

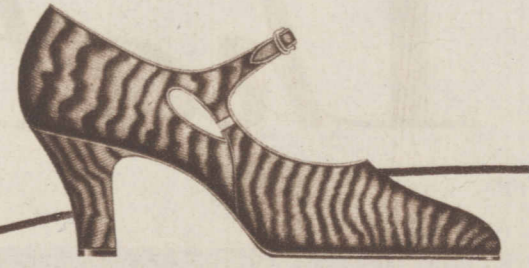
# Matrix Shoes

## "YOUR FOOTPRINT IN LEATHER"

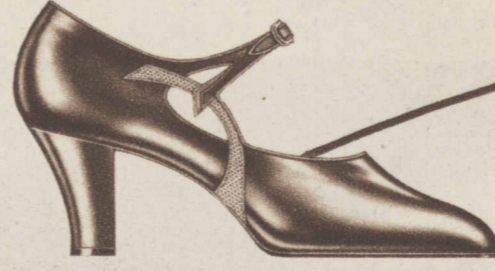
You may be a spoiled darling of infinite caprice when it comes to frocks and hats but once you've walked a mile in "Your Footprints in Leather" nothing—absolutely nothing—will lure you away from Matrix Shoes!

It's not alone their smartness, and their fine materials, it's the just-made-for-you feeling of the Matrix moulded sole which fits like "Your Footprint in Leather".

You will find Matrix Shoes in any of the stores listed here. Write for our new Fashion Announcement. E. P. Reed & Co., Rochester, N. Y. Matrix Style Studio: 47 W. 34th St., New York City.



**CAMILLE** ● This fine moiré is just right with "Sunday-night frocks". Black or white (with a rhinestone buckle) so you can have it dyed to match.



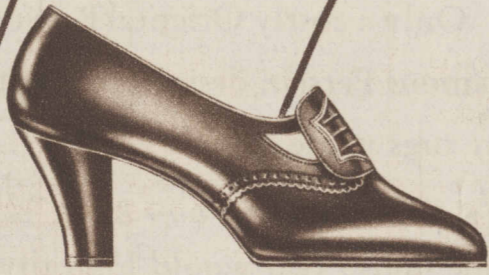
**CAPRI** ● A graceful strap shoe! In black French kid, Prado brown, or patent leather trimmed with genuine lizard and accented with opalescent ki.



**CAROLA** ● This side motif accentuates the arch very cleverly. Dull black kid, black suede, or green suede with genuine lizard and opalescent ki.



**DELMAR** ● A shoe of all-around usefulness in dull black or Prado brown kid with contrasting lacing and youthful centre buckle.



**DORINE** ● A step-in of black satin-finish kid with a kid buckle piped with gray in an effective design.



**KNOX** ● To make the smartest walking costume smarter still! In brown suede with tip and foxing of genuine brown alligator; custom leather heel.

**RITZ** ● A narrow contrasting piping of kid accents the smart lines of this tie in black mat kid or Prado brown kid trimmed with genuine lizard.

**VARDON** ● Soft black or Prado brown suede flatteringly trimmed with genuine lizard. The overlaid tip and quarter design is very new.



"YOUR FOOTPRINT IN LEATHER"

THESE AUTHORIZED MATRIX MERCHANTS WILL SHOW YOU WHAT "YOUR FOOTPRINT IN LEATHER" REALLY MEANS—

- |  |  |  |   |  |
|--|--|--|---|--|
| <b>ILLINOIS</b>                            | <b>DISTRICT OF COLUMBIA</b>              | Iowa City . . . . . Dobby Boot Shop          | St. Louis . . . . . Scruggs, Vandervoort, Barney  | Tulsa . . . . . Vandevors              |
| Chicago . . . . . Carson Pirie Scott & Co. | Washington . . . . . Woodward & Lothrop  | Sioux City . . . . . H. & H. Shoe Co.        | <b>NEBRASKA</b>                                   | <b>PENNSYLVANIA</b>                    |
| Champaign . . . . . Roy Fenster            | <b>GEORGIA</b>                           | Waterloo . . . . . Black's Dept. Store       | Lincoln . . . . . Haney's Shoe Store              | Philadelphia . . . . . Gimbels         |
| Bloomington . . . . . Gerhart Shoe Co.     | Atlanta . . . . . Rich's, Inc.           | <b>LOUISIANA</b>                             | Omaha . . . . . Thomas Kilpatrick & Co.           | Pittsburgh . . . . . Kaufmann's        |
| Decatur . . . . . Raupp & Son              | <b>INDIANA</b>                           | New Orleans . . . . . D. H. Holmes Co., Ltd. | <b>NEW YORK</b>                                   | <b>TENNESSEE</b>                       |
| Galesburg . . . . . W. A. Anderson & Co.   | Anderson . . . . . Fadely & Ulmer        | Baltimore . . . . . Hutzler Bros.            | Brooklyn . . . . . Abraham & Straus               | Memphis . . . . . John Gerber Co.      |
| Joliet . . . . . L. F. Beach Co.           | Hammond . . . . . J. Schloer Sons        | <b>MASSACHUSETTS</b>                         | <b>NEW YORK CITY</b>                              | <b>TEXAS</b>                           |
| Kankakee . . . . . The Chicago Store       | Indianapolis . . . . . L. S. Ayres & Co. | Boston . . . . . R. H. White Co.             | Bloomington's . . . . . Lexington Ave., 59th St.  | Dallas . . . . . Titche-Goettinger Co. |
| La Salle . . . . . True-Fit Bootery        | Lafayette . . . . . R. G. Utter Shoe Co. | Detroit . . . . . J. L. Hudson Co.           | Cammeyer . . . . . Fifth Ave. at 38th St.         | Houston . . . . . Krupp & Tuffly       |
| Peoria . . . . . Myers & Myers             | Logansport . . . . . Elias Winter & Son  | Escanaba . . . . . Young & Fillion           | <b>OHIO</b>                                       | <b>WISCONSIN</b>                       |
| Princeton . . . . . Anderson & Mosshart    | Muncie . . . . . Economy Shoe House      | Kalamazoo . . . . . Bell Shoe Co.            | Cincinnati . . . . . The Mabley & Carew Co.       | Berlin . . . . . Hamilton Shoe Store   |
| Quincy . . . . . N. Heintz & Sons          | Richmond . . . . . Brockman & Kreimeier  | Marquette . . . . . Lou's                    | Cleveland . . . . . The Halle Bros. Co.           | Green Bay . . . . . Busch & Tombal Co. |
| Rock Island . . . . . Boston Shoe Co.      | Terre Haute . . . . . Hornung's          | <b>MINNESOTA</b>                             | Columbus . . . . . The Fashion                    | La Crosse . . . . . Rivoli Boot Shop   |
| Springfield . . . . . Myers Bros.          | <b>IOWA</b>                              | Duluth . . . . . I. Freimuth                 | Lima . . . . . R. T. Gregg & Co.                  | Marshfield . . . . . Louis Laemle Inc. |
| <b>CALIFORNIA</b>                          | Cedar Rapids . . . . . Killian Co.       | Kansas City . . . . . Harzfeld's             | <b>OKLAHOMA</b>                                   | Milwaukee . . . . . T. A. Chapman Co.  |
| Los Angeles . . . . . C. H. Baker          | Clinton . . . . . M. & A. Boot Shop      |  | Oklahoma City . . . . . Rorabaugh Brown D. G. Co. | Sheboygan . . . . . Schils Shoe Shop   |
|  | Des Moines . . . . . Younker Bros.       |  |   | Wausau . . . . . C. B. Mayer Shoe Co.  |
|  | Dubuque . . . . . J. F. Stampfer & Co.   |  |   |  |