

FLATO



# "F.B.&C." Kid

A very big reason why millions of women wear shoes that blend with their costumes:

They have at last discovered the gentle art of making their feet inconspicuous. Even the most beautiful foot is made the more surprisingly lovely when shod in Colored Kid to harmonize with the gown. Just as a strong contrasting color makes the object considerably larger to the eye—so a blending color proportionately reduces it. In these days of shorter skirts, Colored

Kids play a dual role, by adding the final touch of style and beauty to the costume. "F. B & C." Kid is noted the world 'round for these three things:—Excellence of Quality—Durability—and Color Range. Practically every shoe store that caters to women of taste can show you footwear of "F. B & C."—and in your favorite color. Inquire today.

WASHABLE  
"F.B.&C."  
KID  
WHITE GLAZED  
Reg. U.S. Pat. Off.  
"Fits on the foot like  
a glove on the hand"

The little folder, "Foot Notes," tells you all about the latest fashions in footwear. You will find it at your shoe shop or we will send it to you gratis on request.

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F.B.&C.  
KID  
NEW YORK  
TRADE MARK REGISTERED  
UNITED STATES PATENT OFFICE  
"Fits on the foot like  
a glove on the hand"

This is "F. B & C." Colored Kid Week—Look for the display in your shoe window