

# The footwear that American women have wished for

*A wide variety of models in trim, stylish shoes—so reasonable you can afford a pair for practically every gown*



A STREET SHOE WITH THE NEWEST LINES

A full eight inches high for the new short skirts, with either a military heel or a half-Louis heel. These Keds make trim, comfortable summer shoes.

**T**HE shoes you have been waiting for. Fashionable footwear with all the newest lines, in the season's most popular fabric.

Models that are just right for every kind of wear—that are appropriate with practically every gown—and so inexpensive you can afford as many as you need.

Keds are made of finely woven canvas. The shapes are always right. The models are planned by expert designers who are well in touch with style tendencies for the coming season.

There are shoes with half-Louis heels, with military heels, with low rubber heels, and outing shoes with no heels at all. They fit snugly but are so flexible and light that they are most comfortable even in hot weather. The sport shoes are ideal for any kind of exercise—allowing the foot full freedom with just the right support.

#### An entirely new feature

This year the new models in Keds include shoes that are made like leather shoes—welt construction soles, firmly boxed toes and the reinforcements that give the shoe body. It means a more formal, dignified shoe—a shoe that has the style of the most expensive leather shoes.

#### Many charming models for women

For women there are numerous pumps and oxfords and high shoes—suitable for street costume or the fluffiest of your frocks. There are very smart sport shoes—both high and low—trim enough for the dressiest tea at the Country Club. And then there are the heel-less tennis shoes, always so satisfactory for knockabout

wear. Many women have found them wonderfully comfortable for house shoes.

#### Correct wide models for children

The children's Keds are made on the wide lasts that allow proper foot freedom. They are light and cool and give just the right protection for little feet that are not over confident.

Keds are made only by the United States Rubber Company. All the resources and experience of this company have been used in perfecting a line of stylish, practical shoes for all the family.

#### For rough-and-tumble boys and the most conservative men

The men's sport shoes and tennis shoes are more popular every season. There are also more formal, heeled shoes that are being widely worn for business and street wear.

Thousands of boys would find life very dull without Keds. They are the sportiest shoes you ever saw—light and springy for athletics and sturdy for everyday wear in school time and vacation. Many boys choose the high shoes with the ankle patch and leather reinforcements, others prefer the low shoes. They are made with smooth soles, suction soles or corrugated soles and in black or white or brown. Your boys will tell you all the fellows are wearing Keds this year.

#### At every shoe dealer's

You will find Keds at every good shoe dealer's. Ask to see the various models. Notice how wonderfully light and comfortable they are—how trim your foot appears. Look at the models for the rest of the family. The name Keds is always a safeguard—on the sole of the shoe.

For men and women \$1.50 to \$7.00  
For children 1.15 to 4.50



VERY POPULAR AT FASHIONABLE RESORTS

A pump with firm arch support. Just enough heel to give a graceful walk—slender, trim, clings to the foot snugly. With slightly wider toe or with ankle strap. These Keds also come with no heel.

United States Rubber Company

## Keds



A LEATHER-TRIMMED SPORT SHOE

This type of shoe is seen at all country clubs and fashionable resorts. For sports or for everyday wear. Of finest canvas, firmly constructed. One of the newest Keds.



A FASHIONABLE PUMP

Military heel, graceful lines, snugly fitting but very light and cool for warm days. Other Keds pumps have French heels.



FOR TWINKLING LITTLE FEET

Either in all white or in brown with smooth rubber sole to match. A full width model for growing feet. May be had with a welt construction sole. A similar Keds model has a corrugated sole and pump bow.