

*As it turns out,  
Dr. Martens  
has been making  
running shoes for  
over 30 years.*



Admit it. You read the headline and then looked right at the thing. No shame. It's a mistake a lot of people are likely to make.

Well, you might want to take a second look. This time at the bobby, if he wasn't running so bloody fast you probably would have noticed that he's wearing a pair of Dr. Martens as well. And, of course, since he also happens to be the good guy, he's the one we'd rather tell you about.

Over the past thirty years, Dr. Martens have become almost standard equipment for the courageous bobbies of the English police force.

After all, ours is arguably one of the most finely-constructed, comfortable work boots in the world. So, it only figures that people who spend exorbitant amounts of time on their feet find us absolutely indispensable. Especially policemen who quite often find themselves on the business end of a harrowing chase.

What makes our boots so comfortable is our singular Dr. Martens air-cushioned sole. (It may come as a surprise to many that Dr. Martens was dabbling in air-cushioned soles way back in the beginning, long before today's many athletic shoe companies.)

Our sole is made of a flexible, yet rugged elastomeric material that gives when you walk. And since it's full of thousands of tiny air bubbles, its distinct cushioning makes for a unique experience in the world of work boots. You can work in them, walk in them, run in them, play in them, stand around in them and do all the other things you're not supposed to be able to do comfortably in a pair of work boots. (You can even chase ne'er-do-wells in them.)

Of course, a sole is only as good as the shoe it's attached to.

That's why every single Dr. Martens boot uses only the finest carefully cured leathers to create our unique English uppers.

The leather has to be tough as nails, yet pliable enough to stay comfortable and look handsome for years to come. (Believe us when we say, it isn't easy to find tough, yet sensitive

cattle. But, alas, somehow we've been able to manage.)

all-leather Goodyear-welted upper to the sole using a revolutionary technique we developed called "Tunck's Process."

It's a patented procedure that actually heat seals the upper and sole of the shoe together to make it one virtually inseparable and indestructible piece. A nice change from stitched soles that tend to fall apart over time.

The result is a shoe that will cushion your feet through riot just days and nights of arduous work, but years of days and nights of arduous work. (Sorry.) The point is, we meticulously craft and construct every single pair of Dr. Martens to last you a very long time.

Of course, if this durability gives you the impression that you'll only have to buy one pair of Dr. Martens for the next ten years, we respectfully submit you may want to rethink your position.

Indeed, we make so many different styles and colors of boots and shoes, it may be difficult for you to settle on just one pair.

For instance, the 8-eyelet 1460 boots shown above will feel right at home on an assembly line, working in the yard, hunting in the woods, or hauling bricks down at the local construction site.

Now, for some reason, the same boots will also look great with a carefully tailored suit worn for your next presentation at work.

Women will find that our boots and shoes complement any number of varied looks as well. To those of you who think the shoes look a little clunky with some of your finer apparel, we have only one thing to say: *Exactly.* It happens to be a very good look.

And besides, what other chance will you have in life to dress like a dapper English policeman? Not many, we'd wager.

As far as craftsmanship and style go, we've been making Dr. Martens the same way in Wollstone, England, for well over thirty years because, quite simply, that's the way they should be made. Just ask any one of the many policemen who swear by them.

After all if you can't trust a cop, who can you trust? Find the Dr. Martens outlet nearest you, just pick up your telephone today and give us a ring at 800-866-0985.

