

presents the
DIN GOLD CROSS SHOES
*chosen by a Wartime Fashion Jury**

STYLES YOU'LL LOVE! QUALITY YOU CAN TRUST!



The LATONA



The GABBY



The TOPPER



LUMBERJACK GHILLIE



The VAGABOND



The CLASSIC



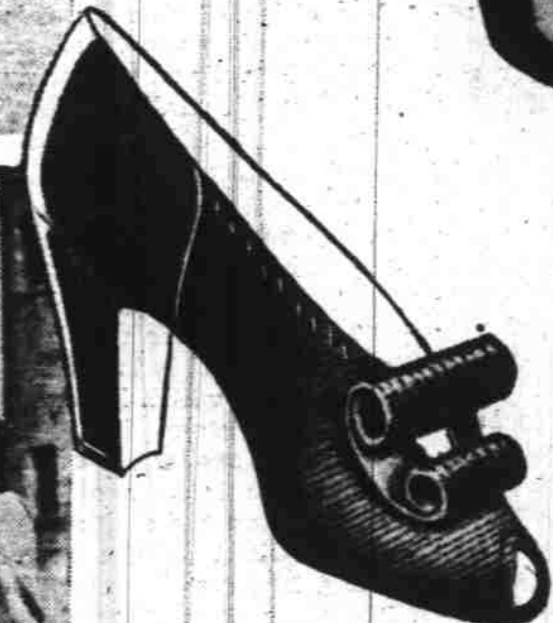
The WAVERLY



The CARLTON



The MARCEL



The SERENADE



The SILHOUETTE



The BERKELEY

Spend your ration coupon wisely... Insist on Gold Cross quality

*1000 ACTIVE AMERICAN WOMEN voted in this nation-wide Fashion Poll: smart young women in U.S.O. centers, members of the American Volunteer Corps, war brides, Washington secretaries, War Bond Committee women, Nurses' Aides, young aircraft workers. Each was shown a collection of the new Gold Cross Shoes, asked to choose those she thought smartest and most appropriate for Spring. See the jury's report on this page, and in our store.

As advertised in **LIFE**

Come in...see the shoes that America is taking to its heart as well as to its feet. Gold Cross Shoes that prove that simplicity can be young and exciting...that dutiful shoes can be beautiful... that shoes can be feminine without being fussy. They're the shoes you'll need...the shoes you'll want for your busy, active wartime life. Perfect in style. Perfect in fit. Perfectly amazing values, too. **GOLD CROSS SHOES...FAMOUS FOR OVER 50 YEARS AS RED CROSS SHOES**

America's unchallenged shoe value



Shoe Department