

WASHINGTON, D. C., TUESDAY, SEPTEMBER 15, 1914.

FALL FASHION NUMBER



**THE MOST NOTICEABLE
TREND OF FASHION**

--no matter what the style of mi-lady's garb may be--there is a most pronounced tendency to **SHOW MORE OF THE FOOT.**

All of which necessitates that those who would look their best from "tip to toe" must adorn their feet with authoritatively correct footwear like--

La France Shoes
\$3.50 \$4.00 \$5.00

A shoe that fascinates the eye--gives comfort to the foot within--guarantees to the purchaser her full money's worth of satisfactory service.

Such is the shoe that is bringing to BERBERICH'S, season after season, far and away the largest women's footwear patronage in the Nation's Capital.

Berberich's

*Washington's Largest and Most
Progressive Shoe House*
ESTABLISHED 1868

MAIN STORE
1116-22 Seventh St. N. W.
BRANCH STORE
813 Pennsylvania Avenue

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9
1
4

1
9
1
4

Gordon Dingwall