Societr News


##  <br> $\underset{\text { ic Phone Marshall sooo of Morit Only }}{\substack{\text { Home Phone A } \\ \text { G691 }}}$

Today, (Saturday), the New Shoe Store, Now Situated on the Second Floor, Announces Its Fall Opening and Showing of Authentic, Distinctive Footwear In the Greatest Diversity of Prevailing Autumn and Winter Styles

## For Women, For Young Women

For Misses, For Girls, For Boys



-The smart woman of today knows that her shoes will make or mar her costume. She, therefore
must choose from footwear of unquestionable correctress. In no shoe section in the city, we be-
lieve, will be found such diverity and distinction of style-women may select a model that is wear, for walking. Boots that are laced, but toned, side laced, medium and high topped loet

Slippers That Embody All of the Latest, Most
 Oper. Parkaway opera slippers of blach, patent leather beaded pith silver, of bronze hid
pith bronze beads to malch; phite calf. exquisitely beaded will kid with dull beads. Dancing slippers in white calf, bronze. paternt call cond dull kid.
New Spats to Wear With Autumn and Winter Suits

New Spats to Wear With Autumn and Winter Suit


## We Make Special Mention of the Followin Special Boots for Women

The Chin Chin Model, $\$ 7.50$
 blue or gray kid. dull calf and soap kid Special New Boots at $\$ 5.00$





Ten New Styles at $\$ 4.00$
Everyd model combines the two most wanted qualities, good Wolfe fiting qualities and goodnesss of material. Shoes for strect
and dress wear, in any tyle you may. wish for. with plain toes.

The Custom-Made Boots
Fashionable asseme litire. lines of their main boots lend grace and harmong ? blending vith the modern theme of dress. Made in imported outar calf with cloth lops and Lowis hecls for drees sear. And of dull
calf pith Cuban heels for street wear. Button styles. $\$ 12.00$ and

Our Misses' and Children's Section On thid department we fature none bert he bean stadeded thoes, built
 dressed as the grown-ups. All our misses and children's shoes have
been chosen by a special buyer, who devoted much of his time to the been chosen by a special buyer. who devoted much of his time to the
needs of small folk. Bring your children in and have them properly
fitted in shoes that will be comfortable and at the same time give the

- Every kind of shoe, for school wear, for dress wear, in nature shapes.
in dull calf., patent colt and vici kid, button or lace stsles, will be found
in our Shoe Store, which has the largest assortment in town. SOME OF THE SPECIAL PRICES -Infants' Shoes, 2 to 5 , at $\$ 1.00$ to $\$ 2.00$. -Children's Shoes, $51 /$, to 8, at $\$ 1.25$ to $\$ 2.50$.
-Children's Shoes, $81 / 2$ to 11 , at $\$ 1.50$ to $\$ 3.00$ -Children's Shoes, $81 / 2$ to 11 , at $\$ 1.50$ to $\$ 3.00$
-Misses' Shoes, $111 / 2$ to 2 , at $\$ 2.00$ to $\$ 4.00$.

$\qquad$

Grand Prize, Panama-Pacific Exposition San Francisco, 1915
Grand Prize, Panama-California Exposition San Diego, 1915
For Flavor and Quality Baker's Cocoa


Is Just Right
It has the delicious taste and cocoa beans; it is skilfully
prepared by a perfect m
chanical process; without t
use of chemicals, flavoring
rtificial coloring matter
is pure and wholeso
forming to all the Nation
and State Pure Food Laws.

Walter Baker \& Co. Ltd.

