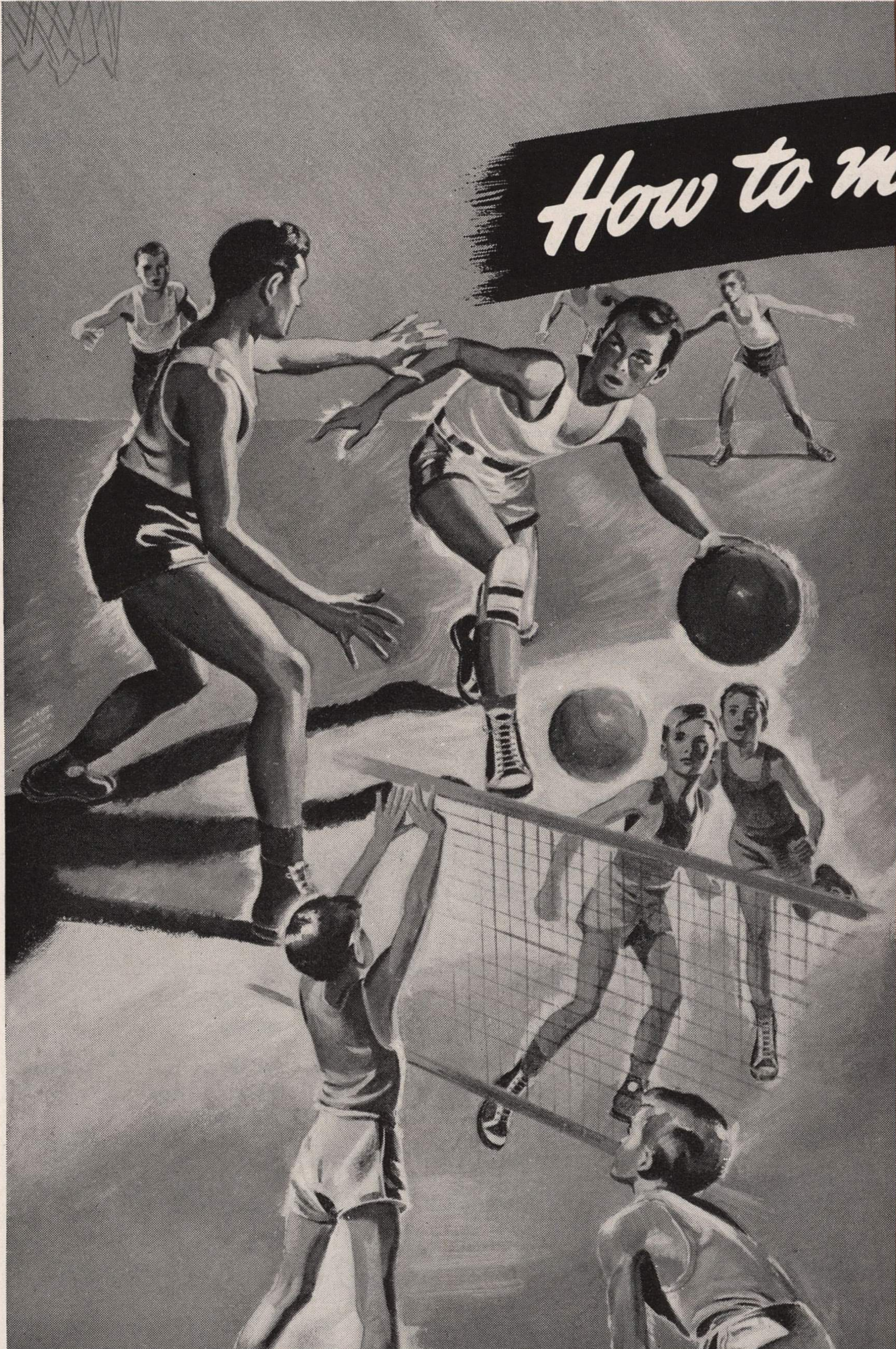


How to make your Keds last longer

Keds are now being made only for the Armed Forces. Therefore, safeguard the wear left in the Keds you now own.

- 1 Perspiration acids shorten the life of Keds. Wear your Keds into the shower at frequent intervals, or simply wash them with mild soap and lukewarm water.
- 2 Don't throw your Keds into locker stuffed with socks damp from perspiration. Open the tops so your Keds will dry thoroughly. This prevents the uppers from rotting.
- 3 During off-seasons store your Keds in a cool, dark place.
- 4 Repair broken stitches promptly. Don't store your Keds in lockers near hot pipes or radiators. Do not dry them on radiators.
- 5 Don't leave your Keds for extended periods on locker room benches or on window sills where they will be exposed to direct sunlight which speeds oxidation and deterioration.
- 6 Thoroughly wash your Keds with soap and water at the end of the season.
- 7 Don't tread on garage floors or engine rooms where oil and grease will come in contact with the soles.
- 8 Don't discard a single pair of Keds with any wear left in them. Your local rubber salvage stations will welcome those worn out Keds.

KEDS SPORTS DEPARTMENT



UNITED STATES RUBBER COMPANY