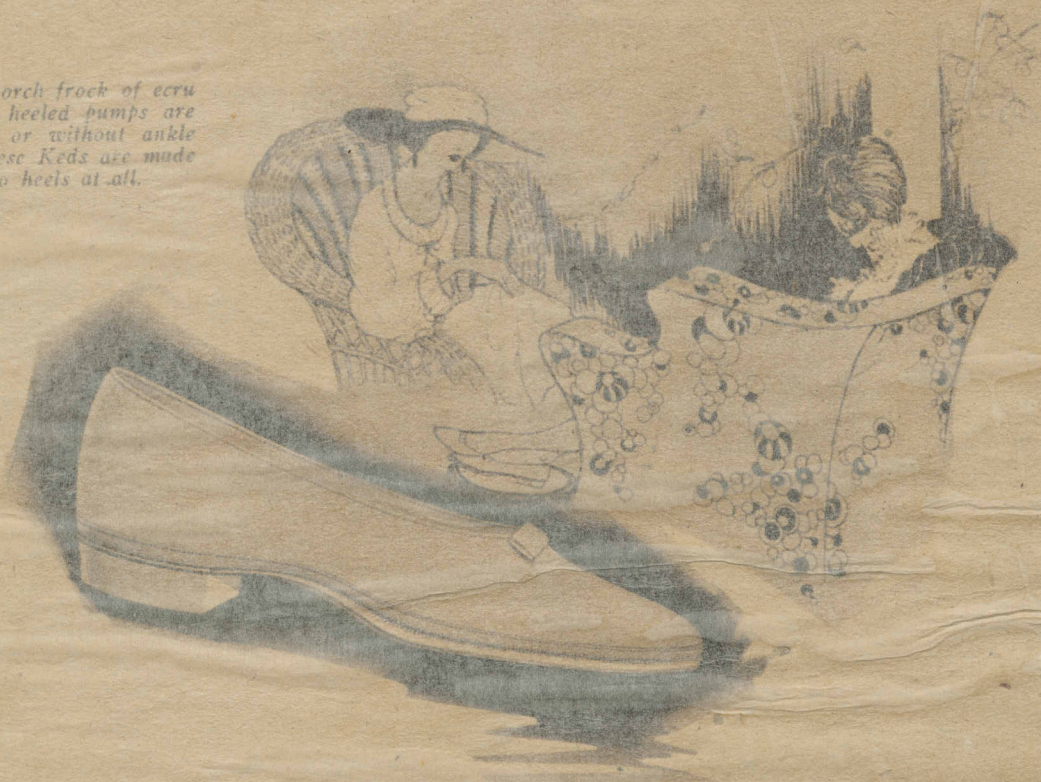


With this porch frock of ecru batiste low heeled pumps are worn—with or without ankle straps. These Keds are made also with no heels at all.



An unusual spring trousseau and the shoes that make it interesting

THE bride who has planned to have a trousseau well stocked with shoes need not be disappointed this spring. So great is the variety in trim, dainty models in Keds that it is possible to have a pair for every kind of wear.

One bride who proved this found there were Keds appropriate for practically every gown in her trousseau—charming little Louis heeled pumps for her muslins, oxfords for her gingham—sport shoes, walking shoes and house shoes.

Several of these Keds models are shown here and the costumes with which they are worn.

Keds are made of the firmest, finest canvas—the season's most popular fabric for shoes. Designed by expert designers who are always in touch with the season's style tendencies. They fit the foot snugly, but are so flexible and light they

are the most comfortable shoes one can wear. The soles are of the finest rubber.

The styles range from outing shoes to dress shoes. Many of this season's new models are made on radically new lines, with welt construction soles, firmly boxed toes and the inner reinforcements that give them the style and dignity of the most expensive leather shoes.

Keds are made for everyone. There are models for men and boys and many models for children.

Every good shoe dealer carries Keds. You will be enthusiastic over their appearance and fit. Look for the name Keds on the sole.

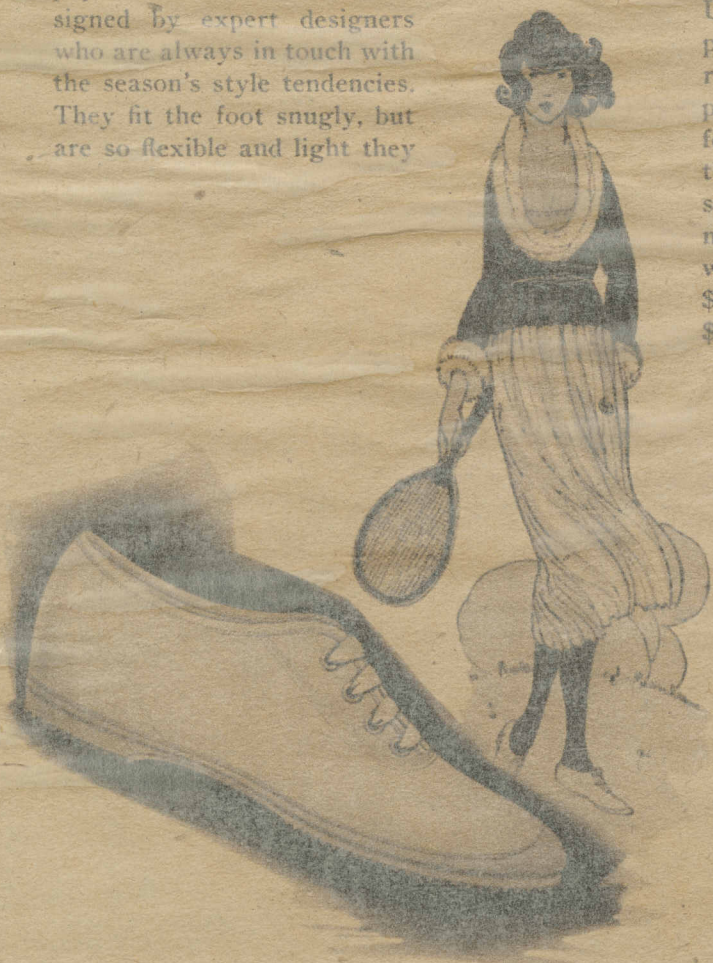
Keds are made only by the United States Rubber Company. All the experience and resources of this great company have been used in perfecting stylish, practical shoes that would not be too expensive. Look at the various models today. Men's and women's Keds are \$1.50 to \$6.00. Children's are \$1.15 to \$4.50.



A street suit of jade green silk crepe. The large pockets are braided with cream soutache. With this suit are worn high Keds with half Louis heels and long, narrow vamps.



A new afternoon frock of black satin—the apron and surplice are of white organdie. Pumps are correct with this gown—with military heels. One of the most popular models in the Keds family.



Pleated sport skirt of white raw silk. Sweater of Dianthus red with white angora collar and cuffs. Keds of this type—either high or low—are being worn at country clubs, hotels and fashionable watering places.

Keds



United States Rubber Company