

ROSS

SHOES

*"America's Finest
Shoes for the
ENTIRE FAMILY"*

FLORSHEIM

- In The NEW Modern Farmington Plaza
- Air Conditioned For Your Shopping Comfort

FREE



HELMET

With every purchase of Children's shoes. Genuine Flock-lined, Thermo-lite insulated... air vents, adjustable chin strap, washable! Sells regularly for \$2.99.



Another happy
Jumping Jacks
family



Styled for
"as the go" young Man

Mother has happily watched them grow from Jumping-Jacks Originals... to Juniors, then Seniors. And, now her little lady is stepping out in Parties! Typical of the happy Jumping-Jacks families that come to us for complete selections!

JUMPING JACKS
...and many more shoes for children



\$3.95 - \$7.95



from the
printed pages of
Seventeen

... everything
in shoes for
every active hour



FREE RECORD
"SEVENTEEN SPEAKS
FOR 'TEEN AGERS'"
With Each Shoe Purchase

THE
**AMERICAN
GIRL**
SHOE

Shoes Pictured
\$6.99

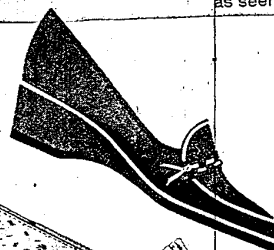


Seventeen's own fashion editor in chief tells you what to wear with what — clothes and shoes. This record is an American Girl exclusive — we are delighted to have it for you.

FREE NYLONS

1 pair FRUIT OF THE LOOM Nylons with every purchase of Women's Sport or Casual shoes.

Connie **SCALAWAGS**
as seen in GLAMOUR



Really
Soft
Going!

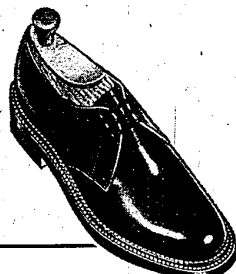


7.95



Really terrific variety too! Glove, crushed suedes, many textures of leather... "lock-a-belts," pearly buttons, silver 'n' gold buckles, color-tip bows... and all lightweight. Camel, Tobacco, Ginger, Brown, Black, Red, Grey... smooth, foam-crepe soles.

Miles of WEAR in Our New Fall MEN'S SHOES



KINGSWAY

7.95 to 10.95

Our aim is to serve you in each and every one of your footwear needs. We offer fine shoes fitted by our own staff of expert shoe-fitters. Let us show you just what we mean... stop in today or at your earliest convenience.

FREE

GIFT OF A GENUINE QUICK-POINT
BALL-POINT PEN
with Each Purchase of Men's or
Big Boy's Shoes

If you have any problems about footwear, please do not hesitate to consult with our trained shoe fitters... just drop in or call us at GR 4-7710.