

Put on This Shoe--Wade through Mud and Snow --Wade through Barnyard Acids--That's just what It's Made for--Jerald's Original "Farmyard" Shoe

For many years shoemakers tried, without success, to produce a shoe that would stand all this. They found that oil finishes and preparations were all right for a few days, but soon hardened. It takes a mighty good shoe to deserve the name "FARMYARD." I know from twenty years' experience in shoes. Here's a shoe that has been tried and put to the severest tests. Worn in the roughest kind of weather; in the mud, snow, gravel, out in barnyard acids (the severest test of all), in the field. They have gone through everything that a shoe could be put through—that's where they got their name—



"FARMYARD"

Manure and Acid Proof—Snow and Ice Proof—Mud, Snag and Scuff Proof—Wear Proof

Genuine OIL-MOOSE

— NOT A PROCESS —

It's in the leather, not the finish. A thick, soft, pliable all leather shoe of a dark green color. Not to be polished or blackened, as any preparations of this kind harden the moose oil leather. If left alone this leather will wear and remain soft until the shoe is completely worn out.

The Standard Price of the GENUINE "FARMYARD" OIL-MOOSE Shoe Is

\$2.95

and 25c for packing and shipping. Sent anywhere in the United States

Every
Lift All
Leather—
Nailed Securely
to the Upper—Slow
to Wear Out

Protected right here

—where a shoe wears out first; where the strain comes heaviest. I have been having work shoes built for twenty years, and KNOW where they need extra protection. The "FARMYARD" has every part exposed to most wear reinforced. This is the secret of long wear.

CLIP OUT AND MAIL WITH REMITTANCE

JERALD'S SHOE FACTORY STATION
Springfield, Illinois (Not Inc.)

Enclosed please find.....for \$3.20 to pay for one pair genuine "FARMYARD" Shoes, size (.....), or length of foot from heel to toe without shoe on (.....) inches. (State size or foot length.)

NAME.....

ADDRESS.....

TOWN.....

No need to go into lengthy description in this Shoe—the illustration tells the story. It's taken from actual photograph of the "Farmyard" Shoe

Jerald's Shoe Factory Station

209 South Sixth St., Springfield, Illinois
Sole Distributors of Jerald's "Farmyard" Acid Proof Shoe

NOTE Please write name and address plainly. Use coupon when ordering. State size wanted