



Antioch Shoes

Autumn & Winter 1938-9

Shoes With College Background

Comfortable

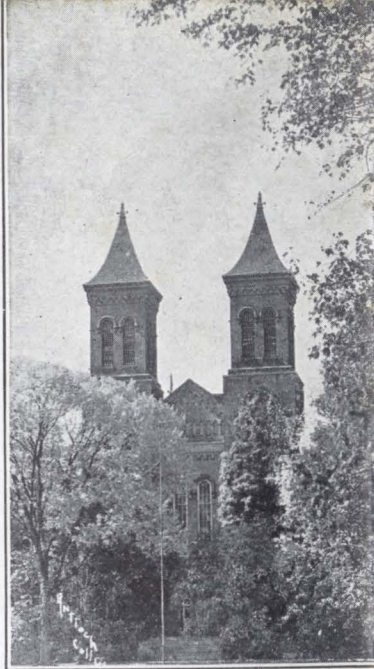
shoes are an important element of every discriminating woman's wardrobe. For daytime wear, many women find that Antioch Shoes have no equal since Antiochs provide room for all five toes, hug the ankle trimly, and give the foot just enough support to resist everyday stresses. Antioch Shoes are "correct" shoes, designed to keep well feet well and to give "sick" feet an opportunity to return to normal.

Fashion-right

and still unusually comfortable, Antioch Shoes can be worn with assurance by women with most exacting taste. Materials and patterns are selected with great care so that those who prefer Antioch's comfort may also have the same qualities of attractiveness and "style" which they see and approve in ordinary fashion shoes. Each season Antioch creates appropriate patterns in desirable materials. For the Autumn 1938 season, an unusual variety of materials, colors, and patterns is available.

Antioch Shoes

for Autumn are presented in an unusually attractive variety, closely following the season's fashion story.

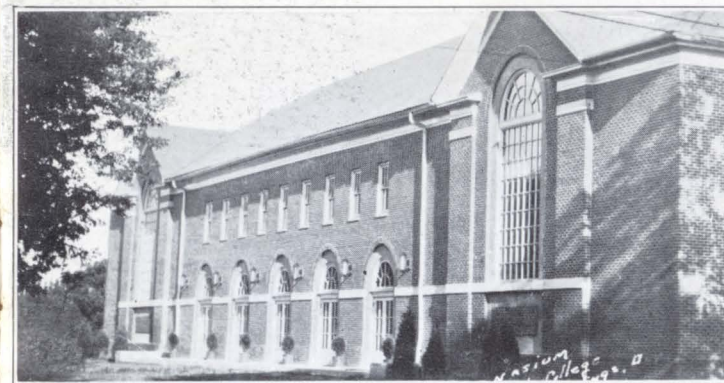


Daytime Shoes With Character

The Autumn of 1938 is marked by two contrasting style trends in the colors of women's shoes. A rainbow of colors brightens the picture and thus harmonizes with the wide variety of woolens; and yet because the season will be essentially a formal one, black will probably be in demand to a degree greater than all the other colors added together.

"Creative Footwear" * suggests a range of colors in order of their general acceptance: black, particularly in suedes; the rich browns which harmonize with mink, sable and kolinsky; the lively browns which shade even toward the wines; the true wine shades, often trimmed with lizard; bright rust and golden browns;

and plums and navy blue. In Antioch Shoes you find a variety of these beautiful Autumn colors. Rich, soft suede is the leading black material. For black suede with patent trimming and with contrasting stitching, the LEAFORD and BAYPORT models are presented for the more dressy occasion. For street and business, there are the BANDOR model with smooth calf trimming, the LEMONT with lizard, and the VINCENT with alligator trimming. The BRITTON in all black bucko is a youthful model for daytime wear.



The Physical Education Building at Antioch College

Antioch Shoes in the rich browns are offered in a variety of patterns. The LEAFORD carries a contrast of suede with lizard calf; the BANLEY is offered in kid with lizard calfskin trimming. The lively browns are shown in the VINCENT in brown bucko with alligator trim, the LEMONT in mellow calfskin with

* "Creative Footwear", incorporating The Shoe Style Digest, Boston, a monthly publication of authority.

lizard trimming, and the BRITTON in all brown bucko with contrasting stitching.

Wine is a color new to all but high-style footwear, but its popularity is rapidly increasing. It harmonizes effectively with mulberry, green, grey, and even blue, and should be very widely used with many of the new Autumn woollens. The LEAFORD in wine kidskin with wine lizard trim is a smart addition to the Antioch fashion picture.

Navy blue is now a year-around color. For Autumn, Antioch offers two blue shoes, the LEMONT in blue suede with blue lizard trim, and the LANDOR in blue kidskin. Both shoes are made in patterns typical of the season.

Forget Your Feet - In Antiochs

Those who fit and sell Antioch Shoes have much more to offer women purchasers than just a pair of shoes. The salesperson sells more than a pretty creation of leather; he really sells better health, more productive living, and increased happiness. Replace shoes of conventional design with Antioch Shoes, properly fitted, and the result is often astonishing. For Antioch Shoes are truly "shoes of happiness."

Good posture begins at the feet. Restore proper body mechanics by casting away improperly designed shoes and a long step toward better health has been taken. Hundreds of letters are received each year from women who have found new zest in life just because they have found foot comfort in Antioch Shoes. And there is no finer or more satisfying accomplishment for those who fit and sell Antioch Shoes than to help appreciative women find relief from the torments of improper shoes.

Snow covers the Antioch College Campus



LEMONT

H-1437 Black Suede Monk Strap with Black Lizard Calf trim; contrasting stitching; 14-8" Cuban Lizard covered heel.

Seasonal style; to be discontinued early

AA . . . 6 to 9 B 5 to 8½

A 5½ to 9 C 5 to 8

H-2337 Brown Calf with Brown Lizard Calf trim; contrasting stitching; 14-8" Cuban Lizard covered heel

AA . . . 6 to 8½ A . . . 5½ to 9

B . . . 5 to 8½

H-5437 Blue Suede with Blue Lizard trim; contrasting stitching; 14-8" Cuban Lizard covered heel.

AAA . . 6½ to 8½ A . . . 5½ to 9

AA . . . 6 to 9 B . . . 5 to 8½



BAYPORT

H-1427 Black Suede two strap; contrasting stitching; 14-8 continental covered heel.

AA . . . 6 to 9

A . . . 5½ to 9

B . . . 5 to 8½

C . . . 5 to 8





LEAFORD

H-1457 Black Suede with Black Patent trim; contrasting stitching, 14-8" patent covered heel.

AAAA 6 to 9	A . . . 5 to 9
AAA . . 6 to 9	B 4 1/2 to 8 1/2
AA . . . 5 1/2 to 9	C 4 1/2 to 8 1/2

H-2457 Brown Suede with Brown Lizard Calf trim; 14-8" Brown Lizard covered heel.

AAA . 6 1/2 to 9	A 5 to 9
AA . . 6 to 9	B 4 1/2 to 8 1/2
	C 5 to 8

Seasonal styles; to be discontinued early



LEAFORD

H-7257 Wine Kid with Wine Lizard trim; 14-8" Wine Lizard heel.

AA . . . 5 1/2 to 9
A 5 to 9
B 4 1/2 to 8 1/2



BANLEY

H-2482 Brown Suede with Brown Lizard Calf trim; contrasting stitching; 12-8" Brown Lizard Calf heel.

Seasonal style; to be discontinued early

AAAA 6 1/2 to 9	A . . . 4 1/2 to 9 1/2
AAA . . 6 to 9 1/2	B . . . 4 to 9
AA . . 5 to 9 1/2	C . . . 4 to 8 1/2



BANDOR

H-1454 Black Suede with Black Calf trim; contrasting stitching; 12-8" lacquered non-scuff heel.

Seasonal style; to be discontinued early

AAA . 6 to 9	B . . 4 to 8 1/2
AA . . 5 1/2 to 9	C . . . 4 1/2 to 8
A . . . 4 1/2 to 9	D . . . 5 to 8





UPTON

H-1481 Black Suede with Black Calf trim; contrasting stitching; 12-8" lacquered non-scuff heel.

Seasonal style; to be discontinued early

AAAA . 6 to 9	A . . . 4½ to 9
AAA . 6 to 9	B . . . 4½ to 9
AA . 5½ to 9½	C . . 5½ to 8½
	D . . . 5 to 8



VINCENT

H-1452 Black Suede with Black Alligator calf trim; contrasting stitching; 12-8" Black Alligator covered heel.

AA . . 6 to 8½	A . . . 5½ to 9
	B . . . 5 to 8½

H-2452 Brown Suede with Brown Alligator Calf trim; contrasting stitching; 12-8" Brown Alligator Calf heel.

AAA . 6 to 9	A . . . 5 to 9
AA . 6 to 9	B . . . 5 to 8½
	C . . . 5 to 8



PRESTON

G-1672 Black Gabardine Tie; dull patent trim with contrasting braid and stitching; 12-8" wood heel.

G-2672 Brown Gabardine Tie.

AAA . . 6 to 9	A . . . 5 to 9
AA . . 5½ to 9	B . . . 4½ to 9
	C . . . 5½ to 8



TRELBY

G-1230 Black Kid Front Strap; punched through and through; 12-8" wood heel.

AAA . 6 to 9	A . . . 5½ to 8½
AA . . 5½ to 9	B . . . 4½ to 8½
	C . . . 4½ to 8





LANDOR
 G-1271 Black Kid Oxford; perforated through and through; stitching in contrast; 12-8" wood heel.

AAAA 6 to 10 A ... 4½ to 10
 AAA . 5½ to 10 B ... 4 to 10
 AA . . 5 to 10 C ... 4 to 9½

G-2271 Brown Kid Oxford. AAA . . 6 to 9
 AA ... 5½ to 9 B ... 4½ to 8
 A 5 to 9 C 4½ to 8

G-5271 Blue Kid Oxford.
 AAAA 6 to 9 A 4½ to 9
 AAA . . 6 to 9 B . . . 4 to 8½
 AA . . 5 to 8 C . . . 4½ to 9

G-3271 White Kid Oxford.

AAAA 6 to 10 A ... 4½ to 10
 AAA . 5 to 10 B ... 4 to 9½
 AA . . 5 to 10 C ... 4 to 9

KENYON

H-1277 Black Kid Oxford; stitching and perforations in contrast; 14-8" covered wood heel.

AAA . . 6 to 9 A . . . 5 to 9
 AA . . 5½ to 9 B 4½ to 8½
 C 4½ to 8



BRUNSWICK

F-1267 Black Shadow Kid Gypsy; stitching in contrast; 12-8" wood heel.

AAA . 6 to 9 A 5 to 9
 AA . . 5½ to 9 B . . . 4½ to 9
 C 5 to 8

F-2267 Brown Shadow Kid Gypsy Tie; stitching in contrast; 12-8" wood heel.

AAA . . 6 to 9 A . . . 5 to 9
 AA . . 5½ to 9 B . . . 4½ to 9
 C 5½ to 7



BANLEY

F-1982 Black Shadow Kid Oxford with trimming of Lizard Calf; contrasting stitching; 12-8" wood heel.

AAAA 6 to 9 A . . . 4½ to 10
 AAA . 5½ to 10 B 4 to 9
 AA . . 5 to 10 C . . . 4 to 9

F-2982 Brown Shadow Kid Oxford with trimming of Lizard Calf; contrasting stitching; 12-8" wood heel.

AAAA 6 to 9 A . . . 4½ to 9½
 AAA . 5 to 9½ B . . . 4 to 9
 AA . . 5 to 9½ C . . . 4 to 9





BARWAY

F-1251 Black Kid Oxford, perforations and stitching in contrast; 12-8" leather heel with rubber top.

AAAA 6 to 9	B . . . 4 to 10
AAA . 5 1/2 to 10	C . . . 4 to 10
AA . . 5 to 10	D . . . 4 to 9
A . . . 4 to 10	E . . . 4 1/2 to 9
	EE . . . 4' to 9

F-2251 Brown Kid Oxford

AAAA 6 to 9	A . . . 4 1/2 to 10
AAA . 5 1/2 to 10	B . . . 4 to 10
AA . . 5 to 10	C . . . 4 1/2 to 9
	D . . . 5 to 8

TREMAR

C-1250 Black Kid Oxford, perforations and underlay in contrast; 12-8" solid leather heel with rubber top.

AAAA 6 to 10	B . . . 4 to 10
AAA . 5 to 9 1/2	C . . . 4 to 9
AA . . 4 1/2 to 10	D . . . 4 to 10
A . . . 4 1/2 to 10	E . . . 4 to 8



DANFORD

G-2347 Brown Calf Skin Oxford; contrasting stitching; 12-8" leather heel.

AAA . . 6 to 8 1/2	A . . . 5 to 9
AA . . . 5 1/2 to 9	B . . . 4 1/2 to 9
	C 5 to 9



BARTON

D-3250 White Kid Oxford; 12-8" White Ivory heel with rubber top.

AAAA 5 1/2 to 10	A . . . 4 to 10
AAA . 5 1/2 to 10	B 4 to 9
AA . . 5 to 10	C . . . 4 to 9





HARLEY

S-2343 Brown Mellotan Calf Skin Oxford; leather soles; 8-8" wedged heel with rubber top.

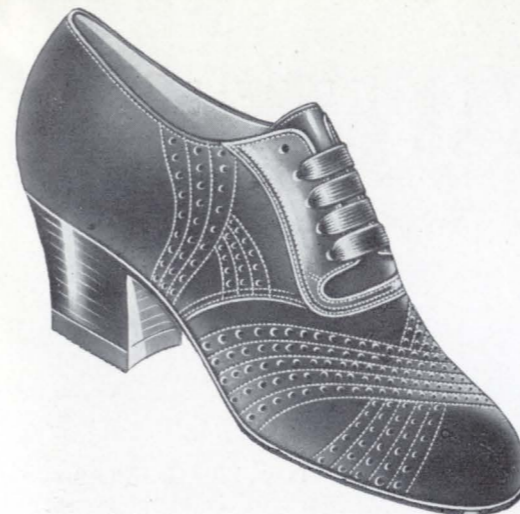
AAA . . . 6 to 8
 AA . . . 5½ to 8½
 A . . . 3½ to 9
 B . . . 3½ to 9
 C . . . 3½ to 8



STUART

F-2342 Brown Mellotan Calf Skin Oxford with Kiltie Tongue; DuFlex nap-line rubber sole with 1" rubber heel.

AA . . . 5½ to 8½
 A . . . 5½ to 8½
 B . . . 4½ to 8
 C . . . 5 to 7½



BRITTON

F-1451 Black Oxford of Hunt & Rankin Bucko with Black Calf Skin trim; unlined perforated vamp, contrasting stitching; 12-8" leather heel with rubber top.

AAA . . . 6 to 9 A . . . 5 to 9
 AA . . . 5½ to 9 B . . . 4½ to 9
 C . . . 4½ to 8

F-2451 Brown Oxford.

AAA . . . 6 to 9 A . . . 5 to 9
 AA . . . 5½ to 9 B . . . 4½ to 9
 C . . . 5 to 8

G-2351 Brown Mellotan Calf Skin.

AAA . . . 6 to 9 A . . . 5 to 9
 AA . . . 5½ to 9 B . . . 4½ to 9
 C . . . 4 to 9

THE ANTIOCH LASTS

Antioch Shoes are made over three different lasts, all having the same basic characteristics but each created for a purpose. The chief Antioch features . . . the qualities which make Antioch Shoes different from ordinary shoes . . . are indicated on the next page.

Antioch Shoes have three different heel heights. The Basic Last has an 8-8" heel and is strongly recommended by many professional men where complete physiologic relaxation is desired. In this shoe a major part of the body weight rests on the heel and the forepart of the foot is given wide and roomy comfort.

For ordinary daytime wear, Antioch's Daytime Last with 12-8" heel is unsurpassed for fitting qualities. It has most of the desirable characteristics of the 8-8" last and is available in really smart, appropriate patterns.

The third Antioch type is the Fashion Last with a 14-8" heel. This last was created for the dressier occasion and came in response to an insistent demand for Antioch Shoes with a "slightly higher heel". The last has been so designed that sharp pitches are avoided and the foot is not bent abruptly at the ball which in ordinary shoes throws an excessive amount of weight on the forward ends of the metatarsals.

In most cases, the lower the heel the greater the comfort from footwear. One inch heels are usually better heels than those one and a half inches high, and both of these heels are unusually better than heels one and three quarters inches high. Antioch College studies lead to the conclusion that heels up to 14-8" can be worn with satisfaction by most women but that fatigue and discomfort usually come in proportion to the excessive elevation of the heel from the walking surface.

WHY ANTIOCH SHOES ARE COMFORTABLE

HEIGHT AT THE JOINTS
prevents pressure on the nerves and tendons of the instep, and provides proper room for natural foot functioning.

SHORT TOP OPENING
keeps the foot back in the shoe and means a snug fit at the ankle, while permitting the toes to have unusual freedom.

All LEATHER COUNTERS
and materials of similar quality mean more miles per dollar, plus much better foot protection and economical service.

LENGTH FOR ALL TOES
to extend forward normally prevents damage to the nails or to the toe joints, due to pressure on ends of the toes.



STRAIGHT INNER LINE
permits the great toe to lie straight ahead. This means easier walking and removes one serious cause of bunions.

FLAT WIDE TREADBASE
prevents the feeling of walking in a trough. The foot treads on a surface which is level and even, and natural in shape.

WIDTH AT THE BALL
means that the fourth and fifth toes are given enough room and that the metatarsal arch is not forced unnaturally up.

LOW, BROAD HEELS
graduated in height to suit the size of the shoe, provide a stable, dependable surface for all-day walking and standing.

SPRING STEEL SHANK
is light and resilient but provides adequate strength to keep the shoe in shape and resist unusual foot shocks.

THESE STYLES ARE NOW AVAILABLE

The following models of Antioch Shoes are available from factory stock. Each is described and most of them are illustrated on the preceding pages of this catalog. Other fashions may be especially made in accordance with individual taste.

STYLE	NAME	DESCRIPTION	PAGE	STYLE	NAME	DESCRIPTION	PAGE
G-1230	TRELBY	Black Kid Front Strap	9	H-2337	LEMONT	Brown Calf Monk Strap, Lizard	5
1243	HARTON	Black Kid Oxford	14	S-2341	SCOUT	Brown Elk Oxford, Unlined	15
C-1250	TREMAR	Black Kid Oxford	12	F-2342	STUART	Brown Calf Oxford, Rubber Sole	16
F-1251	BARWAY	Black Kid Oxford	12	S-2343	HARLEY	Brown Calf Oxford	16
F-1267	BRUNSWICK	Black Kid Gypsy Tie	11	G-2347	DANFORD	Brown Calf Skin Oxford	13
G-1271	LANDOR	Black Kid Oxford, perforated	10	G-2351	BRITTON	Brown Mellotan Calf Oxford	17
H-1277	KENYON	Black Kid Oxford	10	F-2451	BRITTON	Brown Bucko Oxford, Calf Trim	17
H-1427	BAYPORT	Black Suede Two Strap	5	H-2452	VINCENT	Brown Bucko Oxford, Alligator	8
H-1437	LEMONT	Black Suede Monk Strap, Lizard	5	H-2457	LEAFORD	Brown Suede Oxford, Lizard Trim	6
F-1451	BRITTON	Black Bucko Oxford, Calf Trim	17	H-2482	BANLEY	Brown Suede Oxford, Lizard Trim	7
H-1452	VINCENT	Black Bucko Oxford, Alligator Trim	8	G-2672	PRESTON	Brown Gabardine Tie, Braid Trim	9
H-1454	BANDOR	Black Suede Oxford, Calf Trim	7	F-2982	BANLEY	Brown Kid Oxford, Lizard Trim	11
H-1457	LEAFORD	Black Suede Oxford, Patent Trim	6	3243	HARTON	White Kid Oxford	14
H-1481	UPTON	Black Suede Oxford, Calf Trim	8	D-3250	BARTON	White Kid Oxford	13
G-1672	PRESTON	Brown Gabardine Tie, Braid Trim	9	G-3271	LANDOR	White Kid Oxford, Perforated	10
F-1982	BANLEY	Black Kid Oxford, Lizard Trim	11	S-3341	SCOUT	White Elk Oxford, Unlined	15
2243	HARTON	Brown Kid Oxford	14	G-5271	LANDOR	Blue Kid Oxford, Perforated	10
F-2251	BARWAY	Brown Kid Oxford	12	H-5437	LEMONT	Blue Suede Monk Strap, Lizard	5
F-2267	BRUNSWICK	Brown Kid Gypsy Tie	11	7257	LEAFORD	Wine Kid Oxford, Lizard Trim	6
G-2271	LANDOR	Brown Kid Oxford, Perforated	10				

All orders and correspondence concerning orders should be addressed to
ANTIOCH SHOE PROJECT, Inc., Portsmouth, Ohio

*It's Smart Comfort to Wear
Antioch Shoes*

