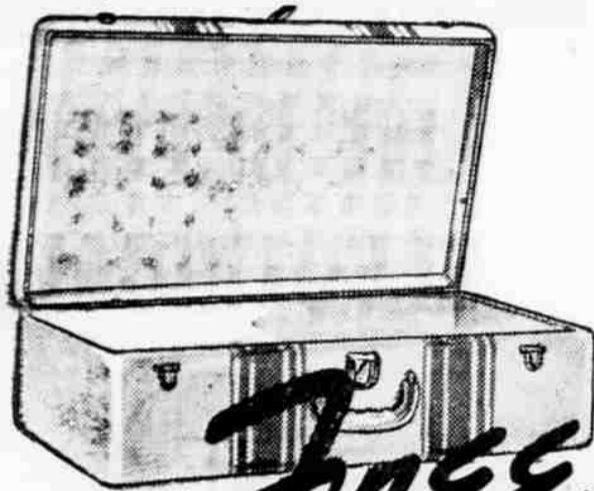


OPENING TOMORROW... A beautiful new shoe center!

Pick's WOMEN'S SHOE DEPARTMENT



Introducing celebrated brands at prices you'll love... as you've admired them in VOGUE, CHARM, GLAMOUR and MADEMOISELLE.



FREE!

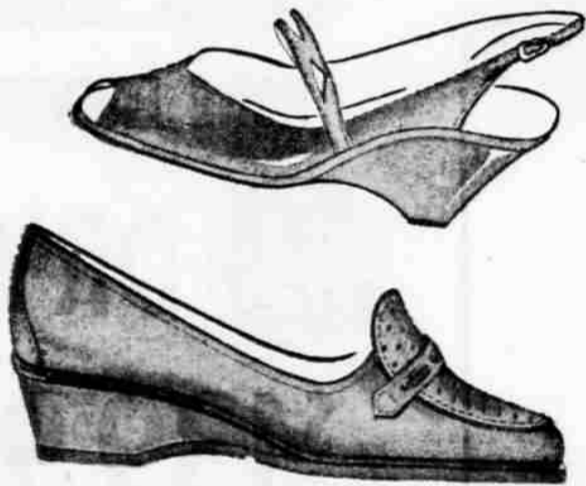
OVERNITE CASE

... Yours Free when you purchase shoes during this celebration. It's smart airplane-stripe tread, sturdily constructed Overnite Case. Don't miss getting yours.

Natural Poise

Petite Debs

From now on you'll come to PICK'S modern new shoe department for the prettiest news in shoes, the greatest selection and value! Come try the new striped straws, smooth calfs, textured broadtails, new punched pig, pin-leathers! Pick fresh pinks, navies, yellows, greys, reds, black patents, new beiges. Just everything you'll want for dress, casual or leisure time... every height of heel and lots of arch-cushion comfort styles! You can be sure of perfect fit too! Sizes 4 to 11, AAAA to E.



MATCHING HANDBAGS



If your credit is good — it's good at Pick's.

And, Remember, Only at Pick's You Get S&H GREEN STAMPS with women's wear and shoes.

FREE PARKING

When You Shop at Pick's



MEET Mr. Perry Dabbling

buyer-manager, who brings you 10 years of experience in fashion buying and fitting women's shoes! He will be happy to advise you on your individual requirements.

NATURAL POISE—beautiful shoes with a made-to-measure fit, in flax, reds, blues, patent, white, linens. Pumps, Slings and Spring-o-lators \$10.95 to \$12.95

PETITE DEBS—a glamor shoe at a popular price. Offering a wide range of beautiful spring colors in high, mid-heel and low heels. Priced from \$7.95 to \$9.95

CASUALS in both Natural Poise and Petite Debs \$5.95 to \$7.95

FLATS—exciting springtime dressy shoes in many colors \$5.95 & \$6.95

OXFORDS—the new narrow toe Rock'n Roll Saddles in grey and white, all white and black and white at only \$7.95

GLAMOROUS HOUSE SLIPPERS priced from \$2.99 to \$4.99

Pick's SHOES

CORNER OF MAIN AND FRONT