather is fashion news for day wear

this year. These shoes, of non-tarnish gold calf, have a medium, stacked-wood heel and oval toe.  
3. Nylon mesh in the ombre shades were used in these medium-heeled shoes. Cocoa leather is used as trim.



Shaded tones of wood are used for the high, slender heels of these pumps of golden calf. Tiny perforations form a simple design across the slender toe. For information, call Dorothy Neighbors, Main 2-0300.

**Let Brush Fit Job**  
For all types of exterior walls use a brush from three to six inches wide. Before painting, remove scaled paint.

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## 70 Sizes Assure Good Fit In Shoes

When you visit the Seattle World's Fair be sure you wear comfortable shoes. There is nothing worse than walking or standing all day in shoes which do not fit, that are too tight or raise blisters on your heels. American feet are the most pampered in the world when it comes to size fitting for shoes.

Even though they are mass produced, United States shoes come in as many as 70 different sizes of one last, plus a rainbow assortment of colors in each size. So whether your foot is long, wide, bony or diminutive, a shoe can be found to fit it.

NO OTHER country in the world comes even close to the combination of length, width and toe fit guaranteed in the United States. However, in recent years, in introducing smart French and exciting Italian styles in this country, American retailers have taught many European factories how to turn out shoes on American lasts to fit American feet. This is helping to change the European market.

But it is still not easy to get an AAAA width in a size 6½ in London or Paris unless you have your shoes custom made.

Yet in America we have foot-measuring devices that accurately record the over-all length and width as well as the heel-to-ball length and also determine the degree of pronation of the heel. All of this means greater shoe comfort and greater walking comfort.

PROBABLY no part of the human anatomy is subjected to such hard usage as the foot. And it responds to such usage and heat by expanding as much as 5 per cent during the day.

In the morning the foot is smaller and weighs less than it does in the late afternoon after it has been in motion. American shoes are fitted to this flexible, complex segment of the human body to provide a full degree of comfort during the expanded afternoon as well as during the normal morning periods.

FINDING an accurate method to measure feet has taken a number of centuries to evolve.

In 1324, Edward II. started the ball rolling by a decree that three average-size barley corns, placed end to end, equalled an inch. Careful measurements brought out the fact that 39 barley corns, placed end to end, were equivalent to the length of the longest normal foot. Using three barley corns an inch as a guide, 39 barley corns were calculated to be 13 inches and the largest normal foot, at that time, was called size 13. Other sizes were graded down from there.

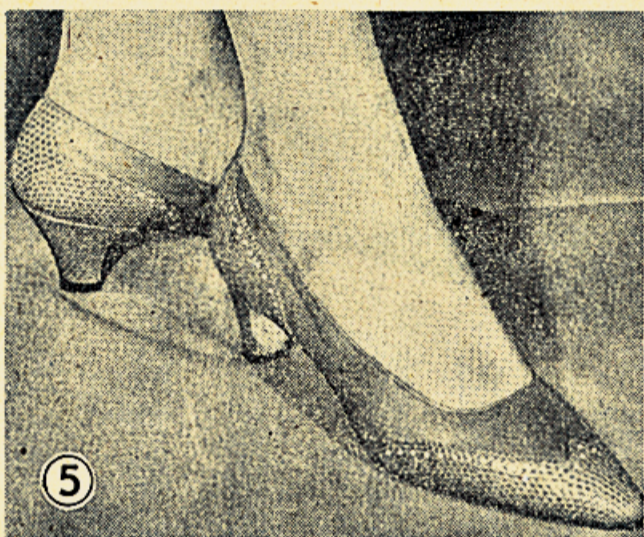
In the 17th Century, a monk of St. Andrews, Northampton, England, invented the size stick. About the same time, another monk is credited with inventing the pantograph. Both these important principles revolutionized the fit of present day footwear.

FRANCE used a size stick as early as 1850, but it was not until nearly 1900 that an American size stick was adopted universally by retail-shoe stores.

Simple in design, this stick only provided for the length measurements of the foot from heel to toe. Newer measuring devices began appearing soon after 1920.

TO ALLOW for the expansion of the foot, at least two full sizes (two thirds of an inch) should be added to the foot length as measured.

This will provide sufficient clearance ahead of the toe so that tissues of the toe will not press directly against the inside tip of the shoe. Also make sure that the shoe does not fit too tightly across the width of the foot.



Snake trims the oval toes and medium heels of these shoes in a warm allspice beige. The shoes also are available in black. For information, call Dorothy Neighbors, Main 2-0300.



Century-21 blue patent and lizard are combined in these handsome shoes. Toes are oval and heels medium height. The shoes also are available in red patent with black snake and Fiesta tan. For information call Dorothy Neighbors, Main 2-0300.

## Dressy Variation



This attractive town frock of satin-finish cotton will be shown by Nelly Don, Inc., in the Fashion Pavilion at the Seattle World's Fair. It is a dressy variation on the popular shirtwaist-dress theme.

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# WAY OUT AHEAD Supers OF THE Future TODAY



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