



## The Newest Fashions in Fine Quality English Footwear—Moderately Priced



(Above)  
A stylish Chic Shoe for street wear, made in rich black suede, with patent strapping. Aluminium plate in heel prevents uneven wear, thus helping to preserve the shapeliness of the shoe.

WHEN purchasing shoes, some ladies may pay particular attention to *style*. With others, *quality, comfort, or moderate price* may be matters of special consideration. But only when all these important points are happily combined in the one shoe, can complete footwear satisfaction be secured.

And for that very reason, Chic Shoes have won instant and widespread popularity—they combine the utmost in style, the best English workmanship, and perfect foot comfort with *moderate price*. Chic Shoes please at the outset because of their smartness and moderate prices—they continue to please because of their quality and comfort.

# CHIC SHOES

are as good as they look, but cost less than their style and quality would suggest. On every consideration, and for every occasion, they are *ideal*.



(Left)  
Satin shoe with new cross-stitch design, and charming silvered ornament with short hanging tassel.

(Right)  
Crossover strap shoe in brocaded satin, with effective strapping in dull leather. A touch of colour is cleverly introduced by brilliant ruby-red stones set in the side buttons.



Chic Shoes are showing at Shoe Stores throughout New Zealand—ask to see them