

The Crowds Indicate the Values

Don't Fail to Visit
Our Economy Floor
The Third Floor
at The Avenue Store



Shoe Prices Are Rapidly
Rising—Take Advantage
of These Exceptional
Values NOW

Even the five thousand feet of additional floor space contained in our new economy department have scarcely met the demand for room to handle the crowds. This new department, which takes in the entire third floor of the building adjoining our avenue store has proved immensely popular right from the start. Here are assembled the odd pairs of our high-grade shoes and the prices are cut recklessly, in fact you can buy fine shoes on this floor for much less than these same shoes can now be bought at the factory.

And we haven't confined the value giving to this one floor, either. Every floor at each store is brimful of the greatest shoe bargains this city has seen in many a day.

THE AUGUST SHOE REDUCTIONS

In Berberich's Sensational Summer Shoe Sale

On the Economy Floor---At the Avenue Store

THIRD FLOOR.



200 Pairs Pumps, Colonials and Oxfords, in a great variety of styles and leathers. Values up to \$6.00. On table 3d floor..... **\$1.85**

66 Pairs Patent Kidskin and Dull Leather Colonials, with buckskin quarters; \$3.50 to \$4.50 values. On table 3d floor..... **\$1.25**

50 Pairs White Calfskin Pumps and Colonials. Every pair \$6 value. On table 3d floor..... **\$2.65**

165 Pairs Ladies' High-grade Pumps and Colonials, the latest styles, in solid colors and two-tone effect; hand-turned soles and covered heels. Every pair \$6 value..... **\$2.85**

150 Pairs White Canvas Sport Oxfords, with patent, tan or black leather trimmings; rubber or leather soles and heels. Regular \$4.00 value..... **\$1.95**

115 Pairs Ladies' Fine High Shoes, in blue or black kidskin, button and lace. Regular prices, \$4.00 to \$6.00..... **\$2.85**



Avenue Store---Shoe Bargains

FOR MEN---

Your choice of any \$6.50 or \$7.00 Steadfast or Burt & Packard White Buck, Tan Calfskin and Gun Metal Calfskin Oxfords in our entire stock. Monday..... **\$5.35**

Your unrestricted choice of any \$6.00 Low Shoe in our entire..... **\$4.85**

63 pairs Smith-Briscoe Best Quality White Canvas Oxfords, with neat trim of black or tan piping; the most stylish canvas shoe in town. Regular \$5.00 value..... **\$3.65**

FOR WOMEN---

Your unrestricted choice of over 2,000 pairs \$6.50 or \$7.00 Pumps and Colonials in our entire stock, including any of the imported colored kidskin, tan calfskin, mat kidskin or patent kidskin..... **\$4.15**

Your choice of 300 pairs \$5.00 and \$6.00 Low Shoes in the most desirable styles and leathers. Monday only..... **\$3.65**

Your choice of over 800 pairs \$4.00 and \$4.50 Dull or Patent Leather Pumps or Colonials (all new this season)..... **\$2.95**

Your choice of over 300 pairs of Tan Calfskin and Gun Metal Calfskin Oxfords; the best quality \$4.00 value; in English or high toe lasts..... **\$2.95**

43 pairs Genuine White Buckskin High Shoes in the new shield tip pattern with white duplex soles and heels. We could not duplicate these shoes less than \$10.00 per pair..... **\$5.85**

72 pairs White Canvas Oxfords in straight lace and blucher patterns. Regular \$2.00 value..... **\$1.35**

102 pairs White Nubuck Sport Oxfords, with duplex soles and heels. An extra value at \$5.00..... **\$3.85**

99 pairs White Canvas Sport Oxfords, with white rubber soles and heels. Special..... **\$1.85**

80 pairs White Washable Kidskin Sport Shoes, with white ivory soles and white rubber heels. Regular \$8.00 value..... **\$4.35**

EXTRA SPECIAL! IN WANTED WHITE SHOES

Ladies' \$3.00 Grade (our own \$3.00 value) White Sea Island Canvas Kewpie Pumps with covered heels to match. All sizes, A to D widths..... **\$2.15**

EXTRA SPECIAL AT
THE ECONOMY DEPT.—THIRD FLOOR

7th Street Store---Shoe Bargains

FOR MEN---

24 pairs of Weber Bros.' Selz, and Farnum Gun Metal English Toe Oxfords; broken sizes; 6 1/2 to 10 1/2; C and D wide. Were \$3.50..... **\$2.45**

9 pairs of Burt & Packard Gun Metal Blucher Oxfords on the 139 and 151 toes; broken sizes, 4 to 8 1/2; B to D wide. Were \$4.00..... **\$2.95**

8 pairs of Heywood Gun Metal Blucher Oxfords on straight last; sizes 7 1/2 to 11 1/2; C to E wide; broken sizes. Were \$4.00..... **\$2.95**

6 pairs of Burt & Packard Patent Blucher Oxfords on the 139 and 151 toes; broken sizes, 7 1/2 to 9; A to D wide. Were \$4.00..... **\$2.95**

FOR WOMEN---

21 pairs "Carthean" Gray Violet Pumps. Sizes 2 to 7, A, B, C, D. Were \$4.50..... **\$2.35**

21 pairs "Domy" White Buck Pumps, 2 1/2 to 7, A to C. Were \$6.00..... **\$3.25**

37 pairs "The American Girl" Gray Astor Pumps. Sizes 2 to 6, B, C, D. Were \$3.50..... **\$2.15**

46 pairs "Carthean" Bronze Pumps. Swan and violet patterns. Sizes 3 to 6, A to D. Were \$4.50..... **\$2.35**

17 pairs "Maxine Elliott" Bronze Colonials; turn soles. Sizes 3 to 5 1/2, B, C, D. Were \$4.00..... **\$1.85**

26 pairs "La France" Patent Pumps and Kid Inlay. Sizes 3 to 5 1/2, A, B, C, D. Were \$5.00..... **\$1.85**

5 pairs of Smith-Briscoe's Russia Calf Bal. and Blucher Oxfords on the swagger last; broken sizes, 5 to 10 1/2 in lot; B to D wide. Were \$5.00..... **\$2.95**

8 pairs of Weber Bros.' Patent Bal. Oxfords on hito last; broken sizes; 5 1/2 to 8 1/2; C and D wide. Were \$4.00..... **\$2.65**

14 pairs of Smith-Briscoe's Gun Metal Bal. and Blucher Oxfords on the swagger last; broken sizes, 4 1/2 to 10 1/2; B, C and D wide. Were \$5.00..... **\$3.15**

8 pairs of Craddock Gun Metal and Russia Calf English Toe Oxfords, with O'Sullivan rubber heels attached; broken sizes; 7 to 10 1/2; B to D wide. Were \$4.50..... **\$3.15**

50 pairs "La France" Patent Colonials; turn and welt soles. Sizes 3 to 5 1/2, A, B, C, D. Sell \$4.50..... **\$1.85**

18 pairs "Patrician" Patent Colonials, Cuban heels; 2 1/2 to 6 1/2, B to D. Sell \$4.50..... **\$2.45**

25 pairs McElwaine Patent 2-Bar Colonials. Sizes 3 to 5 1/2, C and D. Sell \$3.00..... **\$1.65**

23 pairs "La France" Mat Kid Colonials; leather and colonial heels. Sizes 3 to 4 1/2, B to D. \$4.00..... **\$1.85**

33 pairs "The American Girl" Mat Goat Astor Pattern McKay. Sizes 3 to 7, B to D. Sell \$3.50..... **\$2.35**

53 pairs Tan Calf Outing Oxfords, with rubber soles and spring heels. Sizes 2 to 5 1/2, A, B, C..... **\$2.35**

Children's Shoes at Tremendous Savings---Both Stores

47 pairs Growing Girls' Gun Metal and Patent Leather Strap Slippers; sizes 2 1/2 to 6. Regular \$2.00 values. Special..... **\$1.55**

58 pairs Growing Girls, Misses and Children's White Canvas Strap Sandals. Special in sizes—

8 1/2 to 2, Child's and Misses'... **85c**
2 1/2 to 6, Growing Girls'... **\$1.45**

48 pairs Misses and Children's "Red Riding Hood Plu Shu" and "Minnehaha Acrobat" Strap Slippers; made without nails or tacks; noiseless and durable; best Mooney oak soles. A wonderful shoe; in patent coltskin, gun metal, and Russia leathers. Regular \$2.50, \$2.25 and \$2.00 values. Special in sizes—

6 to 8..... **\$1.55**
8 1/2 to 11..... **\$1.75**
11 1/2 to 2..... **\$1.85**

84 pairs Large Boys and Girls, Misses and Children's Craddock-Terry Barefoot Sandals; Elk soles and one-piece uppers, in black and tan. Special in sizes—

8 1/2 to 11, Children's..... **95c**
11 1/2 to 2, Misses'..... **\$1.15**
2 1/2 to 6, Growing Girls'... **\$1.45**

129 pairs Children's Tan Lotus Goodyear Welt Play Oxfords, in sizes 8 1/2 to 11. An unusual value and a rare chance to get a good play shoe. \$1.50 value. Special..... **95c**

47 pairs Miscellaneous Tan Strap Pumps and Oxfords, in sizes from 8 1/2 to 2. Regular \$2.00, \$2.50 and \$3.00 values. Not all sizes in any one lot, but can fit most any foot in the range of sizes. Special..... **\$1.35**

MAIN STORE
1116-22 7th St.

Berberich's

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

BRANCH STORE
813 Penna. Ave.