M A R K E T I N G : AN AGGREGATE OF FUNCTIONS INVOLVED IN MOVING GOODS FROM PRODUCER TO CONSUMER.

COMPANY CONCEPT

The Weinbrenner Shoe Company will manufacture and market safety, work, uniform and outdoor quality footwear. The products must carry with them the perception of good value for the price they are sold for. We will be aiming primarily at the medium to the medium-high price segment of the market.

We will market this footwear under our own Weinbrenner brands (Thorogood - Thoro-Gard - Wood N' Stream) and through our private label division. These private label sales will be to companies such as Iron Age - Fleet Farm - J. C. Penney - L. L. Bean - Mason Shoe - Browning - Cabela.

Our immediate goal is to make full use of our installed capacity of approximately 1,200,000 pairs. In order to achieve this goal, we should:

1. Style and produce products that are unique and priced competitively.

2. Have a well-trained and well-motivated sales force.

3. By working far enough in advance, have products going through Product Development that will be innovative and timely.

4. To achieve efficiency in manufacturing, material handling, purchasing and shipping.

5. To operate an efficient Customer Service Department to provide information and assistance to our customers.

6. To have a management team that operates with a sense of urgency and dedication.

While the domestic footwear industry appears to be losing the battle against imports, consumption of footwear by U. S. consumers has continued to rise at a strong pace.

Large manufacturers have been able to improve their profitability by diversification. This would include the importing of footwear, and sourcing on a global scale. We continue our efforts to improve our productivity and lower our labor costs. In order to increase our production we are having shoes stitched by Contract Stitchers here in Wisconsin. A small number of work shoes are being imported for Fleet Farm as well.

Nevertheless, the long-term prospects for U. S. manufacturers are not bright. Through the application of new technology (computer stitching and other robotics) we would hope to narrow the differences in labor costs between our manufacturing and foreign producers. We must recognize, however, that this technology could be adopted by overseas competitors in the future.

Our marketing efforts are segmented into seven separate profit centers. They are:

	Division	Percentage of Shipments
1.	601 - Private Label	6.3%
2.	602 - Iron Age	10.9%
3.	603 - Farm Stores	4.6%
4.	604 - Wood N' Stream	.5%
5.	605 - Branded Thorogood	25.5%
6.	606 - Fleet Farm	37.3%
7.	607 - Occupational Footwear Division (Thoro-Gard)	5.5% *

* The Occupational Footwear Division had its inception in January 1989.

The Retail Stores accounted for 3.1% of shoes sold, and between the Military and other shoes sold, that was 6.3%.

The Weinbrenner Shoe Co., Inc. is one of the very few manufacturers of men's footwear that can provide four constructions to their customers. We are able to provide Goodyear welt, vulcanized Process 82 shoes, cement construction shoes, and direct injected Polyurethane shoes. Listed below is the breakdown of the product categories:

1.	Uniform service shoes	27.4%
2.	Protective safety footwear	36.5%
3.	Work shoes and boots	23.0%
4.	Outdoor footwear	13.1%

Service Uniform Footwear

The strongest brand recognition that we have is with our Thorogood service shoes. These shoes are sold through uniform dealers, and we have excellent distribution and market share. Of recent date, recognizing the trend to more athletic and casual type footwear, new shoes designed along the casual line have been introduced into the service line, and have been very successful. Examples are our Code-3 shoes. The Thorogood line of service shoes is advertised both in trade publications to reach the dealers, and through union newspapers and magazines that go directly to policement and postmen.

In addition to the media advertising, we do a great deal of point-of-purchase display material. In addition to that, we started the "Pro-Club Digest" over a year ago. We now have a circulation of over 40,000 uniform wearers, and have started accepting advertising to defray the cost of that publication. We are continuing to expand and increase our market share in this very important segment of the footwear business.

The greatest percentage of uniform service shoes that are sold are marketed under our Thorogood brand name. This is accomplished through our sales force of 18 salesmen. Of those 18 salesmen, 5 are independent sales representatives and the other 13 are employees of The Weinbrenner Shoe Co., Inc. We attend various industry trade shows, such as the National Association of Uniform Manufacturers and Distributors Show held in February of every year, and the International Association of Chiefs of Police Show that is held in October every year. We have recently participated, and gained national publicity and recognition, by being an active participant in the fund raising for the National Law Enforcement Officers Memorial Fund. Our plan is to continue participating in the trade shows, and to keep the Thorogood brand name prominent in media publications that reach the postal workers, the law enforcement community, and the firemen and emergency personnel.

Safety and Protective Footwear

Safety footwear is the most important segment of our marketing effort, with volume sales to Iron Age, J. C. Penney, Fleet Farm and Mason Shoe. In addition to that, the creation of the Occupational Footwear Division has added additional pairage to the overall shipment of safety footwear. The creation of the O.F.D. Division was a conscious effort on our part to broaden the base of our accounts, so that we wouldn't be so dependent on a major account such as Iron Age. In one year's time we have shipped 56,860 pair, and with the establishment of the distributor network that we have planned, that should increase incrementally over the next several years.

We have approached sales to the safety footwear market on four separate fronts. We are selling our Branded Thorogood line to the independent retailers. We are selling Iron Age safety footwear under their brand name. We are selling Fleet Farm safety footwear under their brand name. We are selling Mason Shoe and J. C. Penney under their brand names. In addition to these channels of distribution, we have established the O.F.D. Division to sell safety footwear through safety footwear distributors to specifically defined territories.

Our protective safety footwear, for many years, was predominantly sold through the Iron Age Protective Company. With the change in ownership and management there, it became evident that we had to spread out our customer base in order to protect our market share. We did this by approaching other national distributors, and by establishing our own O.F.D. Division. The growth will come from the O.F.D. Division distributor network, which is now going into its second year. Plans are being made and implemented to establish buying groups throughout the country that will increase our distribution of Thoro-Gard, and also private label, safety footwear. Both the Thorogood and the Thoro-Gard lines of protective footwear have created new catalogs that will help our customers in ordering our footwear. Fleet Farm continues to be a major channel distribution of safety footwear. With their 54 stores, they provide us with a very convenient channel of distribution. We are also continuing our efforts to increase our sales to catalog houses such as the Mason Shoe Company, and a farm store chain Orschelns.

Work Shoes

Our work shoes have been sold, again, through our Private Label Division to J. C. Penney, Fleet Farm, and other farm store chains. At our December Sales Meeting we introduced a new line of work shoes to be sold through our Thorogood Branded Division. With a series of ads in Footwear News and a new catalog, we are attacking the independent retailers with products and programs that I think will prove to be successful. We have to go head-to-head here with the imported shoes, and our approach is, it's a give and take situation, and with the programs we have and the products we have, we feel that the dealers will be switching from the imports to our Branded Thorogood work shoes.

Work shoes have been sold through the Fleet Farm chain, and our other farm store customers. These farm store customers, for the main part, are members of the Mid-State Distributing Group. Fleet Farm is a member of the Mid-State group, and their success has been a great help in placing our line of work shoes with the other Mid-State members. We have targeted certain key accounts for 1990, and with the inclusion of the Orscheln group of 64 stores, it would increase our sales of the work shoes considerably. The Thorogood line of work shoes has been in decline of the last several years, and in 1990 a concerted effort to increase the volume of sales to our independent dealers has started. A new brochure and advertising program started in January of 1990, and the signs are encouraging.

Outdoor Footwear

The outdoor footwear situation has been a little more complicated. Wood N' Stream has been part of the Weinbrenner product line for many years. However, the advertising dollars spent in establishing the Wood N' Stream name over the last several years has not been meaningful and, as a result, the brand name recognition by the dealers and consumers is practically nil. However, we have been manufacturing and selling outdoor footwear through people like Browning, Cabela, Mason Shoe and Fleet Farm. Our competition in the ourdoor footwear market is well-established and well-recognized by both dealers and consumers. Timberland, Red Wing, Herman Survivors, La Crosse, Sorel, Wolverine, Rocky Boots, and many others, have spent a great deal of advertising money and have established their foothold with the catalog houses and independent dealers with their own brand names.

In order to keep our factories running, and to keep the skills in making outdoor boots current, we have solicited and obtained business from people like Mason Shoe, Fleet Farm, Browning, Cabela, and Anwelt. Continued contact with major catalog houses such as L. L. Bean, Eddie Bauer and Cabela, has provided us with orders, but the footwear was made up for those people with their own label. The Wood N' Stream name meant nothing to these accounts, and they felt that we had a quality product, but they would best market it under their own name. This past season contact was made with Weatherby, and also with Carhartt, who were interested in our outdoor boots, but again were interested in having the boots made so they could market them under their own labels.

A very important factor in the creation and manufacturing of outdoor boot footwear is the capacity that we have for manufacturing boots that are very labor intensive. Because these outdoor boots are mainly insulated and waterproof, it takes a great deal of labor to create them, resulting with a decline in our productivity. Manufacturing has informed us that for every outdoor insulated waterproof boot we manufacture, we lose production in our regular work or safety footwear. They can produce two work boots for every one outdoor boot we make. We have investigated the possibility of having these complicated, labor intensive boots made on the outside, so that would not affect our productivity in our own factories. The labor intensive factor, plus the installed capacity of making injected footwear, are all factors to be considered in the creation of an outdoor boot line.

The continued success and profitability of the Weinbrenner Shoe Co., Inc. will require the continued cooperation of all segments of our company (Purchasing - Manufacturing - Product Development - Marketing). The creation of innovative, competitively priced, functional footwear must be combined with imaginative advertising and promotional materials. The upgrading of our sales force in performance is an on-going task. All the above-mentioned factors will combine to make the achievement of our goals possible.

We must never lose sight of the fact that we do not make inexpensive shoes, and that we have to select our channels of distribution to those people who can sell footwear with a perceived value, and the selling price is not all important. Continued market research to focus in on niche areas will be important for the future development of our product line and marketing efforts.

We approach the decade of the 1990's with confidence and great expectations.

MILLS FLEET FARM®

Work n Sport®

MADE IN WISCONSIN, USA

NOT ALL STORES CARRY THE ENTIRE LINE... BUT WILL SPECIAL ORDER

NEW

THE BEST BOOTS FOR THE MONEY!

9970

Padded leather collar. Soft, leather cushioned collar creates a gentle, active shock and abrasion barrier for added comfort and protection.



Speed lacing. For quick and easy on and off of boots. Gives a snugger, more comfortable fit.

Cordura® Nylon. Great looking, lightweight, yet durable. Exceptional resistance to abrasions, punctures, tears, rot and mildew. Easy to care for.

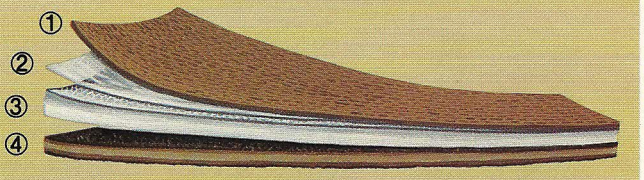
Sealed seams. Stitched seams are coated with a waterproof sealant that stops water from penetrating at the point where leather has been joined together. It remains pliable and flexible throughout the life of the boot.

Polyurethane midsole. Absorbs shock and impact. Insulates against cold and heat. A great comfort feature.

Indy 500 Rubber® outsole. Our exclusive Goodyear Indy 500 Rubber compound resists abrasion and wear. Its "traction tread" design grips wet, slippery surfaces, on contact. All this and lightweight comfort, too.

$75.99

100% WATERPROOF, INSULATED



① **Cambrelle® Lining.** Feet stay cooler in summer, warmer in winter because the Cambrelle lining breathes...lets air in...wicks moisture out. Dries quickly and resists foot odor and mildew.

② **Sympatex® Membrane.** This extremely thin yet totally waterproof material keeps feet warm and dry. Perspiration evaporates freely. It's non-porous and won't clog with dirt, body salts or oils. Resists creasing. Remains waterproof for life.

③ **B400 Thinsulate® Thermal Insulation.** The microfibers "trap" insulating air inside the boot to keep feet warm.

④ **WeatherTuff® Leather.** This remarkable waterproof leather is supple, lightweight, breathable and impervious to water and salt. The best American leather for the worst American weather. For added protection, use a silicone treatment.



QUALITY OUTDOOR FOOTWEAR

100% WATERPROOF, INSULATED

9760
Waterproof Genuine Leather
Leather Padded Collar
B400 Thinsulate® Insulation
Cambrelle® Lined
Strong Injected Construction
Cambrelle® Covered Felt Insole
Durable Polyped Sole
W 7-13

$65.99



9250-6
Quality Genuine Leather
Comfort Padded Collar
Lined Shaft
Strong Welted Construction
Comfort Cushion Insole
Cushion Vibram® Sole
Reinforced Rivets
D 8-13 EE 8-12

$61.99



9202-3
Quality Genuine Leather
Leather Padded Collar
Fully Leather Lined
Strong Welted Construction
Washable, Removable Insert
Cushion Vibram® Sole
Reinforced Rivets
W 7-13

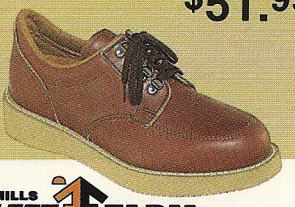
$62.99



THE ULTIMATE IN LIGHTWEIGHT COMFORT

9200
Quality Genuine Leather
Fully Cambrelle® Lined
Strong Welted Construction
Washable, Removable Insert
Cushion Vibram® Sole
D 7-13 EE 8-12

$51.99



Ask Your Neighbor About Fleet Values!

FREE PARKING

The ORIGINAL MILLS FLEET FARM

MILLS FLEET FARM®

QUALITY RUGGED *LEATHER*

MADE IN WISCONSIN, USA



9337
Quality Genuine Leather
Leather Padded Collar
Strong Leather Welt
Comfort Cushion Insole
Oil Resistant Cushion Sole
D 7-13 EE 7-13

$51.99



9336
Quality Genuine Leather
Leather Padded Collar
Strong Leather Welt
Comfort Cushion Insole
Oil Resistant Cushion Sole
D 7-13 EE 7-13

$46.99



9335
Quality Genuine Leather
Leather Padded Collar
Strong Leather Welt
Comfort Cushion Insole
Oil Resistant Cushion Sole
D 7-13 EE 7-13

$41.99

NOW IN B WIDTH



9737-9
Quality Genuine Leather
Comfort Padded Collar
Strong Leather Welt
Comfort Cushion Insole
Oil Resistant Cushion Sole
B 6½-13 D 6½-14 EE 6½-14

$53.99



9637-9
Quality Genuine Leather
Comfort Padded Collar
Strong Leather Welt
Comfort Cushion Insole
Oil Resistant Cushion Sole
D 6½-14 EE 6½-14

$49.99



9438
Quality Genuine Leather
Strong Leather Welt
Comfort Cushion Insole
Oil Resistant Cushion Sole
D 7-13 EE 7-13

$51.99

THE BEST BOOTS FOR THE MONEY!



9464
Quality Genuine Leather
Strong Leather Welt
Cushion Insole with
Arch Support
Oil Resistant Cushion Sole
D 7-13 EE 7-13 H 7-12

$58.99



9467
Quality Genuine Leather
Strong Leather Welt
Cushion Insole with
Arch Support
Oil Resistant Cushion Sole
D 7-13 EE 7-13 H 7-12

$52.99

SUPER-LIGHT
SUPER-TOUGH



9306-4
Quality Genuine Leather
Leather Padded Collar
Strong Injected
Construction
Comfort Cushion Insole
Oil and Abrasion Resistant
Polyped Sole
E 7-12 EEE 7-12

$51.99



9442
Quality Genuine Leather
Comfort Cushion Insole
Durable Oil Resistant Sole
D 6½-13 E 6½-13 EEE 7-12

$41.99



9441
Quality Genuine Leather
Comfort Cushion Insole
Durable Oil Resistant Sole
D 6½-13 E 6½-13 EEE 7-12

$37.99



9524
Quality Genuine Leather
Leather Padded Collar
Comfort Cushion Insole
Durable Slip and
Oil Resistant Sole
E 7-12 EEE 8-12

$51.99

The ORIGINAL MILLS FLEET FARM. FREE PARKING You Get A Receipt on Every Sale!

Workn'Sport® FOOTWEAR

MADE IN WISCONSIN, USA

MILLS FLEET FARM

$53.99

9364
Barnyard Acid Resistant Leather
Strong Leather Welt
Comfort Cushion Insole
Durable Cork Sole
D 7-13 EE 7-13



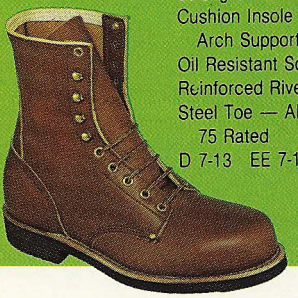
NOW IN H WIDTH
$43.99

9827
Barnyard Acid Resistant Leather
Strong Leather Welt
Durable Cork Sole
D 6-13 EE 6-13
H 7½-12



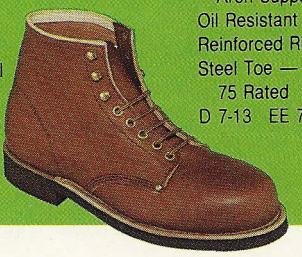
$61.99

9332-7
Barnyard Acid Resistant Leather
Strong Leather Welt
Cushion Insole with Arch Support
Oil Resistant Sole
Reinforced Rivets
Steel Toe — ANSI 75 Rated
D 7-13 EE 7-13



$54.99

9321-7
Barnyard Acid Resistant Leather
Strong Leather Welt
Cushion Insole with Arch Support
Oil Resistant Sole
Reinforced Rivets
Steel Toe — ANSI 75 Rated
D 7-13 EE 7-13



THE BEST BOOTS FOR THE MONEY!



9588
Quality Genuine Leather
Strong Leather Welt
Cushion Insole with Arch Support
Oil Resistant Vibram® Sole
D 7-13 EE 7-13

$59.99



9059-3
Quality Genuine Leather
Strong Welted Construction
Durable Cork Sole
D 7-13 EE 7½-13

$41.99

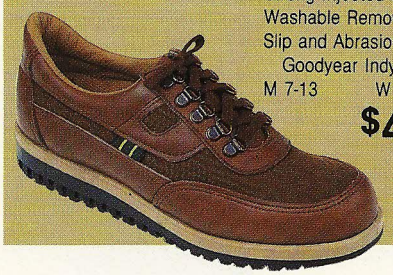


9725
Quality Genuine Leather
Strong Leather Welt
Leather Insole
Genuine Vibram® Lug Sole
Leather Fibre Stacked Heel
D 7-13 EE 7-13

$71.99

SPORT N' LEISURE™ COMFORT CASUALS

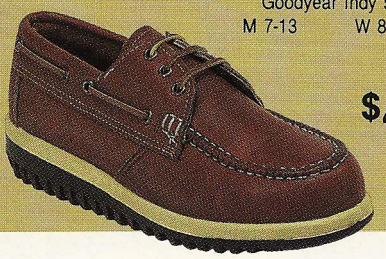
LIGHTWEIGHT COMFORT



951-7
Quality Genuine Leather and Cordura Nylon
Fully Cambrelle® Lined
Strong Injected Construction
Washable Removable Insert
Slip and Abrasion Resistant Goodyear Indy 500® Sole
M 7-13 W 8-13

$48.99

LIGHTWEIGHT COMFORT



952
Quality Genuine Leather
Strong Injected Construction
Washable Removable Insert
Slip and Abrasion Resistant Goodyear Indy 500® Sole
M 7-13 W 8-13

$47.99

9400 **$4.69**



Removable—Washable—Contoured Insole
- Cambrelle® covered for perspiration absorption and breathability
- Surrounds and supports heel and arch for all day comfort
- Shock absorbing construction for added insulation
- Lightweight, durable and washable

UNIFORM SERVICE FOOTWEAR

U.S. POSTAL CERTIFIED

94441
Quality Genuine Leather
Fully Cambrelle® Lined
Strong Welted Construction
Washable, Removable Insert
Cushion Vibram® Sole
D 7-13 EE 7-13

$52.99



U.S. POSTAL CERTIFIED

97221
Quality Genuine Leather
Leather Padded Collar
Strong Welted Construction
Cushion Insole with Arch Support
Durable Oil Resistant Sole
D 7-12 EE 7-12

$45.99



U.S. POSTAL CERTIFIED

NEW

9933
Quality Glove Leather
Padded Collar and Tongue
Fully Lined
Cement and Side Stitch Construction
Washable, Removable Insert
Slip and Abrasion Resistant Rubber Sole
M 7-13 W 7-13

$46.99



SIDE ZIP

98881
Quality Genuine Leather
Leather Lined Shaft
Strong Welted Construction
Comfort Cushion Insole
Durable Oil Resistant Sole
D 7-13 EE 7-13

$59.99



Loads and Loads of Savings at Fleet! FREE PARKING *The ORIGINAL* MILLS FLEET FARM

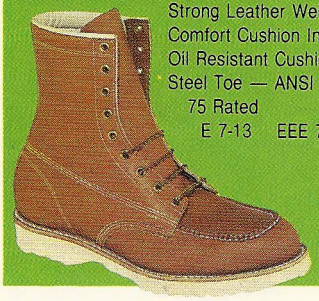
A.N.S.I. RATED SAFETY TOE BOOTS & SHOES

MADE IN WISCONSIN USA

MILLS FLEET FARM

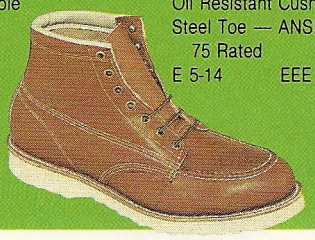
$57.99

9654-9
Quality Genuine Leather
Comfort Padded Collar
Strong Leather Welt
Comfort Cushion Insole
Oil Resistant Cushion Sole
Steel Toe — ANSI
75 Rated
E 7-13 EEE 7-12



$51.99

9656-9
Quality Genuine Leather
Comfort Padded Collar
Strong Leather Welt
Comfort Cushion Insole
Oil Resistant Cushion Sole
Steel Toe — ANSI
75 Rated
E 5-14 EEE 7-12





9699
Quality Genuine Leather
Strong Leather Welt
Comfort Cushion Insole
Oil Resistant Vibram® Sole
Steel Toe — ANSI
75 Rated
D 7-13 EE 7-13

$62.99

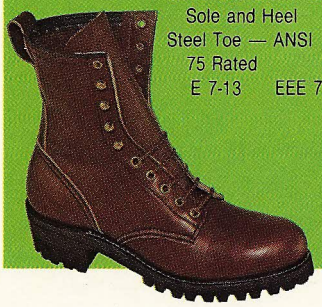


9594
Quality Genuine Leather
Strong Leather Welt
Comfort Cushion Insole
Oil Resistant Vibram®
Sole
Steel Toe – ANSI
75 Rated
E 7-13 EEE 7-12

$68.99

$65.99

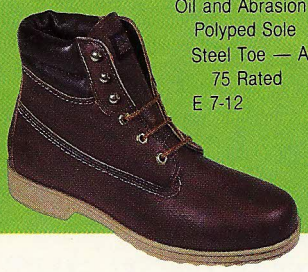
9179
Quality Genuine Leather
Strong Leather Welt
Genuine Vibram® Lug
Sole and Heel
Steel Toe — ANSI
75 Rated
E 7-13 EEE 7-12



SUPER-LIGHT SUPER-TOUGH

$53.99

9316-4
Quality Genuine Leather
Leather Padded Collar
Strong Injected Construction
Comfort Cushion Insole
Oil and Abrasion Resistant
Polyped Sole
Steel Toe — ANSI
75 Rated
E 7-12



INSULATED

NEW

9946
Quality Genuine Leather
Leather Padded Collar
B400 Thinsulate®
Cambrelle® Lined
Strong Injected Construction
Comfort Cushion Insole
Oil and Abrasion Resistant
Polyped Sole
Steel Toe-ANSI 75 Rated
W 7-13

$61.99



9837
Quality Genuine Leather
Strong Leather Welt
Comfort Cushion Insole
Durable Oil Resistant Sole
Steel Toe — ANSI
75 Rated
D 7-13 EE 7-13

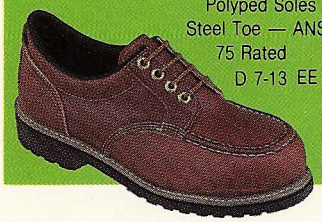
$66.99



THE BEST BOOTS FOR THE MONEY!

$59.99

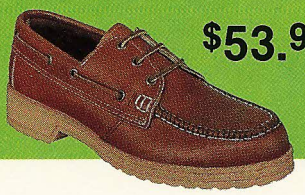
9425
Quality Genuine Leather
Fully Cambrelle® Lined
Strong Leather Welt
Washable, Removable
Insert
Oil and Abrasion Resistant
Polyped Soles
Steel Toe — ANSI
75 Rated
D 7-13 EE 8-12



ELECTRO STATIC DISCHARGE

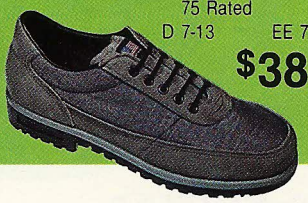
9424-6
Quality Genuine Leather
Strong Injected Construction
Anti-Static Cushion Insole
Anti-Static Polyped Sole
Steel Toe — ANSI
75 Rated
M 7-13 W 7-13

$53.99



9853
Quality Genuine Leather
and Cordura Nylon
Strong Injected Construction
Comfort Cushion Insole
Slip and Abrasion Resistant
Goodyear Indy 500® Sole
Steel Toe — ANSI
75 Rated
D 7-13 EE 7-13

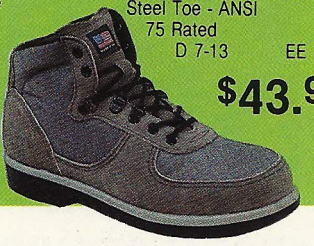
$38.99



NEW

9955
Quality Genuine Leather
and Cordura Nylon
Strong Injected Construction
Comfort Cushion Insole
Slip and Abrasion Resistant
Goodyear Indy 500® Sole
Steel Toe - ANSI
75 Rated
D 7-13 EE 7-13

$43.99



9352
Quality Genuine Leather
Strong Leather Welt
Comfort Cushion Insole
Durable Oil Resistant Sole
Reinforced Leather Instep
and Heel Guards
Steel Toe — ANSI 75 Rated
D 7-13 EE 7-13

$69.99

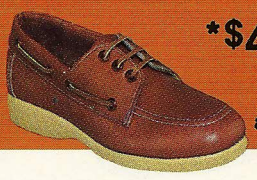


LADIES ELECTRO STATIC DISCHARGE

*** 9501-6**
Quality Genuine Leather
Strong Cement Construction
Anti-Static Cushion Insole
Anti-Static Polyurethane
Sole
Steel Toe — ANSI 75 Rated
M 5-10 W 5-10

***$42.99**

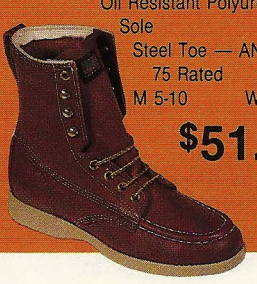
*** Not at all stores.**



LADIES SAFETY

9702
Quality Genuine Leather
Strong Cement Construction
Comfort Cushion Insole
Oil Resistant Polyurethane
Sole
Steel Toe — ANSI
75 Rated
M 5-10 W 5-10

$51.99



LADIES SAFETY

NEW

9903
Quality Genuine Leather
and Cordura Nylon
Strong Injected Construction
Comfort Cushion Insole
Slip and Abrasion Resistant
Goodyear Indy 500® Sole
Steel Toe - ANSI
75 Rated
M 5½-10 W 5½-10

$37.9



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MAINSTREAM
ALL AMERICAN FOOTWEAR



5900
Boat Shoe
Genuine Leather Upper - Brown
Injection Construction
Washable, Removable Insert
Lightweight Goodyear
"Indy 500® " Sole
M 8-11, 12, 13
W 8-11, 12, 13

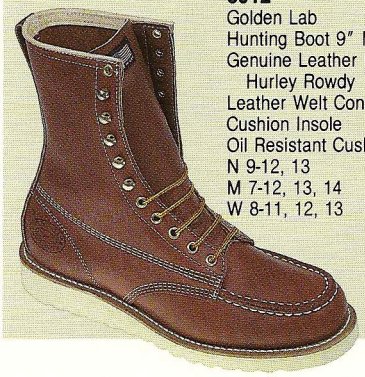


3008
Lightweight Comfort Oxford
Genuine Leather Upper - Brown
Fully Cambrelle® Lined
Welted Construction
Washable, Removable Insert
Genuine Vibram® Cushion Sole
M 7-12, 13
W 8-11, 12

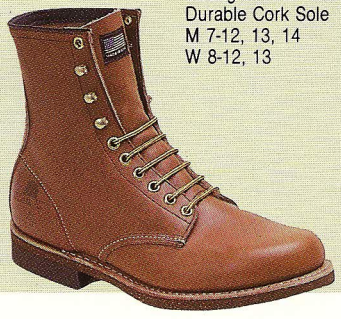
U.S. POSTAL CERTIFIED



3009
Uniform Oxford
Genuine Leather Upper - Black
Postal Certified
Fully Cambrelle® Lined
Welted Construction
Washable, Removable Insert
Lightweight Polyped E-Z
Pace Sole
N 9-12, 13
M 7-12, 13, 14
W 8-12, 13



3012
Golden Lab
Hunting Boot 9" Mens
Genuine Leather Upper - Brown
Hurley Rowdy
Leather Welt Construction
Cushion Insole
Oil Resistant Cushion Sole
N 9-12, 13
M 7-12, 13, 14
W 8-11, 12, 13

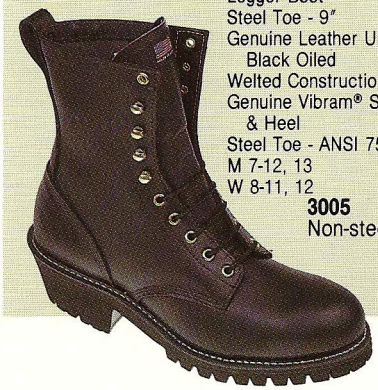


3064
Quality Genuine Leather
Strong Leather Welt
Durable Cork Sole
M 7-12, 13, 14
W 8-12, 13



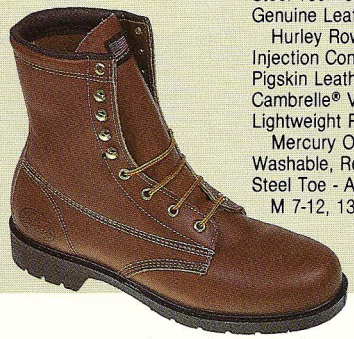
3010
Construction Wellington 9"
Genuine Leather Upper - Tan
Leather Welt Construction
Leather Heel Slip
Cushion Insole
Genuine Vibram® Cushion Sole
M 7-12, 13
W 8-11, 12

A.N.S.I. RATED SAFETY TOE FOOTWEAR



3007
Logger Boot
Steel Toe - 9"
Genuine Leather Upper -
Black Oiled
Welted Construction
Genuine Vibram® Sole
& Heel
Steel Toe - ANSI 75 Rated
M 7-12, 13
W 8-11, 12

3005
Non-steel



3006
Hard Hat
Steel Toe - 8"
Genuine Leather Upper - Brown
Hurley Rowdy - Oiled
Injection Construction
Pigskin Leather Padded Collar
Cambrelle® Vamp Lining
Lightweight Polyurethane
Mercury Oil Resistant Sole
Washable, Removable Insert
Steel Toe - ANSI 75 Rated
M 7-12, 13 W 8-11, 12



1031
Boat Shoe, Steel Toe
Genuine Leather Upper -
Red Oak Oil Tanned
Injection Construction
Washable, Removable Insert
Lightweight, Polyurethane
Mercury Oil Resistant Sole
Steel Toe - ANSI 75 Rated
M 7-12, 13
W 8-11, 12

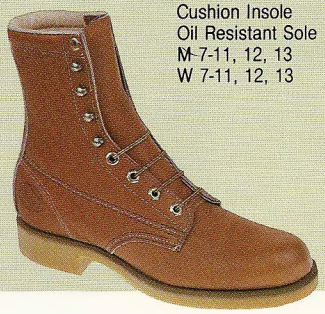
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(IN WISCONSIN) 1-715-536-5521 (FAX) 1-715-536-1172
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5528
Genuine Leather Upper
Leather Padded Collar
Cushion Insole
Oil Resistant Sole
M 7-11, 12, 13
W 7-11, 12, 13

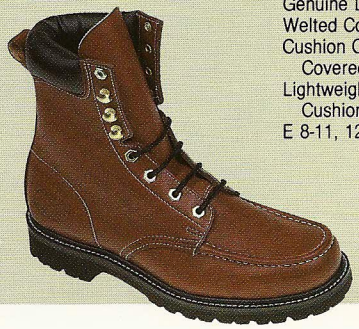
MADE IN U.S.A.



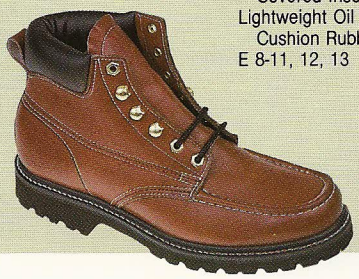
5555S
Quality Genuine Leather
Strong Welt Construction
Cushion Insole
Oil Resistant Vibram® Sole
D 8-11, 12, 13
2E 8-11, 12, 13

6666
Steel Toe

ECONOMY BOOTS (MADE IN KOREA)



7888
Padded Collar Boot 8"
Genuine Leather Upper - Brown
Welted Construction
Cushion Cambrelle®
Covered Insole
Lightweight Oil Resistant
Cushion Rubber Sole
E 8-11, 12, 13

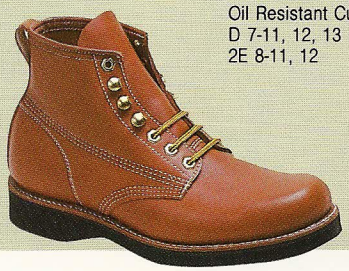


7666
Padded Collar Boot 6"
Genuine Leather Upper - Brown
Cushion Cambrelle®
Covered Insole
Lightweight Oil Resistant
Cushion Rubber Sole
E 8-11, 12, 13

ECONOMY BOOTS (MADE IN KOREA)



7118
Quality Genuine Leather
Strong Leather Welt
Comfort Removable
Contoured Insole
Oil Resistant Cushion Sole
D 7-11, 12, 13, 14
2E 8-11, 12



7116
Quality Genuine Leather
Strong Leather Welt
Comfort Removable
Contoured Insole
Oil Resistant Cushion Sole
D 7-11, 12, 13
2E 8-11, 12

TO ORDER, OR FOR MORE INFORMATION, PLEASE CALL:
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Three new styles from ThoroGard



Hycar 1072 outsoles and wear plates. Vulcanized to produce a permanent, high abrasion and oil resistant surface with uncommon wearability. Durable yet flexible for added comfort.

Flame and chemical resistant Kevlar® stitching.

Perforated Poron 4000® cushioned sock lining helps circulate air to keep feet drier and cooler.

Super Leather. Waterproof. Chemical, oil, heat and flame resistant.

Super padded Dri-Lex 2-Zone Comfort Lining. Cushions feet. Keeps them drier, cooler.

Polyurethane mini-grid outsole and heel. Absorbs shock and impact upon contact.

Perforated Poron 4000® cushioned sock lining circulates air to keep feet cooler and drier. Memory foam sets permanently to the contours of the foot for cushioned comfort.

Our exclusive Goodyear Indy 500 Rubber® outsole compound resists abrasion and wear. Its "traction tread" design grips wet, slippery surfaces, on contact. Lightweight comfort.

Super padded Dri-Lex 2-Zone Comfort Lining. Cushions feet. Keeps them drier, cooler.

Padded leather cushioned collar creates a gentle, active shock and abrasion barrier for added comfort and protection.

WeatherTuff® leather and Cordura nylon upper panel for breathable, lightweight comfort and strength.

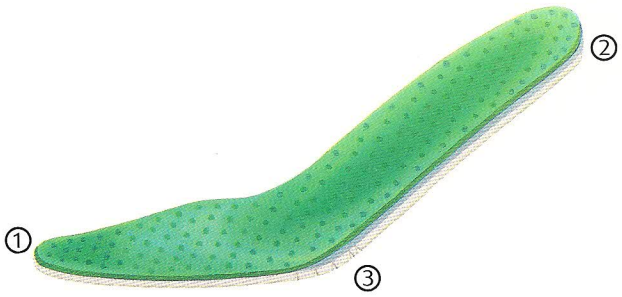
See Your Authorized ThoroGard Dealer Today.

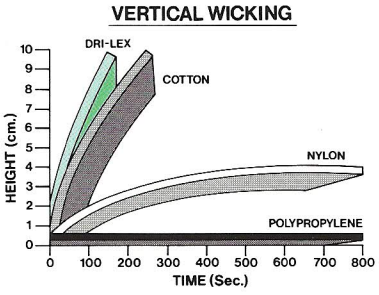
THOROGARD™
PROTECTIVE FOOTWEAR

① Perforated Poron 4000® cushioned sock lining. Helps circulate air to keep feet cooler and drier.

② Memory foam. Sets permanently to the contours of the foot for cushioned comfort.

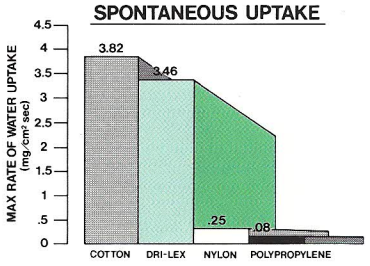
③ Texon® insole board with flex-scores. Assures minimal break-in time.





Dri-Lex 2-Zone comfort is here to stay.

Dri-Lex comfort is permanent. Technically speaking, it's a hydrophilic, water loving material whose built-in properties do not rely on fiber shape or added finishes to keep feet dry and cool. The Dri-Lex 2-Zone Comfort Lining has the ability to hold high levels of perspiration in the moisture controlling zone and a powerful wicking action to draw perspiration away from the foot and distribute it throughout the lining for more rapid drying.





Hycar 1072 Outsoles with Non-Slip Wear Plates

Hycar 1072 is one of the toughest soling materials available. It's extremely flexible and oil and chemical resistant. The sole and heel have patented non-slip wear plates which provide superior traction and high abrasion resistance.



Polyurethane Mini-Grid

Polyurethane is an extremely tough but lightweight synthetic sole material. It provides reliable traction that's extremely durable. Millions of tiny air pockets cushion the foot. Not recommended for wear in extreme heat conditions.



Goodyear Indy 500 Rubber

Our exclusive **Goodyear Indy 500,** a state-of-the-art rubber soling compound is derived from high performance radial tires. The tough Indy 500 wear surface is combined with a soft polyurethane midsole to create the ultimate in durability and comfort.



Super Leather. A ThoroGard exclusive. Exceeds U.S. military specifications for waterproof leather and industry standards for chemical resistant leather. Maintains its appearance and flexibility up to 330 degrees F. Heat and flame resistant. Meets NFPA specifications for structural fire fighting footwear and flame resistance.

2902

10″ Brown Super Leather Electrical Hazard pull-on, Process 82 Hycar 1072 sole and heel unit with green wear plate, Poron 4000 sock lining, Kevlar stitching.

D 7-11,12,13
E 7-11,12,13
EEE 7-11,12



Super Leather. Waterproof. Oil and Chemical resistant.

4601

6″ Brown Super Leather Plain Toe, Mini-Grid Polyurethane Direct Inject Sole and Heel Unit, Poron 4000® Fatigue Mat Insole.

D 7-11,12,13
EE 7-11,12,13



5601

6″ Brown Waterbuck and Espresso Cordura Hiker, Indy 500 Full-Breasted Sole and Heel Unit, Poron 4000® Fatigue Mat Insole.

D 7-11,12,13
EE 7-11,12,13

Tested and certified to meet the rigid standards established by the American National Standards Institute (ANSI). All ThoroGard Safety Footwear meets or exceeds the highest ANSI Z41 ratings for impact and compression.

THOROGARD™ PROTECTIVE FOOTWEAR

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Defy the laws of Mother Nature.



THORO GARD™
PROTECTIVE FOOTWEAR

ThoroGard Protective Footwear delivers comfort when you need it: on and off the job. Supple, WeatherTuff® leather and all-weather insulation makes ThoroGard boots the perfect comfort choice. Durable, abrasion and slip-resistant soles are flexible for added comfort. State-of-the-art materials in ThoroGard boots are carefully selected for their unique ability to keep feet warm, dry and comfortable year 'round.

See Your Authorized ThoroGard Dealer Today.

Padded leather collar. Soft, leather cushioned collar creates a gentle, active shock and abrasion barrier for added comfort and protection.

Sealed seams. Stitched seams are coated with a waterproof sealant that stops water from penetrating at the point where leather has been joined together. It remains pliable and flexible throughout the life of the boot.

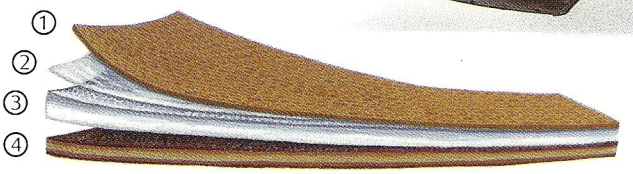
Polyurethane outsole and heel. Absorbs shock and impact upon contact. Insulates against cold and heat. A great comfort feature.

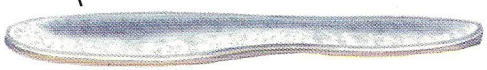
Easy lacing for quick and easy on and off of boots. Gives a snugger, more comfortable fit.

WeatherTuff leather. A remarkable waterproof leather. Impervious to water and salt. "The best American leather for the worst American weather."



4803





① Cambrelle® lining. Feet stay cooler in summer, warmer in winter because the Cambrelle lining breathes...lets air in...wicks moisture out. Dries quickly and resists foot odor and mildew.

② Sympatex® membrane. This extremely thin yet totally waterproof material keeps feet warm and dry. Perspiration evaporates freely. It's nonporous and won't clog with dirt, body salts or oils. Resists creasing. Remains waterproof for life.

③ B-400 Thinsulate® thermal insulation. The microfibers "trap" insulating air inside the boot to keep feet warm.

Aerowick® footbed insole. Stops cold from penetrating through the bottom of the boot. Self-ventilating footbed keeps feet dry as it wicks moisture from the foot. Totally breathable. Follows the contours of the foot to help protect it from shock.

④ WeatherTuff® leather. This remarkable waterproof leather is supple, lightweight, breathable and impervious to water and salt. Quickly dries and recovers its flexibility and appearance after contact with moisture. Salt and other stains can easily be removed with a damp cloth.



5802

8" Wheat Waterbuck Plain Toe, Indy 500 Flat Tred Sole and Heel Unit, Poron 4000 Fatigue Mat Insole.

D 7-11, 12, 13
EE 7-11, 12, 13



4803

8" Waterproof/Insulated Plain Toe, Coppertone Bullmoose Uppers, Mini-Grid Polyurethane Direct Inject Sole and Heel Unit, 100% Sympatex Waterproof Thinsulate Insulation, Aerowick Insole.

D 7-11, 12, 13
EE 7-11, 12, 13



Indy 500 Rubber® outsole. Our exclusive Goodyear Indy 500 sole design resists abrasion and wear. Its "traction tread" design grips wet, slippery surfaces on contact. All this and lightweight comfort, too.

5801

8" Tan Waterproof/Insulated Plain Toe, Camo-Cordura Quarter Panel, Indy 500 Flat Tred Sole and Heel Unit, 100% Sympatex Waterproof Thinsulate Insulation, Aerowick Insole.

D 7-11, 12, 13
EE 7-11, 12, 13

THOROGARD™ PROTECTIVE FOOTWEAR

Tested and certified to meet the rigid standards established by the American National Standards Institute (ANSI). All ThoroGard Safety Footwear meets or exceeds the highest ANSI Z41 ratings for impact and compression.

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Something this tough, shouldn't be this comfortable.

Holtite outsoles. Super non-slip design for superior traction and flexibility. The ultimate combination of oil, chemical and abrasion resistance.

Super padded Dri-Lex 2-Zone Comfort Lining. Cushions feet. Keeps them drier, cooler.

Super Leather. A ThoroGard exclusive. Exceeds U.S. military specifications for waterproof leather and industry standards for chemical resistant leather. Maintains its appearance and flexibility up to 330 degrees F. Heat and flame resistant.



THOROGARD™ PROTECTIVE FOOTWEAR

ThoroGard Protective Footwear with flexible Holtite® soles provides the ultimate in slip resistance and oil and chemical resistance. Super padded Dri-Lex® 2-Zone Comfort Linings and our exclusive Super Leather® keep feet cool, dry and comfortable. A polyurethane heel cup and PORON 4000® cushioned sock lining help eliminate tired feet and the aches and pains associated with long hours on the job. Making your off hours more enjoyable.

See Your Authorized ThoroGard Dealer Today.



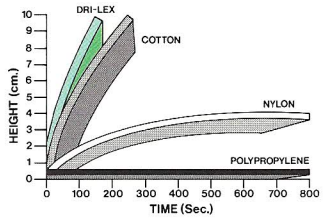
Super padded Dri-Lex 2-Zone Comfort Linings in the tongue and collar wick moisture away from the feet—keeps them drier and cooler by transferring moisture to and through the leather. Resists odor and mildew to help keep feet healthy.

Super Leather. A ThoroGard exclusive. Exceeds U.S. military specifications for waterproof leather and industry standards for chemical resistant leather. Maintains its appearance and flexibility up to 330 degrees F. Heat and flame resistant.

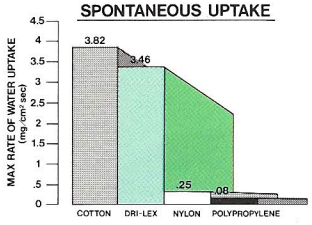
Holtite outsoles. Vulcanized to provide a permanent bond for the ultimate in slip and abrasion resistance. Oil, chemical and heat resistant. Unique design and compound provides superior traction on all surfaces. Flexible for added comfort.

Dri-Lex 2-Zone comfort is here to stay. Dri-Lex comfort is permanent. Technically speaking, it's a hydrophilic, water loving material whose built-in properties do not rely on fiber shape or added finishes to keep feet dry and cool.

VERTICAL WICKING



SPONTANEOUS UPTAKE



The **Dri-Lex 2-Zone Comfort Lining** has the ability to hold high levels of perspiration in the moisture controlling zone and a powerful wicking action to draw perspiration away from the foot and distribute it throughout the lining for more rapid drying.



① Perforated Poron 4000® cushioned sock lining helps circulate air to keep feet drier and cooler.

② Polyurethane heel cup. Absorbs shock. Retains its shape and resiliency for the life of the shoe.

Tested and certified to meet the rigid standards established by the American National Standards Institute (ANSI). All ThoroGard Safety Footwear meets or exceeds the highest ANSI Z41 ratings for impact and compression.





2803

8″ Brown Super Leather Moc, Process 82, Holtite sole and heel unit with Anti-Slip Plates, Polyurethane/Poron Combination Heel Cup and Sock Lining.

C 8-11, 12, 13
D 6-11, 12, 13
E 7-11, 12, 13
EEE 7-11, 12

2603

6″ Brown Super Leather Moc, Process 82, Holtite sole and heel unit with Anti-Slip Plates, Polyurethane/Poron Combination Heel Cup and Sock Lining.

C 8-11, 12, 13
D 6-11, 12, 13
E 7-11, 12, 13
EEE 7-11, 12

THOROGARD™ PROTECTIVE FOOTWEAR

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Printed in U.S.A.

Comfort that stays with you long after quitting time.



THORO GARD™ PROTECTIVE FOOTWEAR

You'll appreciate comfort-packed ThoroGard Protective Footwear long after quitting time. A polyurethane heel cup and Poron 4000® cushioned sock lining help eliminate tired feet and the aches and pains associated with long hours on the job.

The durable, oil resistant Hycar 1072® outsoles and patented wear plates provide comfort and additional durability. Super Leather,® a ThoroGard exclusive, and the Dri-Lex ® 2-Zone Comfort Lining keep feet drier and cooler, eliminating after work fatigue.

See Your Authorized ThoroGard Dealer Today.

Super Leather. *A ThoroGard exclusive. Exceeds U.S. military specifications for waterproof leather and industry standards for chemical resistant leather. Maintains its appearance and flexibility up to 330 degrees F. Heat and flame resistant.*

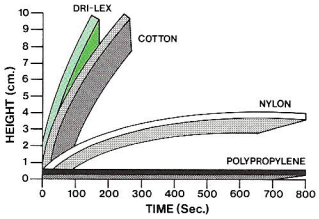
Hycar 1072 outsoles and wear plates. Vulcanized to produce a permanent, high abrasion and oil resistant surface with uncommon wearability. Durable yet flexible for added comfort.



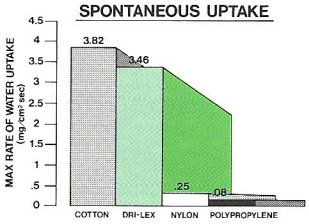
Super padded Dri-Lex 2-Zone Comfort Linings in the tongue and collar wick moisture away from the feet—keeps them drier and cooler by transferring moisture to and through the leather. Resists odor and mildew to help keep feet healthy.

Dri-Lex 2-Zone Comfort is here to stay. Dri-Lex comfort is permanent. Technically speaking, it's a hydrophilic, water loving material whose built-in properties do not rely on fiber shape or added finishes to keep feet dry and cool.

VERTICAL WICKING



SPONTANEOUS UPTAKE



The **Dri-Lex 2-Zone Comfort Lining** has the ability to hold high levels of perspiration in the moisture controlling zone and a powerful wicking action to draw perspiration away from the foot and distribute it throughout the lining for more rapid drying.



① Perforated Poron 4000® cushioned sock lining helps circulate air to keep feet drier and cooler.

② Polyurethane heel cup. Absorbs shock. Retains its shape and resiliency for the life of the shoe.



2802

8″ Black Super Leather Electrical Hazard Instep Guard, Process 82, Hycar 1072 Sole and Heel Unit w/Green Wear Plate, Polyurethane/Poron Combination Heel Cup and Sock Lining.

D 6-11, 12, 13
E 6-11, 12, 13
EEE 7-11, 12



2602

6″ Black Super Leather Electrical Hazard Instep Guard, Process 82, Hycar 1072 Sole and Heel Unit w/Green Wear Plate, Polyurethane/Poron Combination Heel Cup and Sock Lining.

D 6-11, 12, 13
E 7-11, 12, 13
EEE 7-11, 12



2801

8″ Black Super Leather Plain Toe, Process 82, Hycar 1072 Sole and Heel Unit w/Green Wear Plate, Polyurethane/Poron Combination Heel Cup and Sock Lining.

D 7-11, 12, 13
EEE 7-11, 12



2601

6″ Black Super Leather Plain Toe, Process 82, Hycar 1072 Sole and Heel Unit w/ Green Wear Plate, Polyurethane/Poron Combination Heel Cup and Sock Lining.

D 6-11, 12, 13
E 7-11, 12, 13
EEE 7-11, 12

THORO GARD™ PROTECTIVE FOOTWEAR

Tested and certified to meet the rigid standards established by the American National Standards Institute (ANSI). All ThoroGard Safety Footwear meets or exceeds the highest ANSI Z41 ratings for impact and compression.

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Give your feet a break.



THOROGARD™ PROTECTIVE FOOTWEAR

Lightweight, ThoroGard protective footwear soothe your feet as you work. And, after. Foot-contouring memory foam and a built-in fatigue mat produce comfort-packed shoes loaded with energy return. Dri-Lex® 2-Zone Comfort Linings and breathable leather uppers remove moisture to help keep your feet dry and cool. Chemical and abrasion resistant outsoles flex easier for added comfort.

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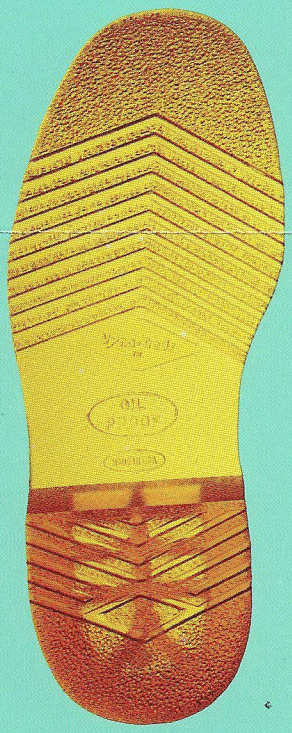
STYLES AVAILABLE

#015-6034		Cost	Retail
8″ Brown Moc Toe Cushion Insole			
4648	B width 8-12-13	38.70	80.00
4663	D width 6½-12-13	38.70	80.00
4689	EE width 6½-12	38.70	80.00

#015-6834		Cost	Retail
6″Brown Moc Toe Cushion Insole			
4640	B width 8-12-13	33.95	75.00
4665	D width 6½-12-13	33.95	75.00
4681	EE width 6½-12	33.95	75.00

#015-6434		Cost	Retail
Oxford Brown Moc Toe Cushion Insole			
4545	B width 8-12-13	30.50	65.00
4560	D width 6½-12-13	30.50	65.00
4586	EE width 6½-12	30.50	65.00



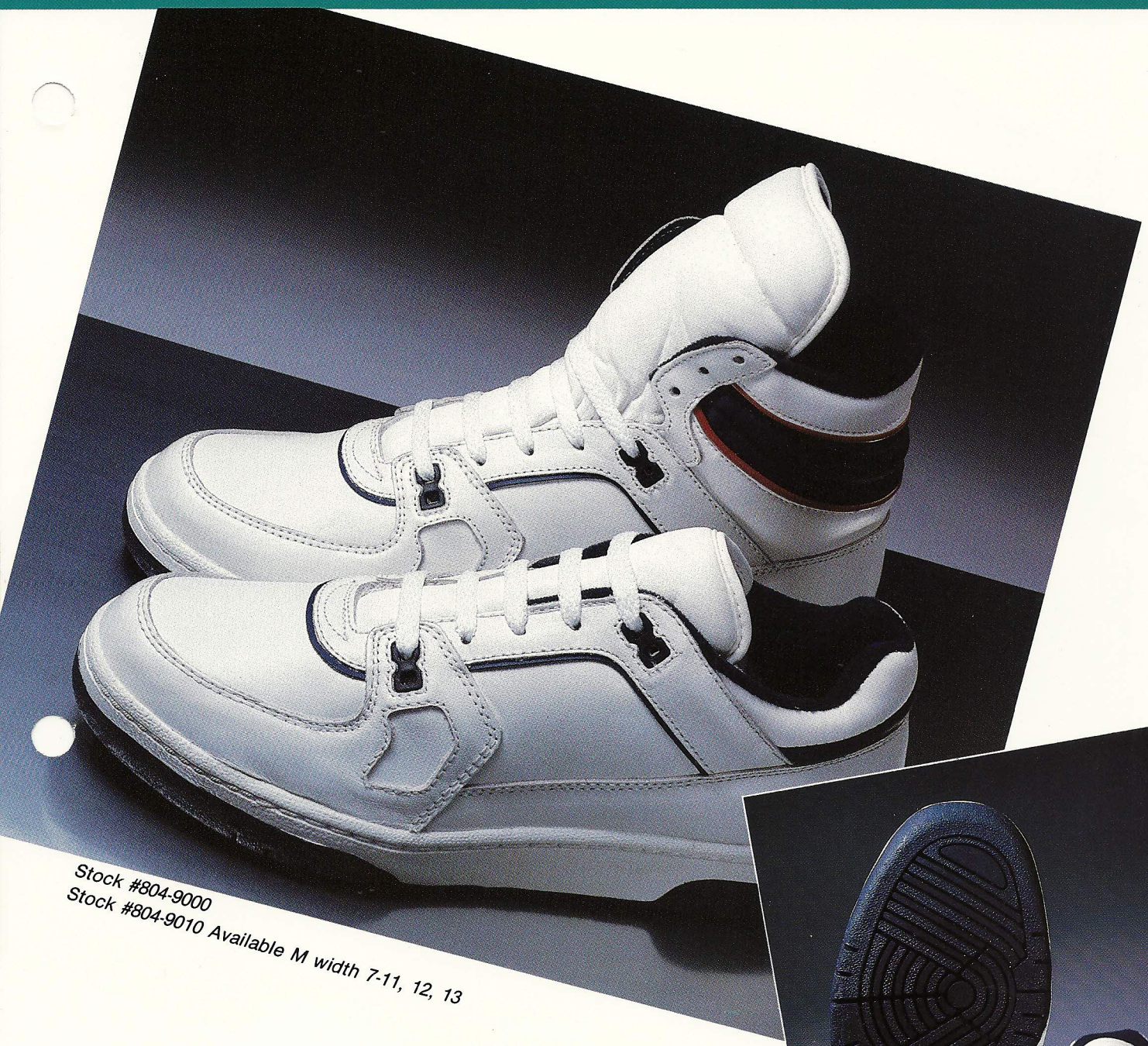


VYNA-TREDS® — a long-wearing polyvinyl chloride sole that is specially designed for surfaces where oil, water, acid and grease are likely to occur. The one-piece sole and heel is permanently fused to the shoe, thus eliminating sole stitch "burn-out" that can be caused by chemicals or heat. The result: longer shoe life.

Highly slip-resistant, the VYNA-TREDS® sole reduces injuries caused by slippery work areas. VYNA-TREDS® is also chip-resistant to metal shavings, glass, and abrasive materials that can be common underfoot. The result: fewer injuries from slips and falls.

VYNA-TREDS® are available exclusively from the Weinbrenner Shoe Company; 108 South Polk Street, Merrill, Wisconsin 54452. Call toll free 1-800-826-0002, in Wisconsin 715-536-5521.
Vendor Number 9429-2 - Subdivision 015.

TG'S FROM WEINBRENNER



Stock #804-9000
Stock #804-9010 Available M width 7-11, 12, 13



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