

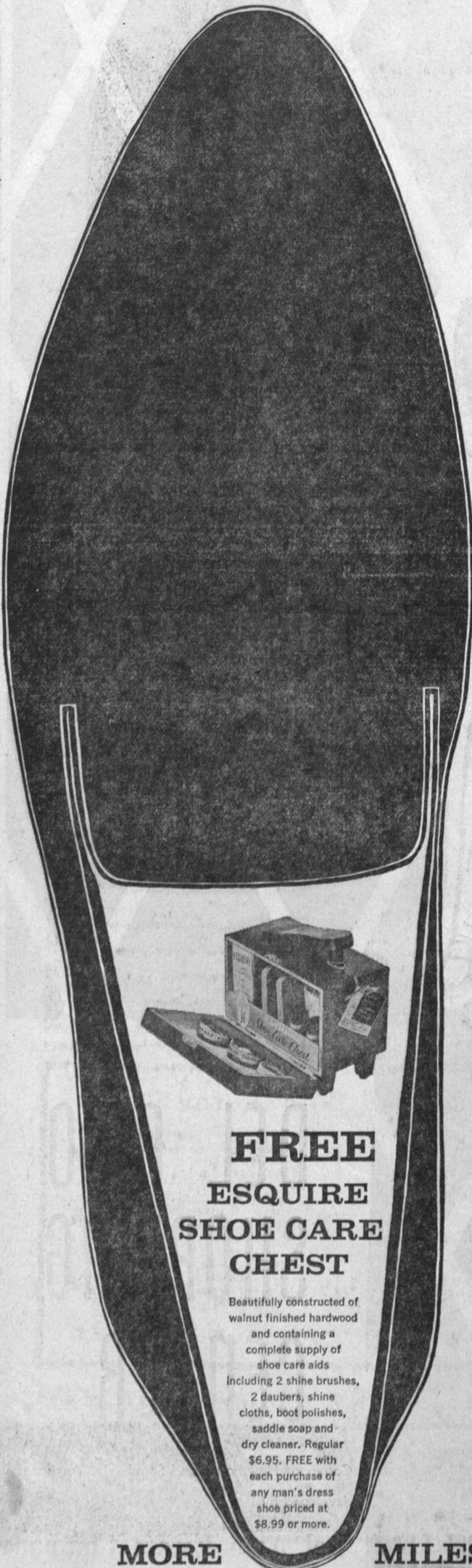
GALLENKAMP'S DEL AMO CENTER OPENS TODAY

3 Day Celebration
Thursday • Friday • Saturday
May 4th, 5th, 6th

**The Most Complete
Family Shoe Store
in the West!**

Here is everything you've ever wanted in a fine family shoe store! We're proving that a store does not have to be a bare warehouse to have bargains. This new store is modern as tomorrow... graciously designed and spacious, with areas planned for the comfort, convenience and taste of every member of the family. Here is an atmosphere in which you can shop in comfort - no one high pressuring you with talk. Look at as many styles as you want. Take your time. Then, when you've picked your style, take a comfortable, upholstered seat and a trained Gallenkamp shoe expert will see to it that you are fitted properly. And you can count on Gallenkamp's friendly, courteous service and the policy established more than 47 years ago...

MORE MILES
TO A GALLENKAMP.



**FREE
ESQUIRE
SHOE CARE
CHEST**

Beautifully constructed of walnut finished hardwood and containing a complete supply of shoe care aids including 2 shine brushes, 2 daubers, shine cloths, boot polishes, saddle soap and dry cleaner. Regular \$6.95. FREE with each purchase of any man's dress shoe priced at \$8.99 or more.



**FREE
LADIES'
ELECTRIC
SHAVERS**

Jeweled electric shaver for milady ABSOLUTELY FREE with each purchase of any woman's dress shoe priced at \$5.99 or more.



**FREE
GIFTS
FOR
EVERY
ONE!**

Hats, balloons, lollipops and rings for the kids. No purchase necessary. Other special gifts to all customers.

MORE MILES TO A GALLENKAMP

