

YOU

In this sign are thoughts for you, and in this sign is Mercy's soul; give to help the sick and wounded thereby less'ning War's grim toll!

Give to heal the shrapnel wounded; give to ease a sufferer's bed; give to soothe the pangs of gas-sing; give to cool a fevered head. Send your dol-lars to the trenches, there to comfort shattered nerves; make your dollars cheer a hero, as abroad his land he serves. While our boys preserve your freedom, spare them suffering with your weath; help the Red Cross give them succor; help our no-ble men towards health. Yes, this sign means much to you, left be-hind while folks you knew, sailed to save a world anew. Red Cross.

The Red Cross is the World's Greatest Humanitarian Organization and is deserving of your whole-hearted and unlimited support!

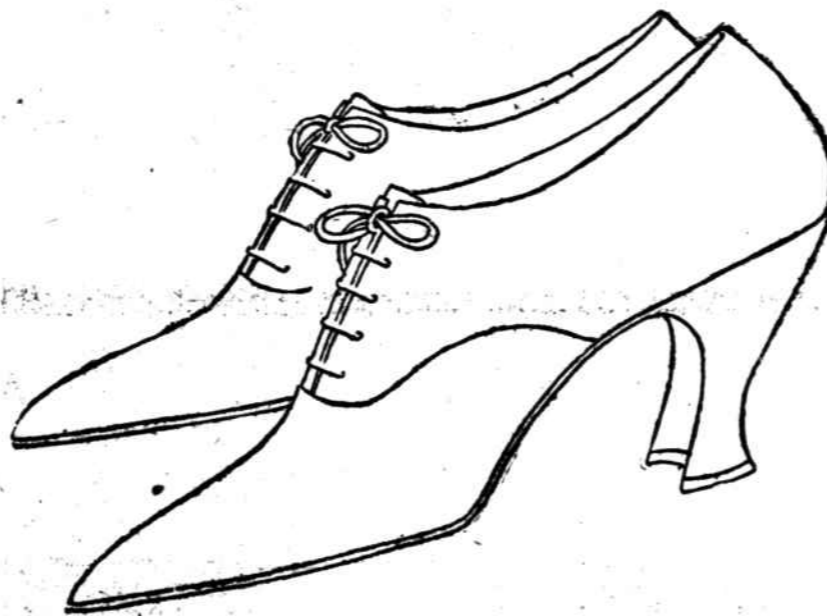
YOU

Need only to see one pair of La France Shoes to become intensely enthusi-astic over their supreme style and fascinating beauty. For years they have been in the vanguard of public approval and as one's own judgment is the last court of reckoning we simply invite you to view the assemblage of sum-mer styles now on display at the HOUSE OF BERBERICH.



SHOES FOR WOMEN

Are the World's Greatest Style Creations in Footwear and are deserving of your whole-hearted and unlimited inspection before your decision is made.



If YOU Knew a Day's Pay Would Save a Life Would YOU Give One a Month? This is RED CROSS Week.

Just Received a Full Line of La France White Shoes, Both High and Low Cuts. They Will Please YOU.

Low Shoes \$5.00 to \$8.00

Styles for Summer of '18

1116-22 7th St. N. W.

Berberich's

813 Penna Ave. N. W.

Washington's Largest and Most Progressive Shoe House
Established 1868