

## The New "Dressed Up" Shoes and Stockings

**T**HE newest and most expensive fashion fads that have evolved this close-to-Spring season are the "Dressed Up" shoes and stockings. While stockings began a year ago to be more than merely a covering of shapely legs, shoes have just come into their own. The stockings, however, keeping pace with the shoes, are blossoming out into the most extraordinary ornamentation and embellishment.

The new "Dressed Up" shoes are embroidered from heel to toe, and from sole to the very tip of the upper. Some of them, besides being embroidered, are jewelled. Others are hand-painted. Still others are made up of different colored strips of expensive and heavy fabrics. The whole intent is to make the shoe "a thing of beauty" and take it out of the sordid, commonplace, utilitarian paths that it has trod for practically centuries.

The re-discovery of the shoe as a decoration will probably be like the discovery of a gold mine, so far as the shoe makers and shoe sellers are concerned. The expensive ornamentation of women has been increasing steadily throughout the last twenty years. Dresses have become stranger, more elaborate, and what some have termed "frenzied." Stock-

**The Latest Extravagant Fashion Fad---**

**The Richly Embroidered Boots That Can Be Worn Only a Few Times; the Maypole Stockings, the Lovers' Knot Stockings, and the Stockings That Are Made of Real Jewels and Laces**

One of the New Baby Stockings Which Stops in a "Parachute" of Lace Half Way to the Knee. Beauty Spots in Various Colored Materials Decorate the Bare Portions.



"May Pole" Stockings. Gay Ribbons Hanging from Jewels.



A Pair of the New Embroidered Shoes. The Embroidery in Heavy Gold Thread Covers Even the Heels. At the Left Another Style of New Stockings.



An Odd Example of the New "Dressed Up" Stockings Showing Elaborate Embroidered Insertions.

ings were the last to come under the influence. And then, quite recently, someone made a great discovery.

"Why, here are women's shoes," he or she exclaimed. "Here are from sixty square inches to 200 square inches that are horribly plain. Let us see what we can do to liven them up."

For years shoes have been simply shoes. They have been made in practically one way, in either black or tan leather, and every shoe has looked more or less like every other shoe.

But immediately after the discovery of their possibilities the shoes of last Fall blossomed out into a variety of colors. There were green shoes and blue shoes and red shoes, and combinations of all colors in shoes.

Working on this line the shoe designers became more and more ambitious. The fruits of their labors are beginning to show in the windows.

Most of the new shoes are made of costly and heavy fabrics. Upon this fabric—some of them velvet, some of them silk—are embroidered intricate and beautiful designs. These designs run the gamut from flowers to mythological monsters. The embroidery in some cases covers the shoes, including even the heels themselves. Other shoes are encrusted with semi-precious stones. Others are curiously woven with ribbons. The whole effect is nothing of the shoe as we know it, with the exception of the shape.

Their prices range anywhere from \$20 up to \$200 a pair. In some the embroidery is so heavy and so high that the friction of the skirts in walking will make it look old after a few days of wear.

"But this is not the only thing that will encourage women to buy the new shoes," said a manufacturer. "A woman who can afford to buy a \$150 pair of shoes is the kind of a woman who does not want to wear the same dress more than half a dozen times. The shoes are just as distinctive as the most distinctive dress

and, therefore, come within the range of things that one cannot be seen in too often without suspicion of penury or poverty. This new fad is going to be a great boon to the shoemakers. It has come to stay. People will never go back to the same old plain Jane shoes again, and so the shoe shop will before long rival the most exclusive milliner's or dressmakers' establishment."

Stockings, sharing the new life of the shoes, have become most extraordinarily "dressed up." A few samples of some of the newest styles are shown on this page, together with a pair of embroidered shoes. One of the most curious phases of the stocking fad for the Spring will be the child's "sock," or expensive lace. Its top will reach half way to the knee and there will be a very wide and very expensive and very dainty lace "parachute." The models of this stocking call for "no stockings from the 'parachute' to the knee." On the bare calf beauty spots are placed. These are already being made by the thousands and come in all kinds of colors and are shaped just like the old beauty spots, except that they are larger—circles, hearts, crosses and so forth. This is admittedly an extreme style, especially when it is taken in combination with the short skirts which are coming in.

Another interesting new stocking is called the "May-pole." These stockings have a dozen or so imitation pearls or semi-precious jewels sewn around the calf. Real pearls can be used if it is desirable. These stockings, with the stones in gayly colored ribbons, each ending in an artistic, jewelled pendant cost anywhere from twenty dollars up into the hundreds.

Still another style as elaborate is "The Lovers," of embroidery sewn into the silk. The ends of the ribbons fall almost down to the ankle. These knots offer a large field for fancy decoration and expenditure.

The "Lover's Knot" Stockings with Jewelled Ribbons That Hang Down to the Very Tops of the Slippers or Shoes.



A "Trailing" Example of the New Stockings.



## Can You Imagine a "Drugless" Drug Store?

**T**O say that a drug store is a good place to buy anything but drugs is getting to be more than a joke. Already some druggists are finding themselves so busy selling confectionery, soda water, toilet articles and a multitude of

other things entirely apart from drugs that they suggest turning the prescription end of their business over to pharmacists who would devote themselves exclusively to that branch.

If these ideas are carried into effect it will soon be as absurd to think of trying to get a prescription filled at your "drug-gist's" as at your butcher's or grocer's. What we have long called "drug stores" will be as drugless as a church.

From the jobber's point of view, according to a writer in *Weekly Drug Markets*, the average prescription department is a source of expense rather than of income. In fact, a Chicago jobber goes so far as to assert that it would be a good thing for the trade if the prescription business could be separated from the other business and operated as it is in the downtown districts of his city by exclusive prescription pharmacies.

Another jobber, representing a different section of the country, predicts that it would appear to be only a question of time before the distinctively prescription-pharmacy will replace the prescription department of the average drug store. In his opinion such a division would be beneficial to the business as a whole, in that it will act in a measure to restore the writing of prescriptions by physicians rather than office-dispensing; as a result, the public will receive better protection, and the practice of pharmacy will be on a much higher plane than it is at the present time.

But even in the face of such arguments as these many druggists will be reluctant to give up the dignity which goes with the holding of a diploma in pharmacy and of a license from the State to compound remedies for all sorts of ills.

And if the drug store no longer dispenses drugs what is it to be called? Among the bewildering variety of goods in which it deals there is none except drugs which differentiates it sufficiently from the department store and other retail establishments. Although there may be no profit in the prescription department it is undoubtedly that which brings a great many customers to the drug store. They come primarily to have prescriptions filled and while waiting for them they buy soda water, cigars, candy, toilet articles and other things which they would otherwise probably purchase at an entirely different class of store.

From the standpoint of the average family dwelling far from the commercial centre of the city, the "corner drug store" with its prescription department would be sadly missed. Suppose the family doctor, summoned in haste, needs to have his prescription filled in a hurry. Not only is it a considerable distance to the nearest prescription pharmacy, but to telephone a prescription is unsatisfactory, and the chance of its speedy preparation and delivery a matter of distressing doubt.