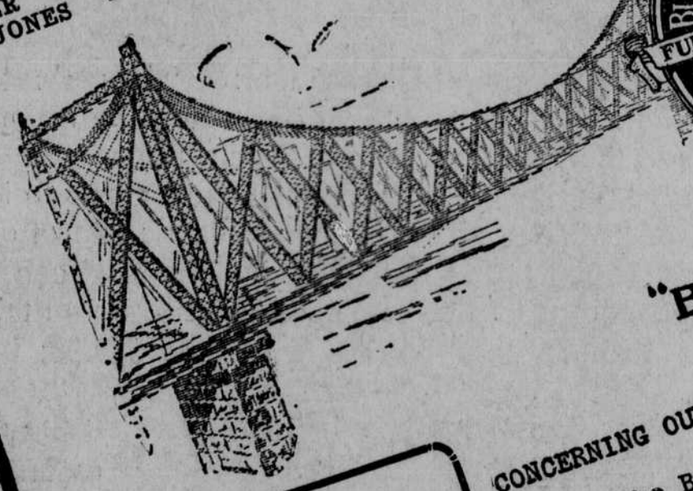
Note our New Name!

Burrow, Jones & Dyer Shoe Co.

T. E. BURROW - - - President
WM. BIEBINGER, 1st Vice-President
J. M. NABORS, Sr., 2d Vice-President
J. T. DYER - - - Secretary
GEO R. JONES - - - Treasurer

BURROW, JONES & DYER FULL VAMPS The Greatest Strain Comes Here SHOE CO. ST. LOUIS.

"SHOEMAKERS"



"Built like a Bridge"

St. Louis, Jan. 9th. 1910.

CONCERNING OUR CHANGE OF NAME:-

The Burrow, Jones & Dyer Shoe Company succeeds the Courtney Shoe Company.

Burrow, Jones & Dyer Full Vamp Shoes succeed Courtney's Full Vamp Shoes.

This happened January 4th. 1910.

Where Courtney has stood for Full Vamp Shoes, B. J. & D. now stands for that same thing, and in addition, the single ambition to make the best wearing, best constructed, most satisfactory shoes for men, women and children that modern methods, improved machinery and skilled labor can produce.

When you buy a pair of B. J. & D.'s Full Vamp Shoes we want you to look on us just as if you had hired us to make your shoes. If they meet your needs and your wishes you keep on employing us. If they don't we expect to be discharged. That's the way we figure it. From the members of the firm, the manufacturing force, our traveling men on down to the office boy we keep this motto ever before us: "The wearer is your boss - if he isn't satisfied you're discharged."

That's the spirit that makes our traveling men so enthusiastic - it's the spirit that makes dealers who carry this line so enthusiastic about selling B. J. & D.'s Full Vamp Shoes - because our dealers and our traveling men know that we advertise the merits of the shoes extensively and in addition back them and the advertising up with the very best shoes we know how to make. And even then if they're not satisfactory the wearer gets his money back. This is the kind of "Get together" idea between all of us; makers and sellers, that Burrow, Jones & Dyer offer to dealer and wearer. It's the new modern method on which our organization is built.

And let us remind you that Full Vamp Shoes (the only kind we make) are insisted on by the United States Government in buying for all Government purposes. Uncle Sam knows what's what in shoes.

For myself - the signer of this letter for this company - I want to say that I am proud to have been chosen the head of an organization that makes you, the wearer and you, the dealer, my bosses. You are modern - we are modern; you want the best - we're trying our best to make the best. Let's get together on and in B. J. & D.'s Full Vamp Shoes.

Yours very truly,

Burrow, Jones & Dyer Shoe Co.

H. E. Burrow
President

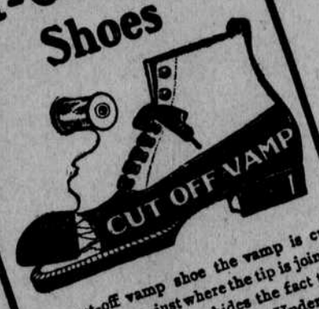
P.S. TO DEALERS. Our men are in the field for the new year with a great line of Spring styles. If you want to see the best styles of the best shoes made write, wire or telephone (our expense) and a salesman will call.

"Full Vamp Shoes Are Right"—Ask the Wearer

B. J. & D's Full Vamp Shoes

Please note in illustration the fact that under the tip is the good, strong leather of the uncut vamp. This marks the difference between B. J. & D.'s Full Vamp Shoes and cut-off vamp shoes—the kind other manufacturers make. You will see that at the point of greatest strain (just below where the toes bend) the shoe is extra strong because the vamp extends full down to the sole in a strong, uncut, unpatched piece of leather. The tip is put on over this leather and acts as an extra, wear resisting shield. Yet if the tip were taken off you would still have a complete, strong, fine shoe in every particular. That's the reason why the United States Government will buy nothing but full vamp shoes for all Government purposes.

Cut-Off Vamp Shoes



In a cut-off vamp shoe the vamp is cut off at the toes—just where the tip is joined to the vamp. The tip hides the fact that the vamp has been cut off. Under the tip is just a glue stiffened piece of canvas or similar substitute. All that holds the shoe together is a little cement and two rows of stitching. Thus the shoe is made weakest at the point of greatest strain. In other words, in a cut-off vamp shoe you have only a patched shoe at the very start—when the shoe is new. That's the reason why the United States Government will not buy cut-off vamp shoes under any conditions.

Our New Trade Mark

BURROW, JONES & DYER FULL VAMPS The Greatest Strain Comes Here SHOE CO. ST. LOUIS.

"Masterbilt" for Men
"Lady Jefferson" for Women
"Tom Boy" for Girls--for Boys