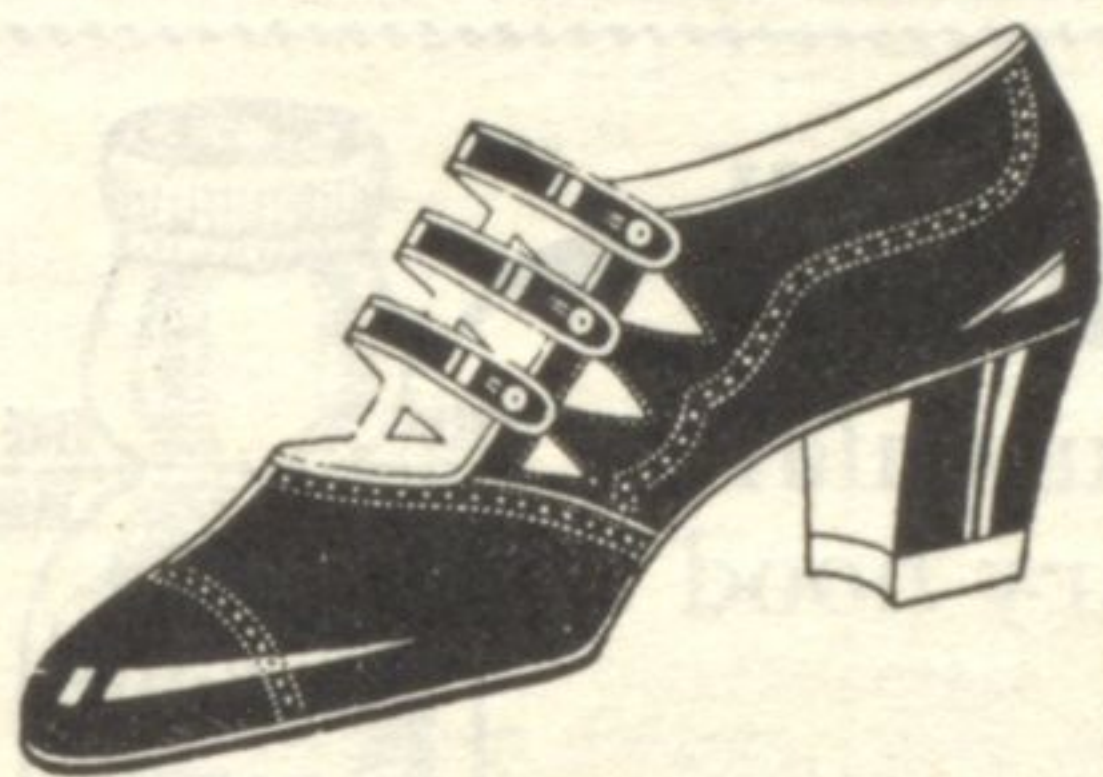
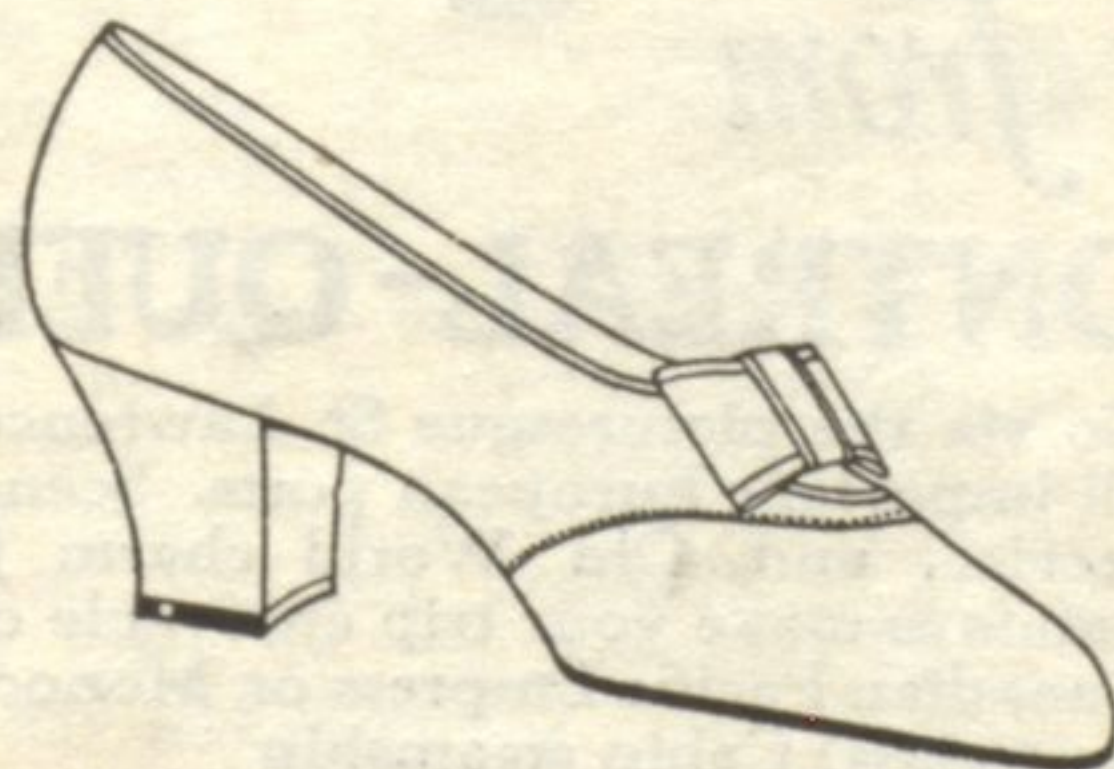


"CARMOOR" — When cut-outs grow restless at being restricted to the side of the shoe the best thing to do is to move them over to the front. The "Carmoor" is a three-button model with the famous arch feature. In tan calf, \$10.00.



"CRAVEN" — A patent three-strap in line with fashionable scalloped foxing to add to the necessary touch of decoration. This is shown in black kid at \$10.00.

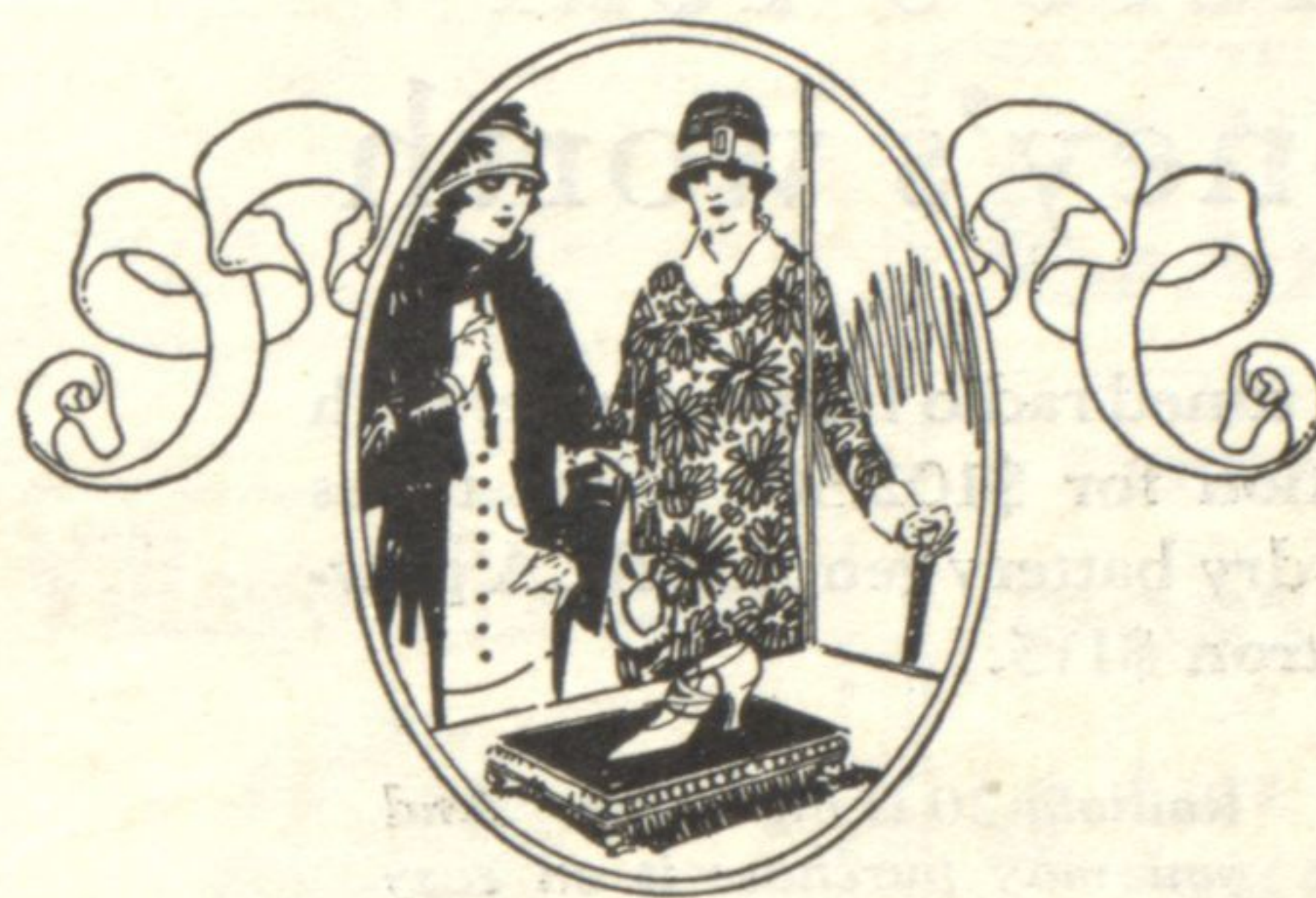


"BESS" — A smart Red Cross pump in patent and tan calf. Severely tailored and held at the instep by goring which is concealed by a match-tailored bow. Priced \$10.00.

ANNOUNCING

The Famous

RED CROSS SHOE



In all our years of merchandising we never have taken greater pleasure and pride in inviting you to our store than we do now. For we are now featuring The Red Cross Shoe—a shoe which the women of America have known and admired for over 25 years.

Really, until you have seen these smart shoes, you will not have realized how delightfully the latest styles can be combined with comfort and ease. For these shoes are made over the famous Red Cross "Limit" lasts which insure correct measurements and perfect fit.

You have read so much, heard so much of "the shoe that fits the foot in action or repose" that you really must see it. Try it on—note how trimly and how comfortably it clothes your foot. It is a shoe which both the feet and eye will approve. We invite you to come in.

Red Cross Shoe



Lord's

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EVANSTON