

Confessions of— a Shoe Salesman and a Florist

EVERY fellow consciously or subconsciously has his own individual rating scale for girls, including hair, figure, complexion, but I notice feet. Perhaps that is because for four years I've watched big and little, blonde and brunette, tramp, swing, or waddle into stores to buy shoes. After all, the way the foot is shod has a lot to do with the way a woman walks and the way a woman walks can be one of the most impressive—or depressive mannerisms about her. When I think how important posture is to the personality—how important a firm, sure step is down the path of life I marvel at some of the frabjous choices girls make. Why is it a tall girl invariably buys low heels for every occasion, sacrificing grace and carriage, and a short girl generally chooses a French spike for a sport suit almost to the point of bordering on the ridiculous? I don't know and never could figure out.

IF THE SHOE FITS PUT IT ON

Maybe the gal in the Ozarks doesn't buy shoes but it is safe to say that every coed does, therefore each girl should know her own approximate size and be able to read it inside the shoe. Some commissioned shoe salesmen are high pressured—they can't help themselves and will fit the shoe a shade off the regular size rather than lose a sale. It is almost impossible to tell at the time if the shoe fits. Sizes in women's shoes are so close that a shady size cannot be noticed, but after a few weeks of wearing, pressure will come to bear upon the big toe, or the heel will develop a blister, or even the teeth will ache. Though the shoe salesman is good looking and persuasive, that can never compensate for the corns and sore feet that are bound to develop if the size is wrong.

CHART FOR READING SHOE SIZES

| | |
|-------|--------|
| 00075 | 7½AAAA |
| 0075 | 7½AAA |
| 075 | 7½AA |
| 175 | 7½A |
| 275 | 7½B |
| 375 | 7½C |
| 475 | 7½D |

For every shoe sold I suppose that eight are tried on—quite a test for the patience of the salesman. However, as convenient as a shoe is to throw I've never yet succumbed to the impulse. One of the "smoothest little numbers" I've seen came in the store one day and asked for a pair of slip-on-cut-out-tri-

colored-pumps with a square-straight-out-cuban-heel. Well, I brought out a pair which fitted the description, fairly well.

She tried it on, looked at it—looked some more, felt the leather, walked up and down, peered into various mirrors. It's a good fit, I thought to myself with pardonable pride.

"Oh, it's perfect!" the coed exclaimed, "just exactly what I wanted! The colors are lovely, and it DOES fit! But this little seam here," she pointed it out. "I don't like it."

And so it went on. I tried on her petite foot every pair of shoes in every style we had in stock. I think she forgot what she had come in for. Finally she selected a pair of grey buck flats. I sighed when she left because there was nearly a day's cleaning up left. In fact I had to dig myself out from under the shoes.

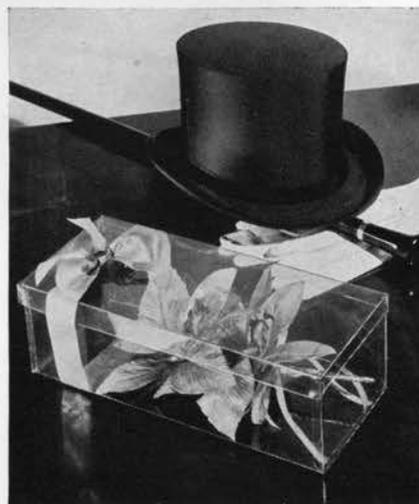
BOOTS FOR TOOTS

Imagine my surprise when three days later, the little lady (or was she?) came in to exchange the shoes. They didn't just suit her, she said. So she sat down while I unwrapped the shoes and put them up on the counter. On my way back to the stock she called to me. Glancing up at the shoes so recently put on the counter, she said, "Those are not such bad looking shoes after all. Wrap them up. I'll take them."

Yes, it's a woman's privilege to change her mind! Never doubt THAT.

Then there was the woman who came in with nine children—from toddling Jack to 14 year old Junior. She looked down the line and said, "Shod this bunch!"

—by Paul Montgomery



"FIT the flower to the feature, and to the type" advises one of the more glamorous movie stars. She is never seen without flowers, flowers which make her stand out from the crowd. Their subtle and individual perfume pervades the air around her and is one of the indices of her personality. HER flowers express HER.

Nowadays it is THE thing to wear flowers; fresh flowers of any kind. Flowers have come into a glorious own in the fashion horizon. Where there is chic there is a corsage.

No longer are plain sweet pea and rose corsages seen drooping to an inglorious death from the shoulder of a gown. Now the gown is built around the corsage. The flower is the center of interest. In any case, even if the flowers are to be put on the shoulder, they should NEVER be pinned UPSIDE DOWN.

TOP NOTCH

Flowers for madame are best blended with her personality when they are worn in her hair. New winter hair styles have arrived from Paris accenting a forward and upward sweep of the hair with flowers following in the same trend. However, sporty hair arrangements and the page boy style hair dress are not suited for the wearing of flowers.

The flowers should complement, not supplement, the dress of the evening.

If you are the delicate "yin" type, and wear your hair in simple combed curls, lilies-of-the-valley, bonnardia, or sweetheart roses make an excellent choice. The rather elaborately simple hair dress that fits the dramatic "yang" calls for orchids or the exotic bird-of-paradise flower. The roses of either the sweetheart or hybrid tea species are very effective worn individually in the curls.

FLOWERS EVERYWHERE

Believe it or not flowers are worn everywhere, on sleeves, in garlands outlining yokes of dresses, on hats, catching veils to the head. Some have even worn them as Hawaiian leis around the neck. But most unusual of all is to wear tuberose or sweetheart roses on the skirts of a dinner dress.

A tall slim girl was born under a lucky star for she can wear flowers at the waist. The girl a bit on the plump side must wear her flowers higher, on the shoulder or in the hair.

Fear not to wear your flowers in conspicuous and new ways. Flowers are meant to be seen and enjoyed.

—by Paul Buehler