



BELLY UP TO FRANK'S SHOES SALOON FOR THE LATEST IN WESTERN BOOTS & APPAREL!

You already know that Frank's Shoes, established in 1972 by Frank Bonacci and now owned by his two sons, Anthony and Vincent, is the destination for all of your footwear and work clothing needs.

From steel-toed boots, to flame-resistant clothing, to motorcycle wear, Frank's has it all.

But now, due to customer demand, the brothers are lassoing a new niche by the horns: western wear. That demand stems from the influx of western workers coming to the area because of the oil and gas boom.

"A lot of these guys are here for months at a time from down south, and they're looking for the same gear they can get at home," said Tony Bonacci. "They're also shopping with their wives and girlfriends, which is why we started stocking women's lines and sizes. It's also a big hit with the locals due to the highly popular genre of modern country music."

Vince Bonacci said that promotional events, such as hosting the local country radio stations onsite to do live remote broadcasts, have been a huge success. Frank's has also gone offsite to local taverns on country-western nights to promote the lines. The demand has reached the point where an entire section of the store is now dedicated to "Frank's Western."

"Frank's Shoes Saloon is a part of Frank's Western where you can get high-end exotic cowboy boots like snakeskin, lizard, and ostrich skin boots as well as Stetson and Resistol cowboy hats," Vince said. Inventory is all displayed in Frank's Shoes Saloon, mimicking the way boots are sold in the American southwest. "So it's really a one-of-a-kind place for fans of western wear in Pittsburgh."



For the women, Frank's carries Ariat, Wrangler Rock 47, Cowgirl Tuff, Panhandle Slim, and Noble Outfitters among others. The store even just announced that it will start hosting jewelry parties to cater to female

cliente. "It's just amazing because when you think of Pittsburgh, you don't exactly think of country-western, but the women's western boots have been selling, proving that there is a demand for this stuff. Who knew?" said Tony.

The benefits of carrying the western lines of major work boot manufacturers are many. First, customers know that they're getting the same craftsmanship and quality in their casual wear that they are getting from their work wear. Second, they know what to expect when it comes to comfort and fit, something that varies wildly among lesser brands and inexpensive boots. Lastly, out-of-town customers know that there's somewhere in Pittsburgh that's going to feel like home and understands their footwear needs.

So, not only can you find those hard-to-find sizes of Carhartt, Carolina and Timberland lines, you can find western boots for your casual downtime. Frank's Shoes is even a New Balance Pro Care Dealer, and can find corrective shoes for your particular foot problems.

There's also a second location in Robinson Town Centre near the airport, in case you're out that way.

For more information on Frank's Shoes, including a full listing of all of the available lines and apparel, go to the website at franksshoes.com. Frank's Shoes is located at 4921 Clairton Blvd-Rt 51, Pittsburgh, PA 15236.

The store is open seven days a week at both locations for your convenience. If you have a specific question about sizing or hard-to-find items, you can also call at 412.885.1711.

