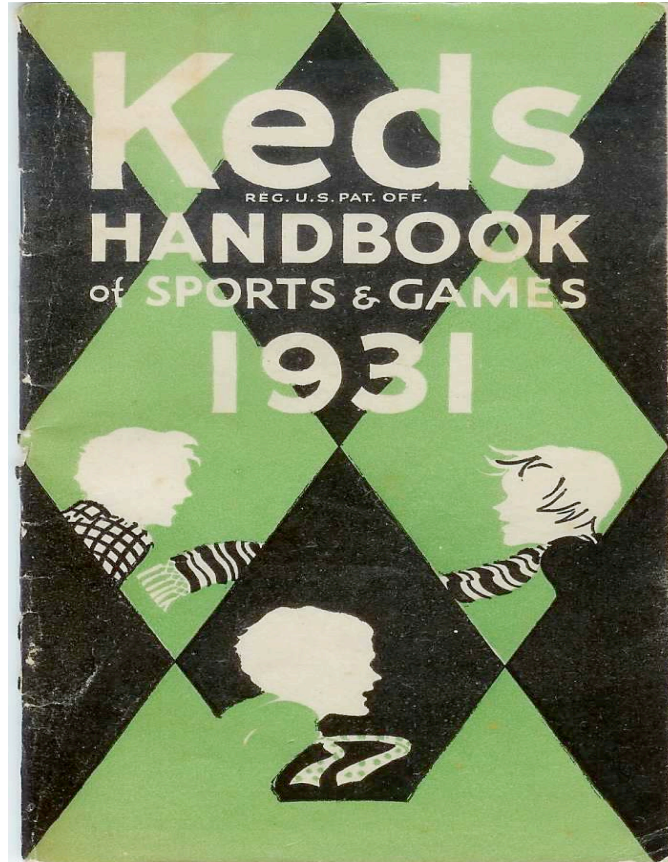


Tennis Shoes

By: Judy Lewis, Era Fashion Committee

September/October 2008



The following page shows the styles of tennis shoes available, taken from Keds Handbook of Sports and Games 1931.

Below the pictures from 1931 are two styles of tennis shoes still made by Keds today.

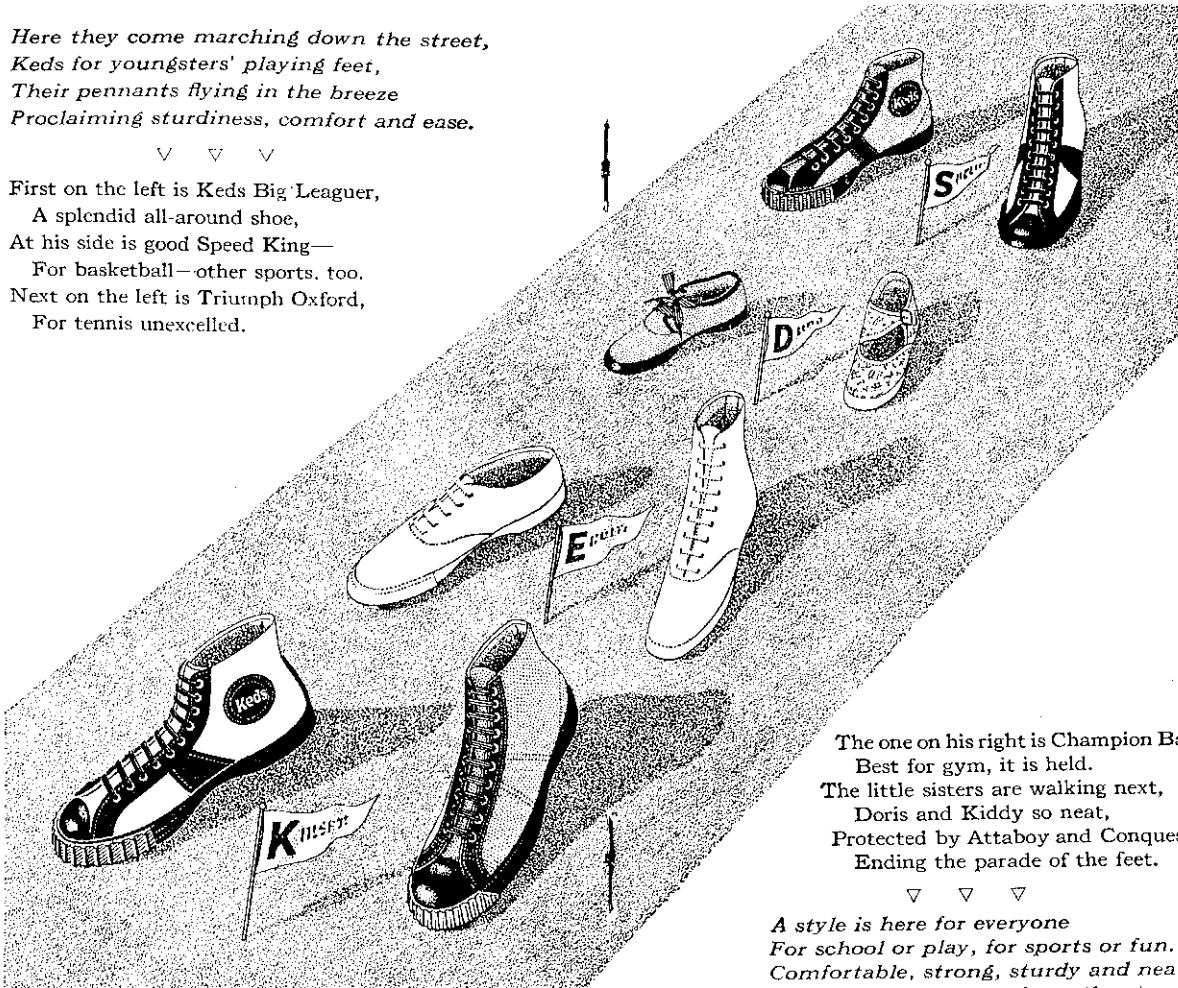
With comfortable feet the issue for most of us, a good traveling outfit could be a cotton tennis dress with box pleats and tennis shoes with sport socks or beach pajamas with the cross strap canvas shoe shown on page 3.

Tennis Shoes

*Here they come marching down the street,
Keds for youngsters' playing feet,
Their pennants flying in the breeze
Proclaiming sturdiness, comfort and ease.*

▽ ▽ ▽

First on the left is Keds Big Leaguer,
A splendid all-around shoe,
At his side is good Speed King—
For basketball—other sports, too.
Next on the left is Triumph Oxford,
For tennis unexcelled.



The one on his right is Champion Bal
Best for gym, it is held.
The little sisters are walking next,
Doris and Kiddy so neat,
Protected by Attaboy and Conquest
Ending the parade of the feet.

▽ ▽ ▽

*A style is here for everyone
For school or play, for sports or fun.
Comfortable, strong, sturdy and neat*

Protected by Attaboy and Conquest.
Ending the parade of feet

The two shoes below resemble row E in the picture, and could be used for the new *Model A Era Image* category.



Tennis Shoes

From Sears Fall and Winter 1929/30 catalog the following 2 page's are tennis/gym shoes that were available. Many of the styles below are still being sold today.

In reading the text you can learn that women wore the shoes with their morning or house dresses and that canvas shoes were favored by nurses for there comfort and quietness.

We Pay Postage
State Size
Wide Widths



\$1.00
POSTPAID

Clear White—Soles and All—Priced for a Clear Saving

Clear White Canvas Shoes are the decided preference of a great many women because they are always fit for indoor games and gym work. You'll like them, we know, and our price offers you a considerable saving. Uppers are of closely woven white canvas, with a lace to toe pattern for snug fit. White, grade, light and durable outsoles. Composition insoles.

76T9575—Women's, Sizes, 3 to 8. Postpaid..... **\$1.00**

Restful Steps for Busy Feet

Popular With Nurses Housewives Sales-Women



119
A PAIR
POSTPAID

BLACK OR BROWN

The woman whose days are filled with active work which keeps her on her feet practically all the time has learned a Canvas Slipper of this type suits her best, better than any other. This one, known as our "Nurses' Special" because of its reputation for ease and quiet comfort, is equally adaptable for housework or morning wear about the home. Has fine grade brown or black canvas uppers with white canvas lining,andex (felt) composition insole. Fiber counter that holds its shape. Specially constructed shockproof rubber heel. Smooth, flexible rubber outsole. Well worth more than the low price we charge. When comparing prices, remember We Pay the Postage.

76T9694—Brown. **\$1.19**
76T9695—Black. **\$1.19**

Women's. Sizes 2 1/2 to 8. Wide widths only. Be sure to state size. A Pair. **POSTPAID**
We Pay the Postage.

8c
POSTPAID



BLACK WHITE

A Big Money's Worth

Be light weight low priced Canvas Shoes for suggest themselves for a multitude of practical work around uses—gym work, indoor play, work or just restful solid comfort any time. of good quality canvas with vulcanized rubber heels, corrugated for sure footing and longer Unlined.

76T9603—White. **76T9597—Black.**
Men's. Sizes, 3 to 8. Wide widths. **78c**
Women's. Sizes, 3 to 8. Postpaid.....

We Guarantee Long Wear - Enormous Savings

MOULDED SOLES *More Popular Than Ever*



83c AND UP
POSTPAID

Winning Friends by Thousands

Moulded Sole Sport Shoes "hold their own" on slippery floors and give long service because they're doubly thick at points of hardest wear. Good quality white canvas with rubber trimming. Lace to toe pattern for snug fit. Ankle patch and extra toe cap for added strength.

76T9614—Men's and Big Boys'..... **93c**
76T9615—Boys'..... **88c**
76T9616—Small Boys'..... **83c**

Sizes, 11 to 13 1/2. Postpaid.....
Wide widths only. Be sure to state size.

Champion Sport Shoe

\$1.75
And Up
POSTPAID

Wide Widths
State Size



We Pay Postage

Sturdy gray sole with thick black tap sole and heel of toughest genuine tire tread rubber, double thickness, double wear; double foxing joining soles to the heavy, fine quality white canvas upper; heavy ribbed toe cap and bumper strip; ankle patch; arch stay; lace to toe pattern.

76T9618—Men's and Big Boys'..... **\$1.80**
76T9619—Boys'..... **1.75**

Sizes, 6 to 11. Postpaid.....
Wide widths only. Be sure to state size.

Shockproof Rubber Heels *Most Women Like Them*



WHITE BROWN

\$1.10
POSTPAID

Try wearing canvas footwear more this fall and winter and see for yourself how much better your work will be done. You will forget your feet completely in a pair of these sensible Oxfords with their shockproof rubber heels to cushion your every step all through the day. Uppers are of standard quality, durable white or brown canvas, lined to produce lightness and comfort. Composition innersoles. Corrugated rubber outsoles. A real comfort bargain for every woman.

76T9654—White. **76T9657—Brown.**
Women's. Sizes, 3 to 8. Wide widths. **\$1.10**
Men's. Sizes, 3 to 8. Postpaid.....

Our Foremost Bargains

WE PAY POSTAGE



WHITE OR BROWN

70c AND UP
POSTPAID

Huge Sales Prove Them Favorites

Their IN-BUILT QUALITY and their low prices have made these splendid Sport Shoes the leaders of all the canvas footwear bargains on these two pages. You will find them superior in every way to most shoes sold elsewhere at similar prices. Do not confuse them with the cheap grades on the market. We do not carry cheaply constructed grades of canvas footwear. Come in good grade white or brown canvas with rubber trimming. Corrugated rubber soles, composition innersoles and strong reinforcements at all points. If you want to lessen your shoe bills this fall and winter buy these for yourself and the children.

Bal Pattern White Canvas

76T9525—Men's and Big Boys'..... **83c**
76T9526—Boys' and Girls'..... **78c**
76T9527—Small Boys' and Girls'..... **72c**
76T9528—Women's..... **80c**

Sizes, 3 to 8. Postpaid.....

Brown Canvas

76T9534—Men's and Big Boys'..... **83c**
76T9535—Boys' and Girls'..... **78c**
76T9536—Small Boys' and Girls'..... **72c**

Sizes, 1 to 5 1/2. Postpaid.....
76T9537—Children's..... **70c**

Sizes, 11 to 13 1/2. Postpaid.....

Lace to Toe Pattern—White Canvas

76T9529—Men's and Big Boys'..... **83c**
76T9530—Boys' and Girls'..... **78c**
76T9531—Small Boys' and Girls'..... **72c**
76T9532—Children's..... **70c**

Sizes, 6 to 10 1/2. Postpaid.....

Brown Canvas

76T9538—Men's and Big Boys'..... **83c**
76T9539—Boys' and Girls'..... **78c**
76T9540—Small Boys' and Girls'..... **72c**

Sizes, 11 to 13 1/2. Postpaid.....
Wide widths only. Be sure to state size.

Savings for All

You can cut your family's fall and winter shoe budget the most by outfitting yourself and the children with these Oxfords. They are the same quality as the shoes 76T9597 and 76T9603 illustrated and described at Postpaid. Soles are corrugated and strongly vulcanized to uppers.

White Oxfords

76T9600—Women's, Sizes, 3 to 8. Postpaid..... **62c**

Black Oxfords

76T9592—Men's and Big Boys' Sizes, 6 to 12. **72c**
76T9593—Boys' and Girls' Sizes, 1 to 5 1/2. **62c**
76T9594—Women's, Sizes, 3 to 8. **62c**
76T9580—Small Boys' and Girls' Sizes, 11 to 2. **59c**
76T9581—Children's, Sizes, 8 to 10 1/2. **56c**

Postpaid.....
Wide widths only. State size. We Pay the Postage.

Brown Oxfords

76T9582—Men's and Big Boys' Sizes, 6 to 12. **72c**
76T9583—Boys' and Girls' Sizes, 1 to 5 1/2. **62c**
76T9584—Women's, Size, 3 to 8. **62c**
76T9608—Small Boys' and Girls' Sizes, 11 to 2. **59c**
76T9606—Children's, Sizes, 8 to 10 1/2. **56c**

Postpaid.....
Wide widths only. State size. We Pay the Postage.



Fighting, Winning Champions

Every shoe on these two pages is a **LIGHT-FOOT** (our own trade name)—a champion of the canvas shoe field. Wear **LIGHTFOOTS** for service and economy. We guarantee complete satisfaction.

NOTICE

Canvas footwear runs larger in size than leather shoes. Order one-half size smaller.

The SUPERIOR Canvas Work Shoe

Wears Like an 8-Ply Tire



FEATURES

- 1—Fiber Counter Fits the Heel.
- 2—Duck Lining.
- 3—Half Bellows Tongue Keeps Dust Out.
- 4—Sole and Tap Sole of Tire Tread Rubber.
- 5—Finest Quality Heavy Mail Bag Duck Uppers.
- 6—High Grade Fiber Insole.
- 7—Toe Box Keeps Its Shape.
- 8—Heavy Foxing Joins Sole to Upper.
- 9—Extra Heavy Composition Filler.
- 10—Shock Absorbing Rubber Heels.
- 11—Leather Sock Lining.

\$1.89
A PAIR
And Up

Made Like a Leather Shoe

Fits like a leather shoe. Strongest canvas shoe on the market! Insoles and counters same as used on equal leather shoes. Brown heavy mail bag canvas uppers will not stiffen after being wet. Double soles—genuine tire tread rubber tap sole over regular sole.

Boys' sizes 1 to 5½ are Bal Pattern only.
76F9632—Men's and Big Boys'. Sizes, 6 to 12. Postpaid. **\$2.00**
76F9633—Boys'. Sizes, 1 to 5½. **1.89**
 Shipping wt., 2¼ lbs.



CLEAT TYPE SOLE

Abreast of the Times

One of the smartest shoes in America—and it looks the part. Its exclusive copyright printed design has made friends from New York to Frisco. So tremendously popular, we have cut the price. For general outdoor and indoor use. Good grade printed white canvas uppers. Cleat type soles to prevent slipping. Heavy dual rubber foxing holds soles securely to the uppers. Heavy rubber kicking strips. Rubber toe cap and ankle patch.

76F9564—Men's and Big Boys'. Sizes, 6 to 10. Shipping wt., 2½ lbs. **\$1.00**
76F9565—Boys'. Sizes, 1 to 5½. Shipping weight, 2¼ lbs. **.98**
76F9566—Small Boys'. Sizes, 11 to 13½. Shipping wt., 1¼ lbs. **.89**
 Wide widths only. Be sure to state size.

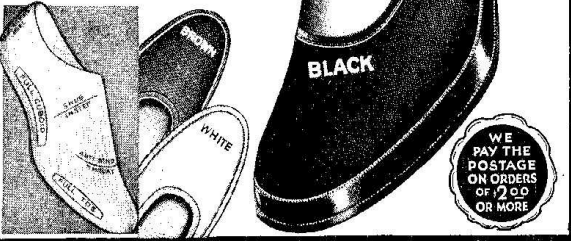
Nation-Wide Favorite

For Nurses, Clerks, Housewives, Maids, Also Sports Wear

Our famous house shoe now more desirable than ever before. Made like a leather shoe over a shapely last for unusually good fit at toe, instep, arch and heel. Shape retaining fiber counters. Steel shank support. Fiber board, Kenda (felt composition) covered insoles for inside ease and solid foundation. Live, springy rubber soles and heels. Finely woven, high grade canvas uppers lined with good grade drill.

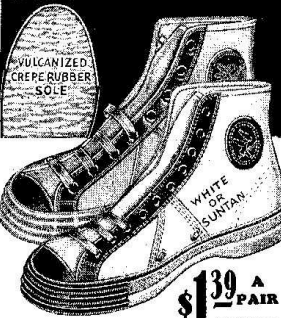
76F9694—Brown.
76F9695—Black.
76F9696—White.
 Women's. Sizes, 2½ to 8.
 Shipping wt., 1½ lbs.
 Wide widths. State size.

\$1.25
PER PAIR



WE PAY THE POSTAGE ON ORDERS OF \$2.00 OR MORE

Extra Heavy Kicker Strip Means ADDED WEAR



\$1.39
A PAIR
And Up

A Price Challenge

Good grade Canvas Shoe for sports of all kinds or for hard everyday wear. Has Canvas arch stays with ventilating eyelets.

White Canvas
76F9554—Men's and Big Boys'. Sizes, 6 to 11. Shipping wt., 1½ lbs. **\$1.48**
76F9555—Boys'. Sizes, 1 to 5½. Shipping wt., 1½ lbs. **1.39**

Suntan Canvas
76F9556—Men's and Big Boys'. Sizes, 6 to 11. Shipping wt., 1½ lbs. **\$1.48**
76F9557—Boys'. Sizes, 1 to 5½. Shipping wt., 1½ lbs. **1.39**

\$2.50 Elsewhere

Stands up to all knockabout use, general or "grim" wear you give it. Here's why:
 1—Best grade Suntan canvas uppers.
 2—Green, extra heavy, luffed, vulcanized gum rubber, non-slip soles.
 3—Brown rubber toe cap and trimming.
 4—Double foxing.
 5—Extra wide arch supporting stays.
 6—Jarproof sponge rubber cushion heels.



\$1.89
A PAIR
And Up

Specially Shaped Sole

High grade white canvas with genuine moulded soles shaped especially at inward side of the ball of the foot for sureness in making sharp turns. Arch supporting side stays. Heavy ribbed kicking strip. Ankle patch, dual foxing (reinforcing) and red inner foxing. Ribbed sole prevents slipping.



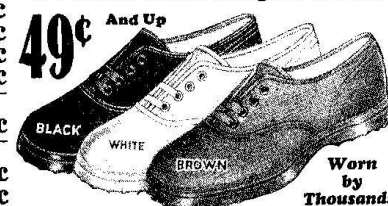
76F9620—Men's and Big Boys'. Sizes, 6 to 11. Shipping wt., 2½ lbs. **\$1.69**
76F9621—Boys'. Sizes, 1 to 5½. Shipping wt., 2½ lbs. **\$1.59**
 Wide widths only. Be sure to state size.

Black Oxfords
76F9592—Men's and Big Boys'. Sizes, 6 to 12. **72c**
76F9593—Boys' and Girls'. Sizes, 1 to 5½. **65c**
76F9594—Women's. **66c**
76F9595—Small Boys' and Girls'. Sizes, 11 to 2. **62c**
76F9589—Children's. Sizes, 8 to 10½. **49c**

White Oxfords
76F9600—Women's. Sizes, 3 to 8. **66c**

Brown Oxfords
76F9582—Men's and Big Boys'. Sizes, 6 to 12. **72c**
76F9583—Boys' and Girls'. Sizes, 1 to 5½. **65c**
76F9584—Women's. **66c**
76F9605—Small Boys' and Girls'. Sizes, 11 to 2. **62c**
76F9606—Children's. Sizes, 8 to 10½. **49c**
 Wide widths. State size. Shipping wt., 1½ lbs.

The Whole Family Deserves a Pair at These Bargain Prices



49c
And Up

Worn by Thousands
 Get a pair for all—and multiply your savings. Designed for young and old. Fine for work, play or the gym—for outdoors, indoors or any place that needs a knockabout shoe. Popular quality canvas with durable corrugated rubber soles. Light in weight.

Your Orders Shipped Within 24 Hours! P151B2 735