



A Triumph of the Art and Labor That is Put  
Into the Shoes Sold By

# BERBERICH'S Winner of the Grand Prize

Offered by the Washington Shoe Retailers' Association in the Retail Merchants' Association

## WINDOW-TRIMMING CONTEST

While it was the artistic ability of Window-trimmer Cates that made possible the winning of the Grand Prize over all competitive shoe houses, Mr. Cates pays due tribute to the shoe which formed the basis of his display as follows:

I would have been greatly disappointed had BERBERICH'S window display not won the Grand Prize, because I realized from the beginning that I had a big handicap over all competitive window trimmers. The merchandise you sell is the basis of all window displays, and I knew that no other shoe store in town could put into the hands of its window trimmer such a wealth of the really new styles right from its regular stock as my store had. You have but to look at the footwear in our Avenue Store to fully appreciate why BERBERICH'S won.

*Robert Earl Cates*

The shoes in BERBERICH'S windows are all taken right from stock. You'll find a size for every foot in the exact style you prefer most.



### LA FRANCE

Shoes For Women.

The window display of the beautiful La France models is but a suggestion—an index to the vast stock to be found inside.

Every new last, color, and pattern evolved by the shoe artists is to be found in our splendid array of this most famous make of feminine footwear.

**\$3.50      \$4.00      \$5.00**

### BURROJAPS

Shoes for Men

Burrojaps Shoes—the guaranteed shoes for men—are the style leaders in masculine footwear as La France models are the feminine footwear leaders.

No matter how your taste runs, you'll find a shade, a shape, and your exact size in a BURROJAPS' model.

THE BURROJAPS' GUARANTEE.

A New Pair Free if the Vamp Breaks Through Before the Sole Wears Through.

BERBERICH'S

**\$4.50      \$5.00      \$6.00**

Main Store  
1116-22 7th St.

# Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868

Branch Store  
813 Penna. Ave.