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*TWEEDIE SHOE BY EVANS KID*

An audacious oxford to race along with the trit tailors of spring. This season clothes owe much of their charm to their fresh, new materials. And so do shoes. The Tweedie shoe shown is one of a notable group of shoes which take full advantage of the fine texture and finish of Evans Kid Leather, the ever popular tannage of John R. Evans & Company, Camden, New Jersey.

*Evans kid Leathers*  
YOU WILL FIND THEM IN THE BEST SHOES

Zwei halbseitige Inserate  
mit sehr gutem graphischem  
Effekt

Two half-page advertise-  
ments with an excellent  
graphic effect



Designers of Fashion Plate Shoes make excellent use of Evans Kid in many of their most interesting models. The shoe illustrated is of Black (Ruby) Kid, with pipings of white. The last is distinctly new, with its short, yet moderately pointed vamp. The beauty and durability of the leather add a real factor of importance. Among the leading stores which feature this shoe are the following:

CHAS. COOPER & CO.,  
New York, Philadelphia & Boston  
STEINWEISER & GLODNER,  
Philadelphia  
THE HOUSE CO.,  
Cleveland, Ohio  
J. L. HARRIS CO.,  
Chicago, Illinois  
CAGAN, FINE SLOTS,  
Chicago, Illinois

SPIN-BOOK & TULLIS,  
St. Louis, Missouri  
KIRK DRY GOODS CO.,  
Oklahoma City, Oklahoma  
COOK & LOVE, INC.,  
Shreveport, Louisiana  
DUKE BROS.,  
Atlanta, Georgia  
KARSTEN SONS CO.,  
Portland, Oregon  
BAILEY'S, INC.,  
Seattle, Washington

legs. That began when the chemist for the company was experimenting with something that would cover varicose veins. When this cream finally concealed even a black-and-blue eye beyond detection, it became an unlabelled beauty product.

Hormones and gland secretions used to be a phase of importance in the cream world. As we grow older, our skins grow less fresh and firm. Nobody has to be told that twice! Experimenters developed the theory that the glandular secretions of some animals could be absorbed into the human skin and, once absorbed, bring rejuvenation to the cells. In one laboratory experiment, the substance for facial skin was fish skin stretched over the end of test-tubes. The tubes were filled with mineral oils, vegetable oils, and animal oils, then turned upside down in a rack. The mineral oils didn't penetrate a bit. The vegetable oils went a little way. But various of the animal oils went straight through rapidly. We ourselves once examined a quarter of a single drop of hormone fluid under a powerful microscope, and found it separated into between ten and fifteen thousand minute globules, the fine division of particles indicating the greater possibility of the fluid penetrating beneath the surface of the skin.

THE CREAMS YOU NEED

As to the women who buy these creams, they are not particularly interested in the facts of life as represented by the hormones. Some have even been known to buy the glandular creams under the vague impression that they are intended to work on their glands! In fact, women who buy creams—a single jar, or a dozen—aren't really very much interested in what goes into them. They want to know—as who does not?—"What kind of cream should I buy for my own face, and what is it going to do for me?" We have endeavored to answer that, as adequately as can be done in general, in *Vogue's* cream chart. Every one needs a cleansing cream; even those who swear eternally by soap and water benefit by alternate cleansing with cream. Use good quality soaps and plenty of them, or cotton pads wringing out in skin tonic so that every trace of the cream is removed after each cleansing. Every one needs a lubricating cream. A dry skin needs a slightly application always; and even an oily skin develops rough patches at some time during the year that need softening. Every one beyond the age of twenty-two needs a foundation cream. This is a type of cream that women are beginning to appreciate more and more, by the way, and the liquid creams, or combination of liquid and cream mixed together in the palm of your hand, the way the operator does it in a salon, gives a flattering finish to your face. Always smooth the cream on with the lightest touch, after the face has been meticulously cleansed. Any trace of excess oil or makeup residue on the skin spoils the effect of foundation cream.

After this trio, the other creams that you need depend upon your individual

## Evans kid Leathers

JOHN R. EVANS & COMPANY . . . CAMDEN, NEW JERSEY

She makes one outfit in a day, dresses by buying, for example, a dress that matches, say, that contrast, and that prints. She knows the importance of the right accessories, and, if they are carefully chosen, she can make either black or brown or blue go with everything. She is not above tricks and rhinestones—such as using a bright scarf or a flower to change a working dress into a play dress, or putting a new collar and belt on an old dress to turn it into a new one—for anything is justified that gives her the confidence of being a well-dressed woman. She knows that nothing revives sagging spirits so much as a new and a good conservative classic in her closet for a steady diet. In short, she uses her common sense and all of her ingenuity to accomplish, in her few leisure hours, the well-dressed effect that women with nothing else to do spend their lives achieving.

The girls shown above are ready to leave the office on Friday evening, each in a different destination, each of her and each one suitably clad for it. The one on the left is going to a cocktail party and probably on to dinner at the night

for Philadelphia. She has no idea what sort of activities to prepare for. At least, she is safe in arriving in a light, brown, washable silk-blended jersey that won't wrinkle or show the dust. It is a Goffex model with patch pockets and stitched-down pleats in front and in back. It is perfectly suitable—and very smart—for certain sports, lunch in the country or in town, or any of the usual consecutive weekend diversions. This dress only costs about \$17, and it will keep its shape and look fresh and new after every washing. She has a red silk scarf knotted around her neck and several other scarfs tucked away in her suitcase for variety. Her classic brown felt Stetson hat is sure to be right in conservative Philadelphia.

The double sweater and skirt ensemble at the right suggests the country and the promise of active sports. It is not the sort of outfit to wear to the office every day, but, by wearing it on Friday, this bright young woman lightens her luggage and is prepared for (Continued on page 119)