



*Five Thousand  
Mile  
Shoes*

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A. E. NETTLETON CO.  
*Makers of Gentlemen's Fine Shoes*  
Syracuse, N. Y., U. S. A.

## Five Thousand Mile Shoes

*This is a story of difference in character. The difference which writes one man's name in history while another's is unknown; the difference which makes one kind of shoes wear on—day after day, month after month—when others have been discarded long before.*

**A**T SPARTANBURG, in 1918, twenty-five thousand Americans of the 27th Division were moulded into soldiers. All wore olive drab. Strap for strap, buckle for buckle, they looked alike. Yet, underneath the uniforms were a multitude of characters.

Some there were who complained and gave up too quickly. These had to be watched—pampered here, disciplined there. Others there were, with tight lips and level eyes, who took the interminable hikes without a word; who stood guard in the swirling snow with never a thought of murmuring.

And, just as the men were different, so was their equipment. All was soldierly and efficient-looking when it first came from its packing, but hard work brought out the real character which had been built into it. Blouses burst at the seams; pack-carriers were imperfect and had to be replaced; some shoes pinched and raised painful blisters; others could not stand the pounding strain of endless practice marches after being



From  
Spartanburg



In  
Flanders  
Mud

soaked with mud and snow; while others were perfectly comfortable from the first moment and stood the hard work as if they would never wear out.

One of the men in the division was Sergeant G. N. Stanton of the 107th Infantry. His shoes were Nettletons. He was one of the thousands upon thousands in the army who wore them. As to their phenomenal wearing qualities, his letter indicates:

Headquarters Detachment  
107th Inf., 27th Division  
Camp Merritt, N. J.  
March 8th, 1919

A. E. Nettleton Co.  
Syracuse, N. Y.

Gentlemen:—Here is something that may be of interest to you. In January 1918, I bought a pair of your shoes while in Spartanburg, S. C., paying \$12.50 for the same. These I have worn continuously and expect to make the parade on the 22nd in them. They have carried me from Brest to Brest, over all kinds of Flanders and French roads—over mud and Hun mire—through swamps and over grassy hills—up to the Flanders front—over the Hindenburg line, up to St. Suplet and back home. Have hiked over 1000 Kilometers in them—slept in them—swam in them—they have done their bit and are still doing it. No better shoe is made and I know shoes I have worn.

GERALD N. STANTON  
Sergeant

[First Enlistment October 25, 1897]

Subscribed and sworn to before me  
this 19th day of April, 1919.

SAMUEL N. WHALEN  
Notary Public



On  
Endless  
Marches

Isn't that a story of service? Picture to yourself the conditions which these Nettleton shoes withstood; the snow, the mud, the water, the baking heat, the grinding marches over hard paved roads. Fifteen months of the hardest work that shoes ever were called upon to do. Five thousand miles which it is estimated the Division marched did not wear them out. When the men of the 27th finally marched through New York's Victory Arch and up Fifth Avenue between cheering thousands, you can almost imagine the old shoes thinking that perhaps a few of the cheers might be for the "bit" which they had done so well.

But, you say, these were "Army" shoes, specially constructed to meet the most severe conditions of war. They were "Army" shoes only in the sense that the large majority of men in the American army were "Army" men; they were simply *adapted* to army wear. The same quality of leathers, materials, and workmanship went into them as goes into every pair of Nettleton shoes made, be they for military or civilian wear. The war served as a laboratory, so to

speak, in which shoes as well as men were permitted to prove their worth under the most severe test.

All Nettletons are potentially five thousand mile shoes, their exact length of life depending largely on the kind of wear and care given them.

Have you ever tried to imagine what five thousand miles look like? As far as you can go in five days of constant riding on the fastest train; from the extreme north to the southernmost tip of Africa; from Florida, up through the Great Lakes and westward to the Golden Gate of California.



Have you thought how long it takes you to walk five thousand miles in the course of your everyday life?

A long series of tests was made, studying widely diversified types, to show how far the average man walks each day. The facts are most interesting.

If you ask a middle-aged executive how far he walks, he will probably tell you that a mile or so is his limit; and yet he travels from five to seven miles every day of his life.

The average salesman, on his feet all day long, covers twenty full miles. The active young man in college or engaged in professional business which takes him outdoors also walks twenty miles a day.

Office workers, clergymen, lawyers and the like, have been found to average five to eight miles.



The Executive who thinks he doesn't walk at all



These are the shoes that did it

**THE AVERAGE MAN WALKS SEVEN MILES A DAY.**

It takes two years for him to cover five thousand miles.

But how many shoes have you ever worn that lasted two years? The average is much below one year.

And yet Nettletons are five thousand mile shoes. We might cite numerous instances to prove it.

The case of Mr. W. E. Elam, of 1300 N Street, N. W., Washington, D. C., is one of these. He writes us as follows:

1300 N Street, N. W.  
Washington, D. C.  
January 6th, 1920.

A. E. Nettleton Co.,  
Syracuse, N. Y.

Gentlemen.— On March 1st, 1913, in Atlanta, Ga., I bought a pair of broad heavy shoes of your make, the regular retail price of which was \$7.50. I have worn them every season since. I have them on now and they look as if they will last me through the present winter; maybe longer.

The linings (leather) and the tongues are in good condition, and the eyelets and lace hooks are jet black.

The foregoing is probably more interesting from the fact that up to the fall of 1918 I was out in the open every day, all day. And the further fact that no special care was taken of them in order to see how long they could be made to last.

Yours truly,  
W. E. ELAM,  
1300 N. St., N. W.

Mr. Durant F. Ladd, 28 Dayton Street, Worcester, Mass., bought a pair of Nettleton brogues in 1916. They have had continuous wear ever since;

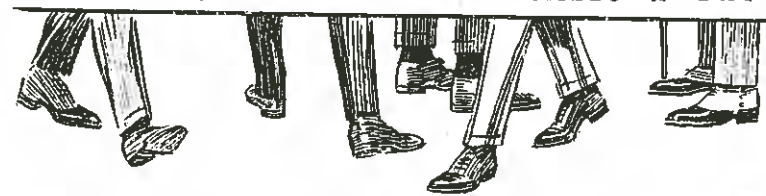


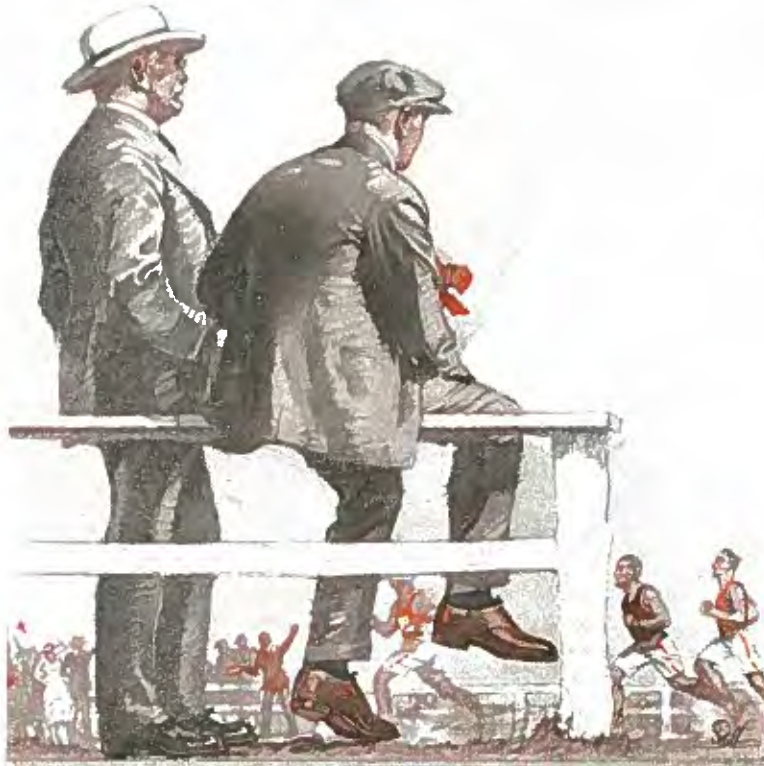
The Salesman



The College Man

**THE AVERAGE MAN — SEVEN MILES A DAY**





*FOR youth, as well as for mature manhood, Nettleton Shoes are satisfactory. The "Aberdeen" brogue (Style 063) has the snap and good taste that young men require. The "Composite" (Style 020) has those roomy lines which mean comfort.*

have sloshed about in New England snow, kicked up the desert sand of Africa and are still giving him good service.

There are letters on file in our office which seem almost unbelievable. The records of comfort, long service and continuous good appearance seem unending.

If you could look into the Nettleton factory you would quickly learn the reason. You would see shoemakers at their benches who have grown gray in Nettleton service and who are stockholders in the company. These men jealously guard the reputation of Nettleton shoes. They have the keenest pride in their work. Every operation is as painstaking and perfect as personal interest can make it.

In the Nettleton factory you would see trained experts carefully inspecting each skin, sorting out the imperfect ones, and selecting only the finest as nothing of inferior grade is permitted to enter into Nettleton shoes.

Particular attention is given to the linings, insoles, outsoles, counters and toe boxes, as the ability of shoes to "stand up" under hard wear depends largely on these parts.

Every important operation on the shoes is closely inspected as they come down through the factory and every possible safeguard is taken to make Nettleton shoes as nearly perfect as it is possible for human hands to produce.

Materials and workmanship such as these make shoes that disregard the ordinary limitations of length-of-life. One pair of Nettletons was worn by a passenger on the Lusitania. For five hours they were soaked in the salt water of the Atlantic. Yet, when their owner reached safety, a little ordinary shoe cream restored their original appearance. They gave good service for many months afterward.



THE "Ardley" in tan or black (Styles 061 and 071) is one of the most popular Nettleton lasts. It is an "all occasion" style which goes well with any garb from morning till night. It finds favor with men of all ages and all stations in life



There is just one standard of Nettleton manufacture—to make every pair of shoes in the best way that honesty and human ingenuity can invent.

There lies the secret of long wear and perfect comfort.

But Nettleton shoes are more than simply serviceable and comfortable—they are also good-looking. They have that smart appearance which is the attribute of all apparel made by expert workmen from fine materials.

You have often seen a man, dressed quietly and in perfect taste, yet with a certain something about his clothing which unmistakably distinguishes it as being of a superior quality.

You'll find that same atmosphere in Nettleton Shoes of Worth. And because they are so well made, they *retain* their smart appearance to the end. They seem to grow old gracefully. Even when they are treading their five thousandth mile, they still preserve their air of fine quality.

In one way shoes are the basis of a man's good appearance. No matter how well his clothes may look he somehow appears "unfinished" if his shoes are run down and cracked. You have noticed this many times yourself.

With proper care Nettleton's never look "shabby".

There is a particular style for every man and every taste of manhood, just the proper style that his mode of dress requires on each particular occasion.

In this booklet a number of Nettleton styles are illustrated. It is manifestly impossible for printers' ink to show the true beauty of leather and finish, or the quiet air of restraint which gentlemen



*WHEN* ripe years demand good-looking, conservative style and utter comfort, the "Barrister" (Style 17) offers an ideal solution of the problem. The "Saxon" (Style 96) is worn by all ages when the occasion demands formal or informal evening clothes.



demand in their footgear and which is the dominant characteristic of Nettleton Shoes of Worth. But the illustrations will serve to show a few of the different *types*, giving some idea of the wide range covered.

Years of experience have taught us the many different combinations of length and breadth that are found in men's feet. Each style of Nettleton shoes is made in a complete range of sizes and widths so that all peculiarities in foot-fitting are provided for.

It is possible, therefore, to go into a Nettleton dealer's store and put on a pair of shoes which are perfectly comfortable from the first moment you step into them.

In some places it may be that there is no Nettleton dealer at present. This condition has been provided for by what is known as the Nettleton In-stock Department. A complete stock of each of the styles illustrated is kept in this department, ready for immediate shipment.

Thus, if there is no Nettleton dealer near you, write us, and we will see that your order is filled through the Nettleton dealer nearest to you. Orders should designate style number desired. If your own dealer does not happen to have the particular style you desire, he can order from our stock department, your shoes will be shipped by parcel-post from our factory within twenty-four hours after the order is received.

After you get your Nettleton shoes, we shall be glad if you will keep us advised as to how they are wearing. We like to think of Nettleton wearers more in the light of personal friends than simply as customers.

We would much rather lose the price of many pairs of shoes than lose the esteem of a single friend.

And we feel confident that you will be a friend as soon as you have worn your first pair of Nettleton Shoes of Worth.



**T**HE Nettleton line of sport styles combines a welcome degree of comfort and long-wearing qualities with an air of well-bred good looks. Nettleton "Sports" are made of White Buck, or Buck used in combination with Elk or Calfskin and are very practical.

**I**T is not often that mere man can do more than simply "clothe" himself. But when the summer sun fills beaches and country-side with flannel-clad, straw-hatted males, then custom dictates that our feet may be shod in a more resplendent manner.







*A CARELESSLY tied cravat may be a mark of genius but slovenly footgear means lack of interest in appearance. Men find that Nettletons preserve their air of distinction and their original beauty of color. "Beverly" and "Ardley" are illustrated (Styles 051 and 061).*



The brogue seems permanently in vogue. The "Aberdeen" Oxford Style 063 is a brogue in its most perfect form. Made in durable dark tan cordovan with heavy extension soles.



The "Ardley" Oxford is a universal favorite with young men. Made in dark tan cordovan (Style 062); dull finished black Russia calf (Style 071); or medium shade tan Russia calf (Style 061).



The "Ardley" last is made in high boots as well as oxfords, for the "Ardley" is an all-weather, all-occasion shoe. Style 60 is illustrated; made in dark tan cordovan leather.



The "Ardley" is also made in medium shade tan Russia calf for those who prefer a lighter colored leather than the cordovan (Style 49); or in black Russia calf (Style 58).



Made with combination measurements through heel and instep, the "Beverly" last is deservedly popular with young and middle-aged men alike. The "Beverly" Oxford, Style 051, is made in dark tan kid.



This same comfortable, smart looking last, the "Beverly," is also made in high boots in either medium shade brown Russia calf (Style 43) or in dark tan kid (Style 42).



The "Manchester" last, Style 47, is particularly desirable for men who desire a toe somewhat narrower than either the Ardsley or the Beverly. It is made in high boots of dark tan Russia calf.



The "Marlboro" last, Style 41, has a more rounded toe. It is made in high boots, of dark tan Russia calf and like all Nettleton Shoes, in a complete range of sizes and widths. The "Marlboro" is a combination last.



The "Frisco" last, Style 24, is a high boot made of glazed kid with Blucher top. They are roomy, comfortable shoes, giving freedom to the toes.



The "No. 4 Combination" last, Style 26, finds universal appreciation among men who demand conservatism coupled with modish appearance. Made in dark tan kid, Blucher cut.



The "Composite" last. Here again, is a last which thoroughly meets the ideal of middle age or mature men. Style 020 is the "Composite" Oxford of glazed kid, Blucher cut. It is said that the "Composite" fits more types of men's feet than any other fine shoe in the world.



The "Composite" in a high boot combines the same qualities described above. Style 25, made in soft, long-wearing glazed kid, Blucher cut.



The "Saxon" last, Style 96, is all that can be desired for all occasions when dress shoes are required. Made in patent colt-skin, without tip, buttoned, black cloth top, edged with black silk braid.



Among men who are on their feet a great deal and who demand a broad toe shoe for comfort, the "Tarsic" last finds instant favor. Style 16 is shown, made in glazed kid, Blucher cut.

FIVE THOUSAND MILE SHOES



The "Berkely" last, Style 85, is a type of shoe with the straight lines and roomy toes so popular among men who stand a great deal. Made in glazed kid, Blucher cut.



The "Lennox" last, Style 21, has the modish appearance and the light weight of the "Barrister" but is made Blucher cut in dark tan kid.

S H O E S O F W O R T H



Restrained good appearance, combined with perfect comfort is found in the "Barrister" last, Style 17. These shoes are light weight, yet strongly made of long-wearing glazed kid.



"Nature's Uplift," Style 35, is a specialty last, constructed along scientific lines, of extreme flexibility. It conforms closely to the natural shape of the foot and, while it is a scientific shoe, still it has a desirably modish appearance. Made in glazed kid, Bal pattern.

*Nettleton*

*Shoes of Worth*

*may be purchased at*

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