

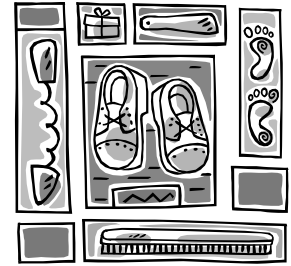


Dale's Bootery

Est. 1969

155 West Main Street
Whitewater, WI 53190

262.473.4093



Monday-Friday 9am-7pm
Saturday 9am-5pm
Sunday-Thursday 9am-5pm

More than just a great shoe & boot store, Dale's Bootery offers innovative foot wellness. The difference will make you feel good all over! As a certified pedorthist center, Dale's uses cutting edge computerized technology, **iStep** from aetrex.com, to perfectly fit your footwear. From fashion, sports and work, shop for everyone in your family with confidence!

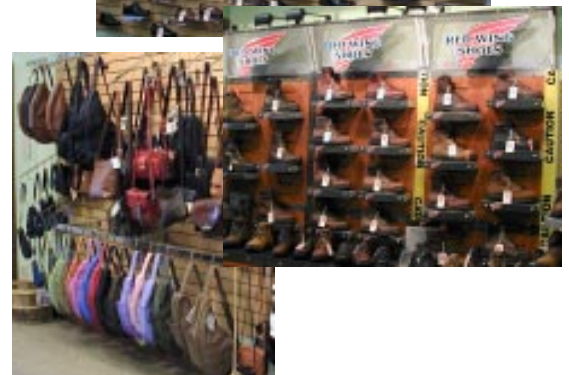
MERRELL[®]

What began in the Green Mountains in Vermont, now roams the world. For more than 26 years, Merrell has been providing outdoor enthusiasts with quality performance footwear. It's been written that what's important is not the destination, but the journey. So join us as we take you through The Merrell Journey, from all-leather hiking boots, to plastic telemarking boots, to the moc that created the Aftersport category. The next 26 years? Like every outdoor enthusiast, we will continue to Get Outside.

In January 2003, Keen began with a moment of pure vision, with a simple design challenge. Can a sandal protect the toes? The answer was yes. And the result was Newport. The end result was the outdoors reimagined. Funny how this one radical departure for sandals, inspired an overriding philosophy for footwear: hybrid products that allowed customers to connect with the outdoors in its entirety.



Red Wing Shoes began in the quiet river town of Red Wing, Minnesota with a pair of boots that sold for \$1.75. From that tiny corner shop, Red Wings Shoes has become the most respected manufacturer of work hard boots and shoes around the globe. We believe a retailer can measure your feet and help you determine the best product for your needs better than we can through a catalog. So you can only purchase Red Wing products through trusted retailers, like Dale's Bootery in Whitewater.



Discover on the Rock eNeighborhood
www.discoverwhitewaterwisconsin.com

ROBEEZ[®] caring about first steps

Barefoot is best, choose Robeez next



The best shoe mimics bare feet, by supporting - not constricting tiny growing feet. Robeez footwear flex and bend with every step. They promote good balance and unrestricted growth, while protecting little feet from the world. They stay on too, with elasticized ankles to ensure a perfectly snug fit. From crawling to cruising, walking to running, for indoors and out, Robeez makes different shoes for newborns to four-year-olds.