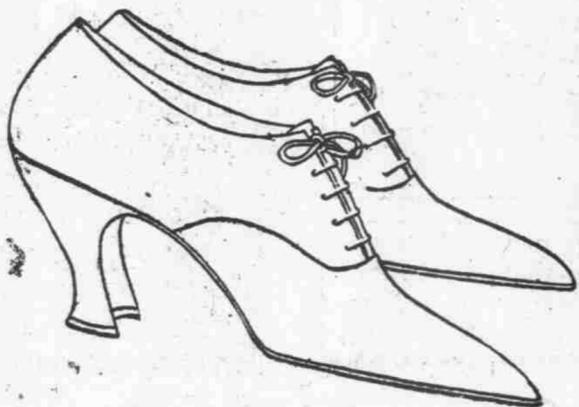


---this is Oxford time
---this is the Oxford place
---and



are the Oxfords to Select

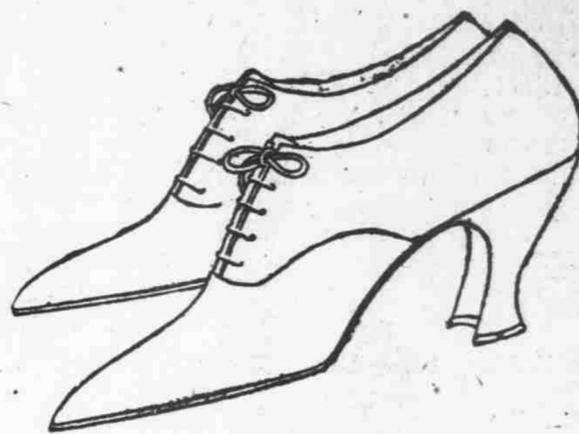


La France are indeed the oxfords to select. Not alone for their inimitable style superiority (recognized by well dressed women throughout the world), but also because they afford true economy in a day of high shoe prices. La France shoes are still made of the finest leathers tanned, despite their scarcity. This makes possible the smooth glove-like fit that does not bind or cramp anywhere. This also gives La France shoes their lasting qualities. They wear well and retain their smart lines to the end

La France Oxfords
are Priced at From
\$5 to \$8

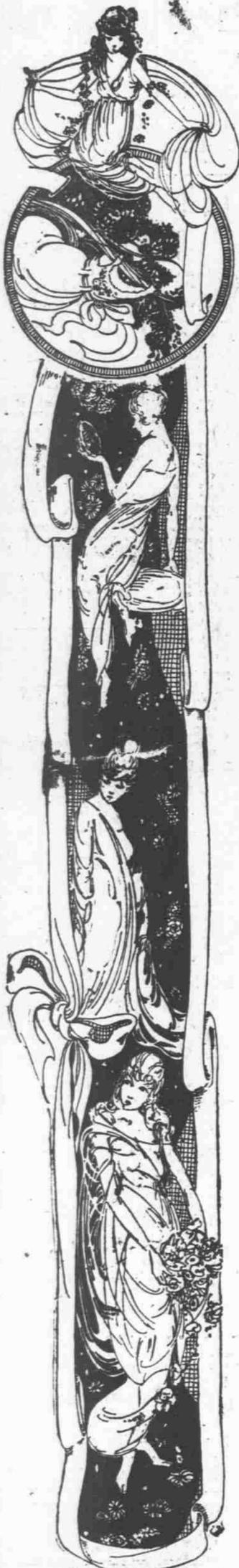
At the prices we believe La France shoes give the utmost in shoe values. Our belief is shared by a large majority of Washington's well dressed women as the increasing popularity of La France shoes shows.

The wealth of models to select from in the Big Berberich Stores is just an added reason for choosing La France oxfords.



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