



The CARLTON



The MARCEL



The DRESSMAKER



The HANDSTITCHED



The TRILBY

LaPointe's

presents your **BRED** **CROSS SHOE**



Fashion-with-Ration Guide

AS APPROVED BY LEADING FASHION EDITORS

Perhaps it's no coincidence that ration rhymes with fashion. For the new, simpler lines in clothes... *in your Gold Cross Shoes...* bring a fresher, younger, more vital loveliness to you. Gold Cross Shoe designers have fashioned this new feeling into all three of the basic types of shoes you need for your well-rounded rationed wardrobe. Gloriously comfortable. Every pair with famous Gold Cross quality for long mileage.



The PRADO



The PARADE



The PEGGY



The STANFORD



The CLASSIC



The VAGABOND



EXERCISER No. 1



LUMBERJACK BLUCHER



LUMBERJACK GHILLIE



The STROLLER

YOUR ACTIVE-DUTY SHOES. For walking, working, for doing the dozen-and-one jobs that are keeping every woman busy today...choose these trim rugged Gold Cross Shoes that are built for mileage and for comfort every step of the way.

*Famous for over 50 years as Red Cross Shoes...unchallenged value at...

\$7.45

YOUR DOUBLE-DUTY SHOES. They'll be the most versatile Gold Cross Shoes you own. Shopping? Off to a committee meeting? Dinner dating? You'll find Gold Cross Shoes with trim, classic lines that look right anywhere, with any costume in your closet.

LaPointe's