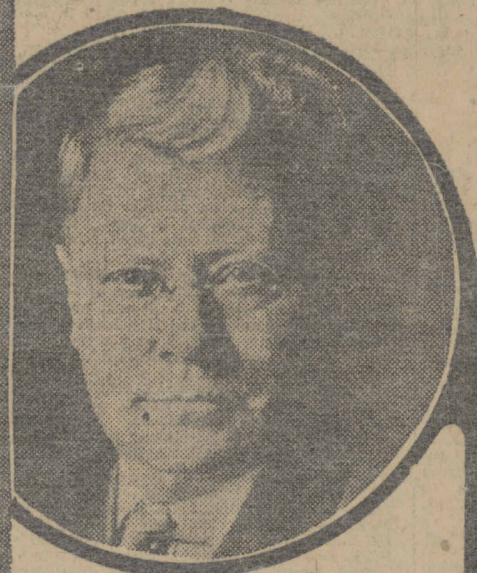
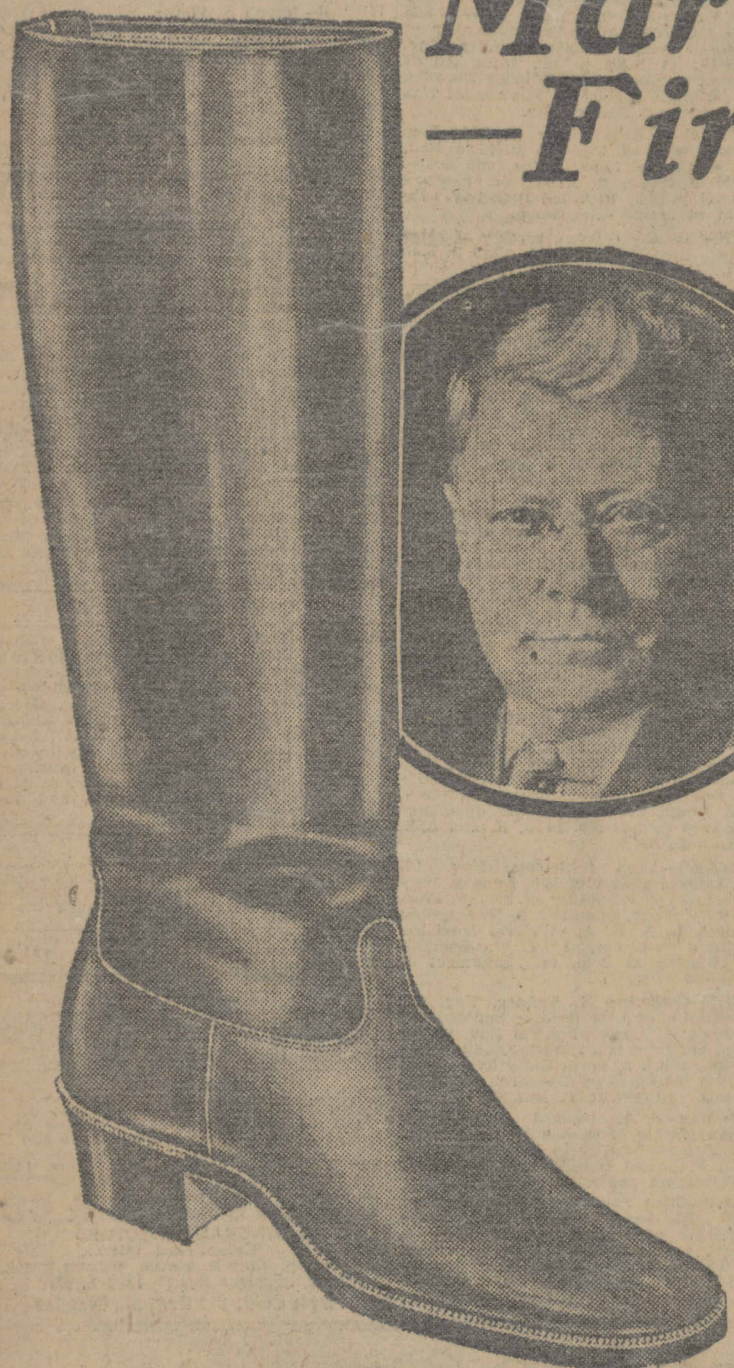


BOOTS and SHOES IN WAR

Martin Larson's Boots and Shoes —First in Peace and First in War



FOR thirty-four years Martin Larson has been making boots and shoes to measure for people all over the country. Comfort, style, service and foot health is the slogan which has made him Chicago's Leading Shoe Specialist.

Today, Martin Larson is making boots and shoes not only for civilian activity but for those engaged in the world's great conflict. Martin Larson's boots and shoes are now being worn by hundreds of our boys "over there." They have been serving under extreme conditions. It is a war where extra efficiency in footwear has stood out and where any flaw in workmanship and materials has quickly uncovered itself—but re-orders are continually coming in.

Martin Larson Military Boots Are Supreme in the Estimation of U. S. Officers

Martin Larson anticipated the demand for real leather boots and shoes when war broke out and purchased large stocks of the best selected leathers. This coupled with the workmanship and skill of Martin Larson gives you an opportunity to be fitted with the best dress and service boots and shoes it is possible to make—and on short notice.

You men in training at Fort Sheridan and other training camps—commissioned officers at the various army posts and cantonments—now is the time to think of your feet!

Learn quickly what the French and English have learned—that one of the greatest boons on the march, in the camp and in the trench—are feet fitted with the best boots and shoes you can get.

Let Martin Larson Measure You for a Pair of Boots or Shoes

Let him give you his personal attention. Let him select leather—genuine A1 quality stuff—that will pass inspection anywhere. Right now Martin Larson is equipped to turn out 1,000 pairs of army officers' boots and shoes within the next two weeks.

Fort Sheridan men and others who expect a commission can come in and leave their measurements. When you receive your commission, phone Martin Larson (Franklin 1992) to go ahead and make them. Remember, YOU ARE UNDER NO OBLIGATION. You save time when most needed and avoid the rush. If you cannot call, send Martin Larson your measurements by mail.

Send Martin Larson Your Order by Mail

For those men who find it impossible to come here to be measured in person, Martin Larson has inaugurated a special service by mail. On the right is a diagram of a boot showing the measurements necessary for him to make up your boots or shoes. Just fill out the coupon in the lower left hand corner, tear out and mail to Martin Larson with your order. **ORDER TODAY TO AVOID THE RUSH LATER!**

THE IDEAL GIFT

Consider Martin Larson's boots and Shoes as a suggestion for a Christmas Gift. Think of the pleasure and satisfaction that is contained in a pair of Martin Larson's boots or shoes. Nothing will please your man in service better. Send him the coupon and sketch showing how to take measurements and have him fill them out. Then send it to Martin Larson with your order.

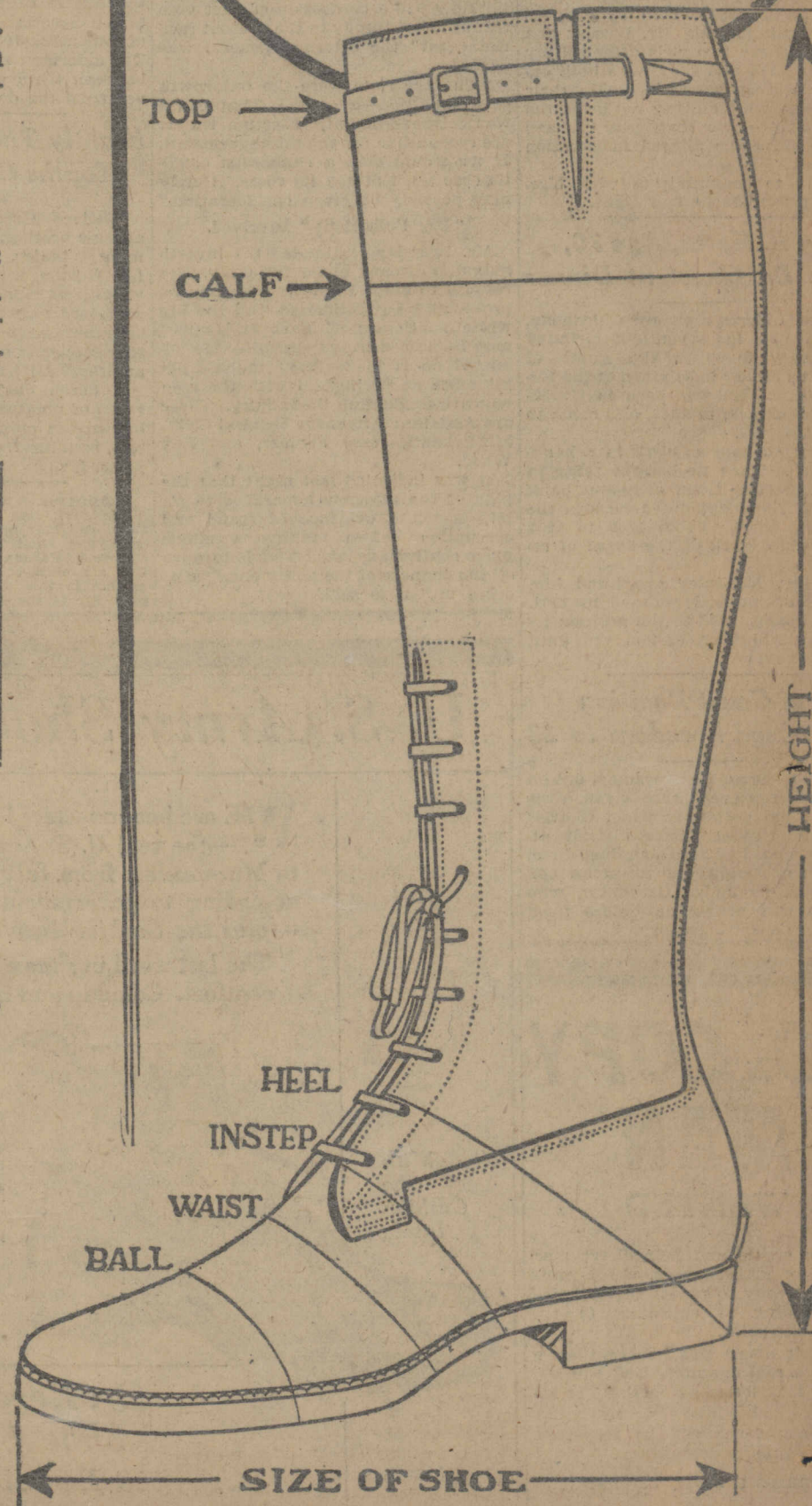
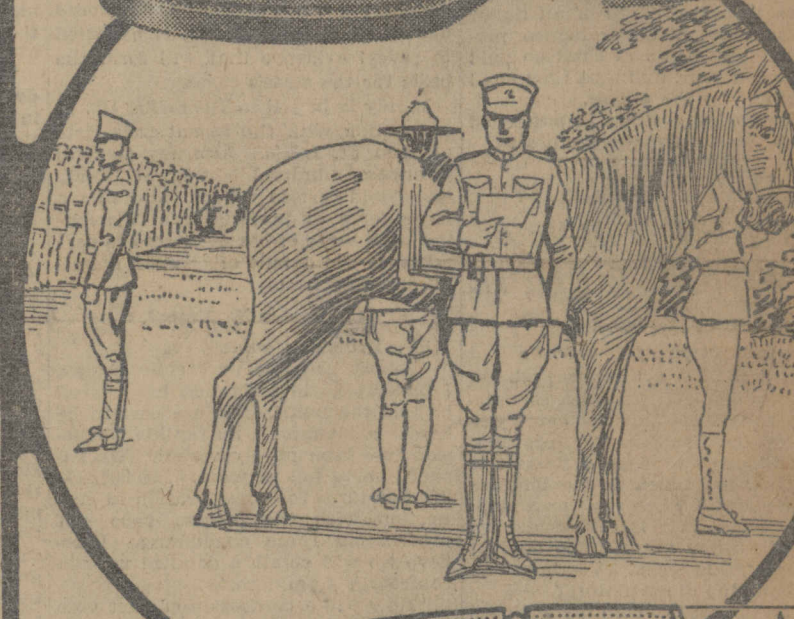
CIVILIAN FOOTWEAR

If you do a good deal of walking—if you are a sport enthusiast—fishing, riding, golf, hunting, etc., let Martin Larson make up a pair of boots or shoes of genuine leather. Thousands of people in Chicago have tried Martin Larson and know how satisfactory it is to have their footwear made to order by Chicago's Shoe Specialist.

**Boots Made to Measure, \$25 the Pair
Shoes Made to Measure, \$15 the Pair**

Martin Larson
Chicago's Shoe Specialist
369 W. Madison Street
At the Bridge

FILL OUT AND RETURN THE COUPON TO THE LEFT WITH YOUR MEASUREMENTS INDICATED BY THIS CHART



MARTIN LARSON,

369 W. Madison St.

You are hereby authorized to make one pair of Dress Boots, Service Boots, Shoes.

(Kindly designate which wanted.)

My measurements are as follows:

Top Instep

Calf Waist

Heel Ball

Height from top to heel.....

Size of shoe.....

Name

Regiment

Address.....