

# WEST COAST SHOE COMPANY

*Premium tires for my feet*

I HAVE ODD-SHAPED, EXTRA-WIDE FEET THAT have always made it difficult to find properly fitted footwear. The only consolation is that I inherited the trait from my father, who, when growing up in Europe, at times didn't even have shoes to wear. How could I ever complain?

So, over the years, I squeezed my poor dogs into places they had no business being in order to own the footwear I wanted or needed. In my 20-plus year riding career, I have had better luck with motorcycle boots, since they often come in wide sizes. Nonetheless, they would be uncomfortable until fully broken in and not last long once they were.

Since my feet have done a marvelous job of carrying me around in life, I decided it was time they were rewarded with some custom-made boots. So, I contacted the West Coast Shoe Company, and requested a catalog and a fit form. To ensure a proper fit, with all the required tracing and measuring, I enlisted the help of my sister Marija — no one sizes up feet quite like her.

With the paper work done and my catalog option chosen, it took about seven weeks for my 10" Jobmaster boots to arrive. (Note: Time varies depending on how busy the Wesco's craftsmen



are, so order now to get your pair for the start of this year's riding season.) I spent the next week breaking them in until I was comfortable wearing them all day. From that point on I started riding in my boots, and I'm psyched to say that they get more comfortable every day. Now it seems like they are part of my feet. Like premium tires, Wesco boots will cost a bit more than your run-of-the-mill treads, but I have no doubts I'll get far more mileage out of these than any lesser priced footwear.

Until now, I never had the pleasure of owning custom-made boots. I strongly suggest you get your feet measured and order yourself a pair. Or, better yet, next time you're riding near Scappoose, Oregon, visit the folks at Wesco and have them fit you for a pair. I guarantee I'll be stopping by, if for nothing else than to thank the people who built my boots. **AIM**

## SOURCES

**West Coast Shoe Company**  
800/326-2711  
[www.WescoBoots.com](http://www.WescoBoots.com)