

# GRAND OPENING

# ROSS

## Shoes

# FLORSHEIM

### Open Letter

We are proud indeed to become a part of the Farmington Community with our fourth Quality Shoe Store.

We have done our best to build for you the very latest in modern air-conditioned shoe stores—with facilities sufficient to fit even the most hard-to-fit feet.

To you, our new friends and customers, and to you, our old friends who have moved to this area, we make the following statement of policy:

We pledge, as in the past, to strive for complete customer satisfaction, and we guarantee this statement—

We offer for sale only quality footwear for the entire family—including some of the best brand names in America—such as:

- **For Men -**  
FLORSHEIM - WINTHROP - KINGSWAY
- **For Women -**  
RED CROSS - AMERICAN GIRL  
JACQUELINE - CONNIE
- **For Children -**  
RED GOOSE - JUMPING JACKS  
PIED PIPERS and ORTHOPEDIC FOOTWEAR
- **House Shoes**  
DANIEL GREEN - EVANS - BLINKIES  
HOUSE SHOES
- **Canvas & Rubber Footwear**  
P. F. - RED BALL JETS and GOODYEAR

Plus the Other Miscellaneous Items Needed in a Complete Shoe Fitting Service

We Offer You the Privilege of Joining Our Family Shoe Store Club—where, after you have purchased 12 pairs of regularly priced shoes, you will be credited with the average cost of the 12, toward a free pair.

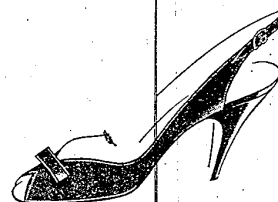
*Ross Shoes*

**Farmington PLAZA**  
**Grand River at Orchard Lake Rd.**

**Thur., Fri., Sat., Aug. 29, 30, 31, Until 9 p.m.**

**FREE GIFT**  
**for the Ladies . . . .**

**Hand Bag with Each Purchase**  
**of Dress Shoes**



## Who's excited?

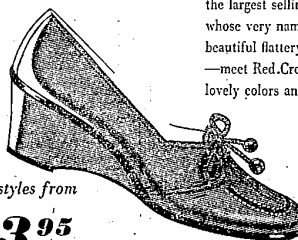
## ...WE ARE!

*and you will be, too... when you meet America's most famous name in women's shoes, here, tomorrow!*

## Red Cross Shoes

Choose from our large selection of new styles from

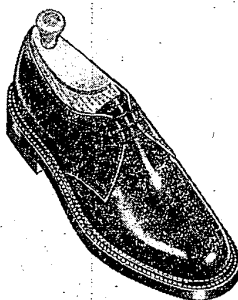
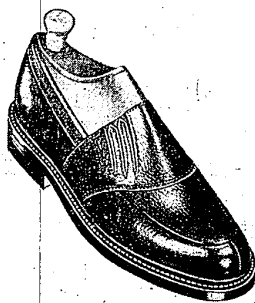
**9<sup>95</sup> to 13<sup>95</sup>**



Come in! Let us introduce you to a real celebrity... to the shoes that are the largest selling brand of fine footwear in the world! To the shoes whose very name means smartest fashion, wonderful fit and beautiful flattery to millions of America's smartest women! Tomorrow—meet Red Cross Shoes, now ours to show you... in so many lovely colors and styles... and a complete range of sizes.

## Miles of WEAR in Our New Fall MEN'S SHOES

Today's the day we're opening our new Farmington Plaza store and we'd like you to help us celebrate the occasion. Our aim is to serve you in each and every one of your footwear needs. We offer fine shoes and our own staff of expert shoe-fitters. Let us show you just what we mean... stop in today or at your earliest convenience.



## KINGSWAY

**\$7<sup>95</sup> to \$10<sup>95</sup>**

A  
**FREE**  
GIFT of a  
**BALL POINT PEN**  
With Each Purchase of  
Men's and Big Boys' Shoes

