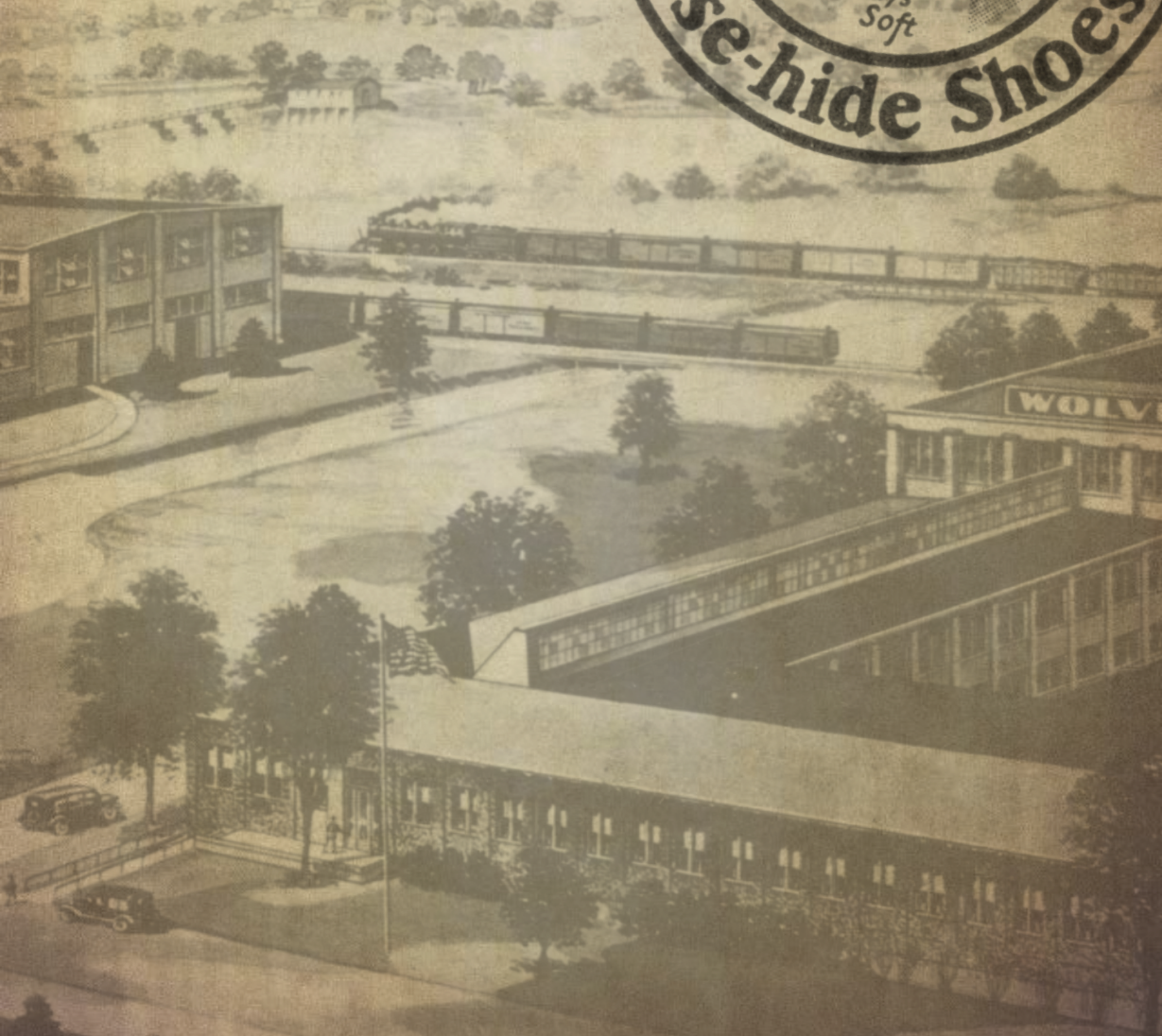




WOLVERINE 1000 MILE Collection **FW15**

A Brand is Born

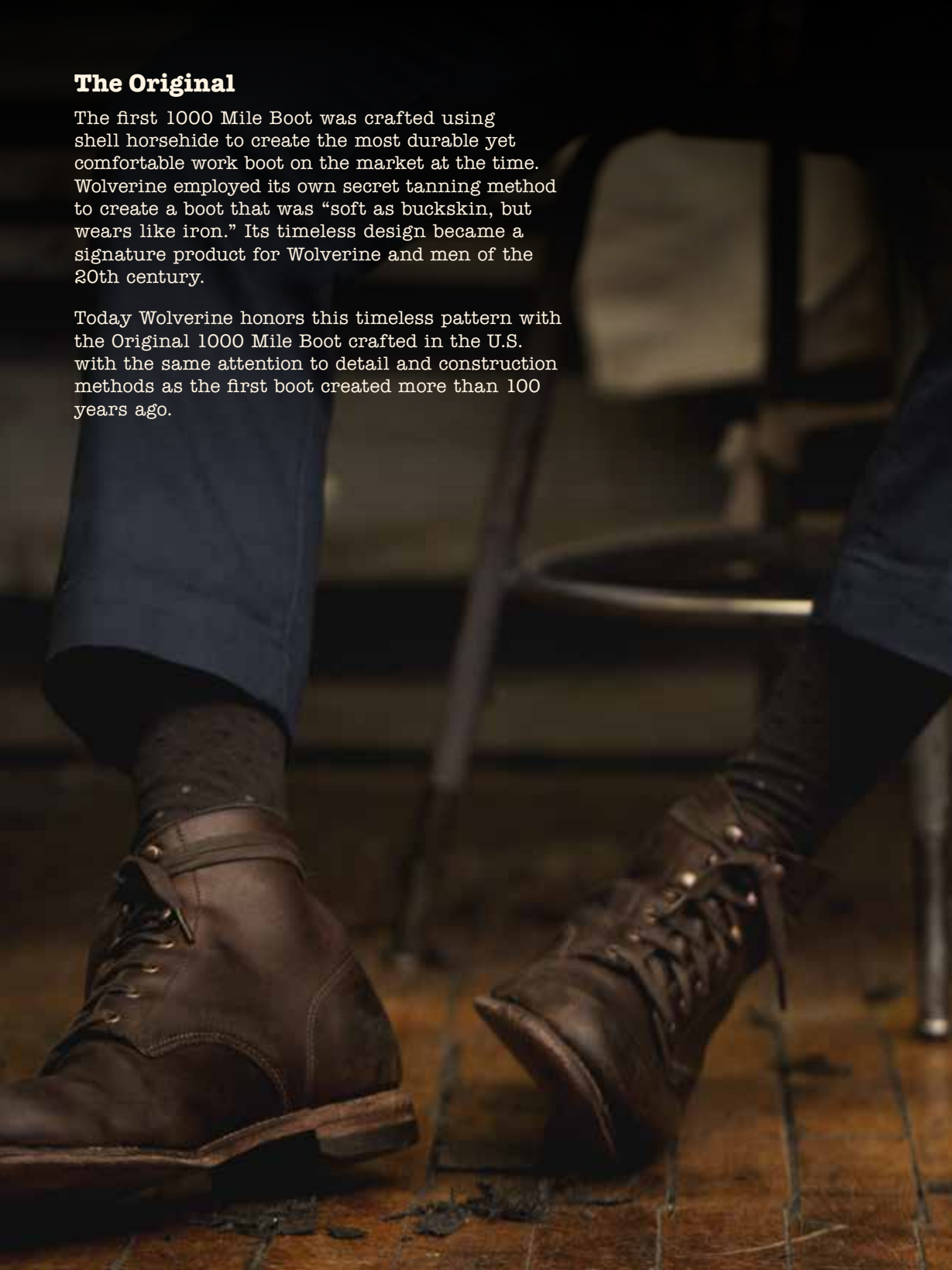
Wolverine founder G.A. Krause was a third generation leather tanner and boot maker who prided himself in creating fine leathers that in turn created comfortable and durable footwear. Inspired by men who wanted quality products as well as comfort and style, Krause founded a company in 1883 that would soon revolutionize the industry. Always believing in the possibility of opportunity, paying meticulous attention to detail and using only the highest quality materials, the Wolverine brand was born.



The Original

The first 1000 Mile Boot was crafted using shell horsehide to create the most durable yet comfortable work boot on the market at the time. Wolverine employed its own secret tanning method to create a boot that was “soft as buckskin, but wears like iron.” Its timeless design became a signature product for Wolverine and men of the 20th century.

Today Wolverine honors this timeless pattern with the Original 1000 Mile Boot crafted in the U.S. with the same attention to detail and construction methods as the first boot created more than 100 years ago.



Announcing



The WOLVERINE! The 1000 Mile Shoe



WOLVERINE Comfort Shoe

Here is a lighter built WOLVERINE, so easy and flexible that you can bend it together like a baby's moccasin. Wears like iron, but so soft and easy on your feet you'll hardly know you have a shoe on.

If you have tender feet, or want a shoe for wear where the exposure to wet weather is not so great, wear WOLVERINE COMFORT SHOE. Like a blessing on tired feet

Here it is! The work shoe that wears, and wears, and wears!

It is made of horsehide, through and through. Soles, as well as uppers, all made of the toughest, best wearing leather on earth, tanned in our own tannery to the softness and flexibility of buckskin by an exclusive, secret process.

Horsehide is the closest fibred leather. It is the leather used in making league baseballs because it is the only leather that will stand the hard poundings.

Horsehide hasn't been used before because it could not be tanned soft. We tan it so that it is soft and flexible as a buckskin glove. But how it wears!

We use only the best wearing parts of the horse's hide. Only the "butts" are made into WOLVERINES. And every hide is double tanned in our own tanneries by our secret process, which increases their wearing ability while making the leather soft and flexible as kid.

We call this wonderful work shoe the WOLVERINE 1000 MILE SHOE. We know it will give you a thousand miles of wear. We don't know how much more mileage it will give you. But we are going to find out.

Mud, snow, ice, dust—all the destructive forces of nature—these are the things your shoes have to contend with. To win against these elements your shoes must be of the best wear-resisting leather. This is horsehide. They must be strongly made. WOLVERINE 1000 MILE SHOES are doubly strong where strain and wear are greatest. The uppers, usually of light leather, are thick and heavy here, yet they are soft and flexible, easy on the feet.

Your dealer has the WOLVERINE 1000 MILE SHOE. Be sure and ask for it. It comes in several models and weights. Heaviest weight for fall and winter, lighter weights for spring and summer. Try a pair. You'll never want to wear any other kind of a work shoe. This we guarantee

Get the Particulars About Our \$1000 Gold Prize Contest

Fill out the attached COUPON—with your name, address and name of your shoe dealer, and mail it to us immediately. We are going to give \$1000 IN GOLD in prizes for the best letters on the WOLVERINE 1000 MILE SHOE. Anyone can compete. We will award \$1000 for the best 100-word letters. We know that WOLVERINE 1000 MILE SHOES do give 1000 miles of wear. We want to know how much more they will wear for you. Write TODAY for particulars about this wonderful prize contest and how to win this \$1000 IN GOLD. Use the coupon at the right.

MICHIGAN SHOEMAKERS
Factory and Tannery: Rockford, Mich.

MICHIGAN SHOEMAKERS,

Dept. 105, Rockford, Michigan.

Please send me FREE, postage prepaid, particulars about your \$1000 GOLD PRIZE CONTEST for best letters on WOLVERINE SHOES. This request in no way obligates me.

Name _____

Address _____

Postoffice _____ State _____

Your Dealer's Name _____

Dealer's Address _____



PI

WOLVERINE 1000 MILE

NO SPRINGS



WOLVERINE 1000 MILE BOOT

W00137 CORDOVAN

W05299 RUST

W05848 TAN

W05301 BROWN

W05300 BLACK



ORIGINAL 1000 MILE BOOT
W40092 NAVY SUEDE



SEE THAT SHELL!

Only WOLVERINE

SHELL HORSEHIDES HAVE THIS 3-PLY TOUGH SHELL LEATHER IN BOTH SOLES AND UPPERS!

THE dream of tanners for 100 years has been to tan SHELL Horsehide (conceded by authorities to be the strongest, toughest of all shoe leathers), so that it would be soft and pliable as buckskin, yet retain all its super-strength and wearing qualities. After years of research and effort, Wolverine tanners developed and perfected a triple tanning process that finally and completely solved this perplexing problem. Even today this tanning process is **EXCLUSIVE** with Wolverine. Only Wolverine tanners know it and

use it. The result is a great boon to work shoe wearers.

Today Wolverine alone makes work shoes with both soles and uppers ALL of this super tough shell horsehide. They are as soft as buckskin. They dry out soft after soaking. They are practically immune to scuffs and scars. They are flexible as bamboo and as comfortable as moccasins. Yet for all this they cost less to wear in the long run. Just see your dealer and try on a pair of Wolverines. You'll learn a lot you ought to know about work shoes.

WOLVERINE SHOE & TANNING CORP. Dept. T4-39, ROCKFORD, MICH.

THE SHELL

The shell section in horsehide is found only in that part that lays directly over the horse's ribs. It is the center layer of that part of the hide and is a tough, thick-grained substance much like your finger nail. This is the section that Wolverine tans by their secret process and uses only for Wolverine work shoes.



DEALERS:

Get Facts about WOLVERINE'S special plan, proved a winner in over 23,000 stores!



WOLVERINE
SHELL HORSEHIDE WORK SHOES



Look for this sign. Wolverine Dealers display it on store doors or show windows.

FREE No obligation—nothing to buy. To get a pair of 36 in. genuine *Duralace*

leather shoe laces free, just fill out the coupon on the right and hand to your WOLVERINE dealer. Then examine and try on a pair of Wolverines. That's all and the laces are yours.



TO ALL WOLVERINE DEALERS:

Dealer is entitled to one pair 36-in. genuine DURALACE shoe laces FREE on complying with terms stated in our advertisement.

CUSTOMER'S NAME _____
ADDRESS _____
CITY _____ STATE _____
DEALER'S NAME _____

The Wolverine 1000 Mile Collection

Wolverine celebrates its heritage with the Wolverine 1000 Mile Collection, a curated selection of archival-inspired patterns made with time-tested Goodyear Welt construction and the highest quality materials including Horween Leather and Charles Stead suede. The collection embodies the pillars of Wolverine's heritage – quality, comfort, durability and style.



EVANS

W40048 BLACK
W40049 BROWN
W40050 NAVY





DUVALL
W40041 BROWN





ROCKFORD
W05293 BROWN

COURTLAND
W00278 BROWN
W00279 BLACK



19 20 21 22 23



ADDISON
W05343 TAN





MONTAGUE
W00922 TAN



W-15779

WESLEY
W00923 BLACK



HARTMANN
W00920 OLIVE





MONTGOMERY
W05311 BROWN

SOFT AS KID

— and miles and miles of extra wear. Little wonder that millions of men insist on Wolverine Shell Horsehide Work Shoes. Rain, snow, slush, zero — in any kind of weather — this amazing shell leather, as triple tanned by the Wolverine exclusive, secret tanning process — is soft — dries out soft — and stays soft.

Astounding, too, how this double-strength inner shell leather resists acids and scuffing. How the seams hold because of being sewed with heavy four-cord thread, buried deep in the grain. Everywhere, added thousands are switching to Wolverines. It's time you, too, become acquainted with them, to enjoy their extra advantages at no extra cost!

TOUGH AS A RHINO

— yet glove soft — foot-easy as felt house slippers. From coast to coast, work shoe wearers exclaim "The longest wearing work shoes we've ever worn, at any price"! For farm, dairy, oilfield, mail route, truck, railroad — in fact, on any job, Wolverine Shell Horsehide Work Shoes deliver more wear hours per dollar. Ask any man who wears them. Let him tell you why.

FLEXIBLE AS AN ACROBAT

See your Wolverine dealer. Have him hand you a Wolverine Shell Horsehide shoe. Let him flex it! Just like bamboo! Then go further. Try a Wolverine on one foot — and an ordinary leather workshoe on the other. Feel the difference. Now you know why Wolverine sales have tripled in recent years.



INNER LAYER
THE SHELL
OUTER LAYER

SEE THAT SHELL!
Only in that portion of the hide directly over the horses' hips, is this amazing inner-shell found. It is a close fibred substance, much like your fingernail. Through Wolverine's exclusive triple tanning process, this inner-ly reinforced leather is tanned soft and pliable, with all its extra strength retained. Wolverines are the only work shoes in which both soles and uppers are made of this universally acknowledged strongest of all leathers.

WOLVERINE
SHELL HORSEHIDE WORK SHOES

FREE! Send the coupon, with only 3c to cover costs of postage and packing, and we'll promptly mail you a pair of 36-inch Duraface Leather Shoe Laces — a 25c value in most stores.

WOLVERINE SHOE & TANNING CORP.
Dept. T3-36, Rockford, Mich.

DEALERS
The constantly increasing and much deserved consumer demand for Wolverine Shell Horsehide Work Shoes has proven a most valuable good will builder for thousands of Wolverine dealers. Our present retail sales plan for new dealers is unusually interesting. Full details without obligation.

Wolverine Shoe & Tanning Corporation, Dept. T3-36, Rockford, Michigan.
Here's 3c to cover cost of postage and packing. Send me FREE a pair of Duraface Leather Shoe Laces and name and address of nearest Wolverine Dealer.

Name

Address

City..... State.....





K M F
STAY GOLD



Women's Collection

Inspired by archival patterns, the women's Wolverine 1000 Mile Collection has a vintage character and contemporary design perspective that embraces Wolverine's heritage yet fits any modern day function.

ORIGINAL 1000 MILE BOOT
W40074 BLACK SUEDE



Only ONE WORK SHOE CAN MAKE and PROVE THESE CLAIMS

Only WOLVERINE SHELL HORSEHIDES

HAVE BOTH
SOLES AND UPPERS OF
SUPER-TOUGH INNER-
SHELL HORSEHIDE.

**TANNED
BUCKSKIN
SOFT** BY THE SECRET,
EXCLUSIVE WOLVERINE
TRIPLE-TANNING PROCESS.

NO OTHER
WORK SHOE OR WORK
SHOE LEATHER IN THE
WORLD LIKE THEM.

**Imitations?—PLENTY!—Duplica-
tes?—NONE!** . . . Right! Plenty
of work shoes look like Wolverines
—at least when new. BUT—try to
find any others able to make and
prove the claims above. Wolverine
Shell Horsehides have proved them
times without number on millions
of workers' feet. They have proved,
too, that—month for month and
mile for mile of service—Wolverines
actually cost less to wear. Wolverines
are moccasin-soft, too—dry out soft
—stay soft due to the secret triple-
tanning process that has been
Wolverine's exclusive, closely
guarded secret for over 40 years.
Why not get the whole story from
your nearby Wolverine dealer? See
him today and try on a pair of
Wolverine Shell Horsehides.

SEE THAT SHELL

The shell is the center layer. It is
a tough substance much like your
thumb nail or a cow's horn. Shell
horsehide is actually a three-ply
hide and is found
only in hide from directly over
the horses' lips.



In shell horsehide,
the fibers are verti-
cal. The wear is on the END, like
the wear resisting
wood in a butcher's
meat block. Ordinary work shoe
leather has horizontal fibers that
wear on the side . . . wear
through much quicker.



Wolverine's secret
tanning process,
known only to
Wolverine, keeps
this shell section
buckskin-soft, yet
retains ALL its
great strength and wear.



FREE

Your dealer will see that
you get a pair of 36" genuine
*Duralace Chrome
Leather Laces* FREE
after you hand him this
coupon and inspect or try
on a pair of Wolverine
Shell Horsehides.

TO ALL WOLVERINE DEALERS:

Owner is entitled to one FREE pair of 36" Duralace
Chrome Leather Laces after presenting this
coupon and inspecting or trying on a pair of
Wolverine Shell Horsehides.

Name _____
Address _____
City _____ State _____
Dealer's Name _____ Dept. 506-G

WOLVERINE SHOE & TANNING CORP., Rockford, Michigan

WOLVERINE
SHELL HORSEHIDE WORK SHOES

ORIGINAL 1000 MILE BOOT
W40073 GOLD





ORIGINAL 1000 MILE
W00137 CORDOVAN



ORIGINAL 1000 MILE
W05299 RUST



ORIGINAL 1000 MILE
W05300 BLACK



ORIGINAL 1000 MILE
W05301 BROWN



ORIGINAL 1000 MILE
W05848 TAN



ORIGINAL 1000 MILE
W08803 BLACK



ORIGINAL 1000 MILE
W40093 BROWN SUEDE



ORIGINAL 1000 MILE
W40092 NAVY SUEDE



EVANS
W40048 BLACK



EVANS
W40049 BROWN



EVANS
W40050 NAVY



DUVALL
W40041 BROWN



DUVALL
W40042 BLACK



ROCKFORD
W05293 BROWN



ADDISON
W05342 BROWN



ADDISON
W05343 TAN



ADDISON
W05344 BLACK



COURTLAND
W00278 BROWN



COURTLAND
W00279 BLACK



WESLEY
W00924 TAN



WESLEY
W00923 BLACK



WESLEY
W05366 BROWN



MONTAGUE
W00922 TAN



MONTAGUE
W00502 BLACK



MONTAGUE
W05452 BROWN



HARTMANN
W00920 OLIVE



HARTMANN
W00916 BLACK



HARTMANN
W00607 BROWN



MONTGOMERY
W05311 BROWN



ORIGINAL 1000 MILE
W05454 BROWN
(WOMEN'S)



ORIGINAL 1000 MILE
W05455 BLACK
(WOMEN'S)



ORIGINAL 1000 MILE
W40073 GOLD
(WOMEN'S)



ORIGINAL 1000 MILE
W40076 SILVER GREY
(WOMEN'S)



ORIGINAL 1000 MILE
W40074 BLACK SUEDE
(WOMEN'S)



ORIGINAL 1000 MILE
W40075 BROWN SUEDE
(WOMEN'S)



wolverine1000mile.com

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