

Drei Inserate für
MATRIX - SCHUHE
 mit dem ausgezeichneten
 Schlagwort: Jeder Matrix-
 Schuh ist Ihr Fußabdruck
 in Leder

The Finesse . . . leads the way to daytime smartness with its clever arrangement of stitching and perforations over a contrasting underlay. A five-eyelet Oxford in glove-like hid, it is the perfect partner for your springtime ensembles. Has Cuban heel and is available in Black, Blue and White. This model reflects the beauty that is characteristic of **Matrix**



Present to every pair of Matrix Shoes is "your footprint in leather." This patented sole molds your shoe to your foot with lines that follow nature's own. And so contributes to your inward comfort as it reveals the true style of the shoe, throughout . . . a double magic. A variety of styles at \$5.00 and up. E. P. Reed & Company, Rochester, N. Y., Matrix Style Studio, 47 West 34th Street, New York.

CREATED BY REED



The Matinee . . . a graceful step-in pump introducing the new Mosaic theme of subtly contrasted leather inlays with dainty rows of stitching, applied in a broad band. Completed with Continental Louis medium heel, available in quality kidskin in Black and Blue, this exclusive model has the glove-like trimness invariably associated with designs created by **Matrix**



"Your footprint in leather" is in this model, as in all other Matrix Shoes. This patented sole which molds your shoe to your foot faithfully, assures you of comfort as it contributes to the outward beauty of your shoes . . . a double magic. A variety of styles at \$5.00 and up. E. P. Reed & Company, Rochester, N. Y., Matrix Style Studio, 47 West 34th Street, New York.

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The Waldorf . . . at home in smartest surroundings, this fine hid Oxford rises to new heights of fashion. Exclusive new mosaic treatment of contrasting leather inlays, accented with stitching, trims vamp, instep and back of quarter. Model available in Marrona Brown, Blue and Black. It brings to your feet the flattery that is inevitable when you wear **Matrix**



Molding your shoe to your foot, curve for curve, "your footprint in leather" brings an exclusive beauty to every pair of Matrix Shoes. This patented sole not only assures complete foot-care, it also adds to the appearance of your shoes . . . a double magic of inward comfort and outward beauty. A variety of styles at \$5.00 and up. E. P. Reed & Company, Rochester, N. Y., Matrix Style Studio, 47 West 34th Street, New York.

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Three advertisements
 for Matrix shoes with
 excellent slogans