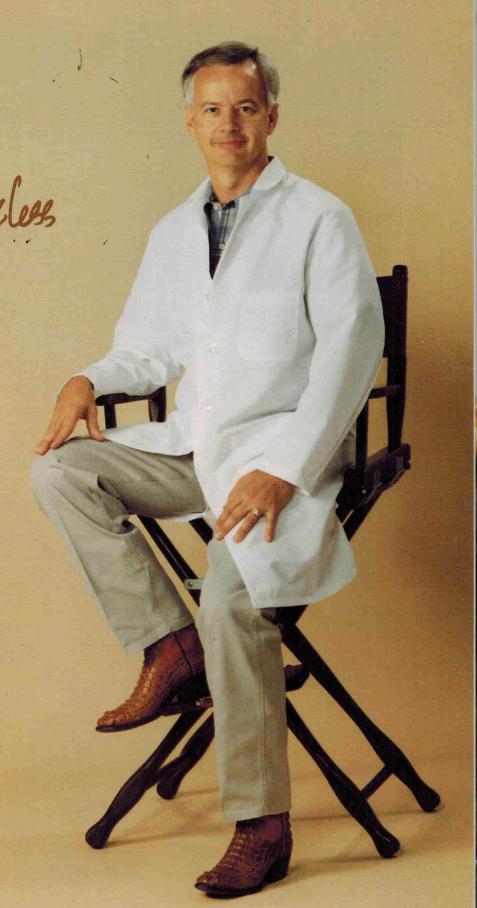


Hello. Im Gary Coucless

I want you to know one thing about our brochure. Every shoe or boot you see here was molded to a person's foot. Each one is crafted to fit . . . not always with the same length or width as its mate, maybe a variation in the arch or heel . . . but they will fit and probably look better than any pair you will ever own!





e think the versatility and distinctive design of our work will be apparent to you and we are proud of our reputation for it. But we want to tell you more about the best footwear made anywhere.

Because of our background and the orthopedic requirements of 40% of our clientele, we build every pair with the same precise measurements and unique materials not found in products off the shelf.

Here are three reasons why we make the best.

- 1. Every boot or shoe is constructed around a non-allergenic orthopedic inlay heated to 250° molding it to a perfect fit.
- 2. Every boot or shoe has a triple ribbed, heat treated steel arch. This feature is especially important in workboots.
- 3. Every boot or shoe has a contoured heel counter. The heel will fit better without slipping.







Selecting the materials will be exciting. Choose from exotics such as Anteater, Ostrich leg, Lizzard, tough Elephant or Bull hides. The rarity of these skins are unpredictable and some may actually be one of a kind. All of our inventory of leathers and skins are on display - the range of colors and textures seem endless.



Tobacco Ostrich leg and Dark Brown Kangaroo tops with inlay cord and stitch design.



Crocodile tail overlay detail.



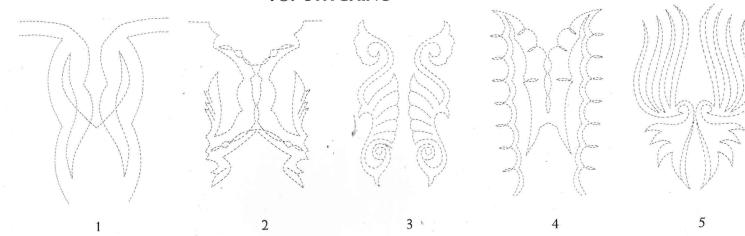


Snuffed Spanish Bullhide available in glazed and waxed finishes.



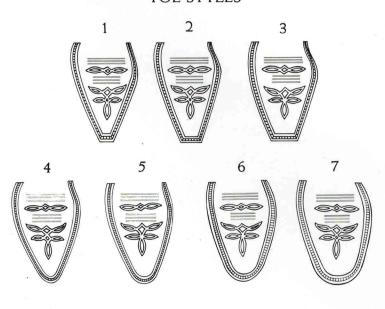
Buttercup Crocodile and Ostrich tops overlayed with Crocodile tail.

TOP STITCHING

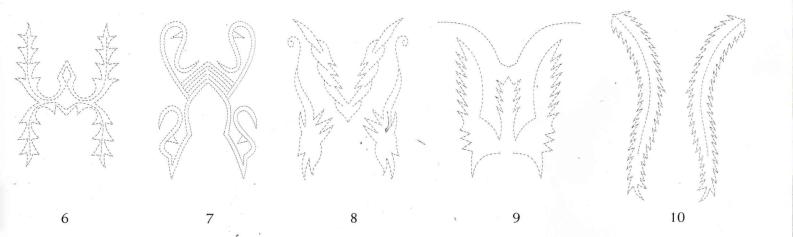


Your boots may be personalized with any design you wish. These samples of top stitching can be in color or with inlay or overlay in any material. We do personal initials or company logo designs everyday. We enjoy doing creative work!

TOE STYLES



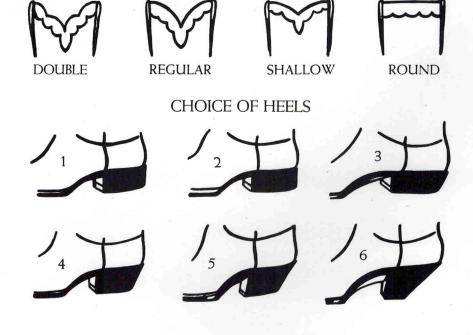






I nitialed pull straps are a popular choice. The toe, scallop and heel styles available are shown here. You will choose from the finest, long lasting materials available for the linings, heel bases, heel caps and outsole.

CHOICE OF SCALLOPS









herever you go in North America, Africa or Europe or whatever the game, you will appreciate our tough and durable boots. They will provide the ultimate fit and control. You can find the Loveless label inside hunter's boots on six continents.



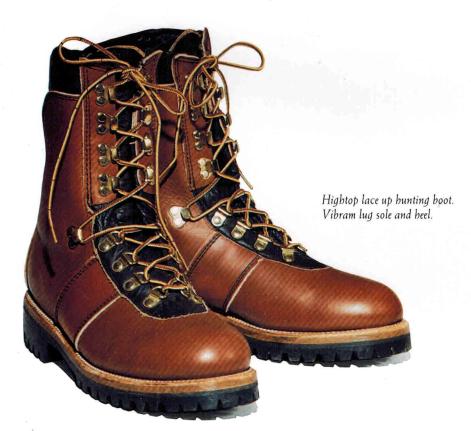


Cognac Ostrich lacers.



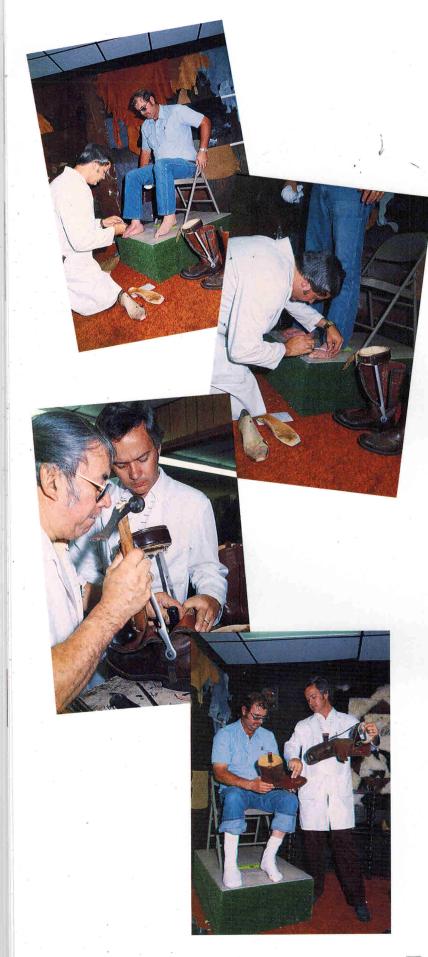
Super light weight Kangaroo hide hunting boots.

any of our customers come to us simply because they want and appreciate the exquisite materials and fine workmanship. Others want a unique feature or design. But nothing will beat a work boot that fits for control and safety. Most styles can have steel toes for added safety. We guarantee the fit as well as every feature of the boot.





Moccasin toe 9" high, crepe wedge sole and heel.



here are good reasons why you can be confident with any footwear we make for you.

Gary L. Loveless is a Certified Orthotist with ten years of specialized study at Northwestern University of Chicago, UCLA Medical School and University of California Medical School at San Francisco. Gary also crafted braces and artifical limbs for the U.S. Army from 1966 to 1969.

Approximately 25% of our customers are referred to us by doctors including Veterans Administration doctors from five states. When we see orthopedic problems that need medical attention, we suggest a visit to their personal physician. We will not make any measurement until the problem has been resolved or the physician contacts us.

We want to assure you and your doctor that we will not be content to build unattractive, sanitary protection for the feet. We are determined to use creative orthopedic engineering to see that you walk as normally as possible in handsome shoes or boots that you will be proud of.





our most rewarding accomplishments come when we are able to put shoes or boots, that appear normal on a person who has lost half of their foot. In many cases, we actually improve the stride with orthopedic mechanics and internal bracing.

Styles and orthopedic requirements may dictate that certain materials not be used. Of course, we will help you with your choice.







