How small is a number five foot?

The sun has set on the mercifully short day of the too-small shoe. As a means of achieving the effect of a small and graceful foot that instrument of torture is most decidedly passe. The modern woman, with her business career, her sports and her thorough-going enjoyment of life, appreciates the beauty and comfort of perfectly fitting footwear. She buys her shoes, as she buys everything else, by honest measurement. But she knows how to choose her shoes with a critical eye to their effect upon the size and appearance of the foot. She knows how lines and materials differ in this respect—how one shoe makes the foot look smaller than another shoe of the same size.

In Vici kid is the inspiration

The woman who follows the fashions applauds the shoes of the current season. Her fashion sense admits the smartness of their rich simplicity. Her keen eye for beauty enjoys their graceful patterns and harmonious color effects. But her wisdom, though some may call it vanity, tells her that their greatest inspiration lies in the material of which they are made—for Vici kid, besides being rich and smooth and colorful, does show the foot at its smallest and best.

An appeal to the practical-minded, too

The vogue for shoes of Vici kid pleases the woman who sets her own price on Fashion. In the leading shoe stores you will find Vici kid models that are priced for the few. But in the same smart leather and the new patterns you will find reasonably priced models for the many, too.

“To be modish”, says Fashion, “choose the shoe of Vici kid.” To be sure of getting Vici kid, look for the Vici kid trade mark inside the shoe.

ROBERT H. FOERDERER, Inc.
PHILADELPHIA

VICI kid for the foot aristocratic