

designed for



*The new in shoes,
 Softer, Slimmer,*

--- for FALL '55

New Luxury, New Elegance ... for all walks of life ...
 are the gifts of the Shoe Industry to Fashion for this Autumn
 ... presented by the Shoe Retailers of the Nation ...
 and Medford ... Exquisite new footwear ... Designed
 to bring you simplicity and timeless good taste, for every
 day-time and every after-dark wardrobe ...

Men's Fall Shoes, too

Skillfully styled for
 smartness and comfort.

**SHOP IN MEDFORD FOR WIDER SELECTIONS
 AND OUTSTANDING VALUES!**

