

What Every Shoeman Knows

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These Are the Type of Shoes You Find Most in Use by People Today

EVERY woman wants shoes that will look well, fit well, and wear well. Shall she depend upon the honesty and knowledge of the average salesman to aid her in the selection of her foot wear, or is it desirable that she seek to learn how to make an intelligent choice for herself?

At present prices one's first question will naturally be the length of service which can reasonably be expected from a pair of shoes. The answer to this depends upon four factors, three of which enter into the selection. First, selection of the leather from the standpoints of desirability and utility; second, the type of shoe from the standpoints of service and repair; third, the suitability of the shoe for a definite purpose. The fourth factor is one which depends entirely upon the consumer and his willingness to spend a little thot and time in the care of the shoe, particularly the daily care, and early and frequent visits to the repair shop.

Kid is recommended as a first choice in leathers for the person who is indoors all day and who wants a soft, flexible, medium weight shoe for general wear. Kid looks better after long or average wear than any other leather. It retains its finish well and is easily polished.

Gun metal or beach chrome calf wears as long as kid, but is not as easy nor as soft as kid. It is subject to friction and acid burning. It has a close pore, is heavier than kid and is not so cool. It is best adapted for heavy wear, for walking, and for cold weather. It looks second best after long or average wear. It does not retain polish as well as kid.

Tan calf is higher in cost for equal quality than kid or chrome calf because a fine grain selection is necessary. It is an easy subject to cracking from acid, burning, perspiration, and to friction. It is heavy and with only medium flexibility. It looks poorest of any leather named after long or average wear, hence leads to a quicker purchase of new.

Patent leather is bad from every point of view and has absolutely nothing to recommend it.

There are four general types of shoes, according to the manner in which the sole is joined to the upper.

The leading type is the welt. Its sole is tacked to the last and the upper is pulled tightly over the last and tacked down on the insole. The extra leather is trimmed and then pounded smooth by a

mechanical hammer. The welt is a narrow strip of leather which is sewed to the insole and the upper in one stitching. This seam is trimmed and the leather again beaten after which the insole and welt are covered with a rubber cement and the sole is laid on, and the shoe put into a pressing machine. The edges of the sole and welt are now rounded and smoothed and a groove cut in the sole for the purpose of receiving and covering the final stitching. This is the best all round method from the standpoint of comfort because there are no seams or tacks inside the shoe, and because the shoe retains its shape due to the two stichings; from the standpoint of wear, because the sole is flexible, and the welt acts as a reinforcement, and from the standpoint of repair, since the use of the welt makes it possible to resole the shoe by stitching instead of with nails. This type is especially adapted to general use and street wear.

The second type is the turned sole. In this type the sole is placed upon the last and the upper drawn over the last wrong side out. The upper is then stitched to the sole, the seam is trimmed and beaten, and the shoe turned right side out, after which a soft insole is added. This type is exceedingly flexible due to the single sole and one row of stitching. It does not retain its shape well, but gives fair wear due to its flexibility. This is especially true on good grades. It is difficult to repair and cannot be repaired with a stitched sole unless the stitching is done by hand, a slow and expensive process. This type is desirable for indoor wear, dress and dance shoes and slippers. It is not desirable for street wear.

The McKay sewed is the third type and is used only on the cheaper grades of shoes. In this method the insole and upper are tacked on the last and the sole laid on and stitched right thru. This means a row of tacks and a seam ridge on the inside of the shoe. The seam cannot be trimmed and beaten as in the welt type since it is on the inside of the shoe while being stitched. This method produces a stiff, uncomfortable shoe, which does not wear well due to the action of the tacks and single row of stitching. A new sole must be nailed on when repaired. In large cities it is possible sometimes to find a repair shop having the special machine which sews the sole on. This type is used for both house and street wear and on shoes and slippers for all occasions.

The fourth type is the nailed, or pegged or screwed on sole and is used only on the cheapest grades of heavy shoes for laborers.

The height and size of the heel is determined by the purpose of the shoe. The height runs from the spring heel used on infants shoes to the high Louis or French heel of $2\frac{1}{2}$ " on the dancing slipper. The Cuban heel is used on house shoes and pumps, and to some extent for street wear tho not wholly recommended for that purpose. The Cuban heel runs from $1\frac{1}{2}$ " to $2\frac{1}{4}$ " in height. The military heel and the flat heel are best suited for general and street wear. The height runs from $1\frac{1}{4}$ " to $1\frac{1}{2}$ ". The flat heel used on children's shoes run from $\frac{7}{8}$ " to $1\frac{1}{8}$ " in height.

The last is the wooden form or pattern over which the upper is stretched while being joined to the sole.

There are six types, long and pointed, medium, medium wide, wide, combination and orthopedic. The size of the shoe is determined by the length, width and girth. The difference between full sizes is 1-3" in length, 1-16" in width and 1-8" in girth.

Fitting the shoe is important and difficult, important, for comfortable wear and difficult because the opinions of those to whom we naturally look for information vary. In general forget about size since there is so little difference. Study the shape of the foot and try to select the type of last best suited to that shape.

Remember, too, that all lasts are not good. The shoe should fit snugly about the heel and over the instep, but should allow ample room for the spread of the toes when walking. The ball joint should come just at the break of the straight line on the sole where the curve in the shank begins. Many people find a combination last very comfortable. This means that the size of the shoe is not uniform, but the heel and instep vary from one to two and a half sizes smaller than regular size. People troubled with bunions may buy shoes constructed over a bunion last which provides a pocket for the enlarged toe joint.

Orthopedic, or corrective shoes are dangerous and should not be worn unless ordered by a reputable orthopedic surgeon.

When fitting children's shoes it is advisable to buy shoes at least one full size larger than necessary for a perfect fit, in order to provide ample room for the rapid growth of the foot.



These Shoes Were Chosen After a Careful Study of the Shape and Needs of the Foot