



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Warshaw Collection of Business Americana Subject Categories: Shoes

NMAH.AC.0060.S01.01.Shoes

Max Howell

Funding for partial processing of the collection was supported by a grant from the Smithsonian Institution's Collections Care and Preservation Fund (CCPF).

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Shoes
Date:	1794-1961
Identifier:	NMAH.AC.0060.S01.01.Shoes
Creator:	Warshaw, Isadore, 1900-1969
Extent:	5.57 Cubic feet (consisting of 11.5 boxes, 1 folder, 5 oversize folders, 3 map case folders, 1 flat box (partial).)
Language:	Collection is in English. Some items are in German.
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Accounting and Bookkeeping</i> forms part of the Warshaw Collection of Business Americana, Subseries 1.1: Subject Categories. The Subject Categories subseries is divided into 470 subject categories based on those created by Mr. Warshaw. These subject categories include topical subjects, types or forms of material, people, organizations, historical events, and other categories. An overview to the entire Warshaw collection is available here: Warshaw Collection of Business Americana
Digital Content:	Image(s): Warshaw Subject Category: Shoes

Administrative Information

Acquisition Information

Shoes is a portion of the Business Ephemera Series of the Warshaw Collection of Business Americana, Accession AC0060 purchased from Isadore Warshaw in 1967. Warshaw continued to accumulate similar material until his death, which was donated in 1971 by his widow, Augusta. For a period after acquisition, related materials from other sources (of mixed provenance) were added to the collection so there may be content produced or published after Warshaw's death in 1969. This practice has since ceased.

Forms Part Of

Forms part of the [Warshaw Collection of Business Americana](#) .

- [Series 1: Business Ephemera](#)
- [Series 2: Other Collection Divisions](#)
- [Series 3: Isadore Warshaw Personal Papers](#)
- [Series 4: Photographic Reference Material](#)

Processing Information

In 2016, with funding provided by the Smithsonian Institution's Collections Care and reservation Fund, the Archives Center at the National Museum of American History implemented the use of minimal level processing standards to increase information about and facilitate access to more of our collections.

For this subject, minimal processing included arrangement to the folder level, based on prior processing and preservation action, with retention of the pre-existing arrangement when possible, if applicable. Otherwise, an order was imposed by the Processing Archivist. Some materials were consolidated to eliminate excess bulk but items within folders were not arranged further. The guide may or may not include a more refined lists of folder contents. Non-archival housing was replaced for long-term stability, but staples and other fasteners have not all been removed.

Minimal level processing and machine-readable finding aid completed by Max Howell, 2017 March.

Preferred Citation

Warshaw Collection of Business Americana Subject Categories: Shoes, Archives Center, National Museum of American History, Smithsonian Institution.

Restrictions

Collection is open for research. Some items may be restricted due to fragile condition.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Scope and Contents

Materials relate to the manufacturing and sales of footwear primarily in the United States. This includes shoes, boots, sandals, slippers, moccasins, tip shoes, orthopaedic modified designs (extension shoes), storm boots, gaiters, foul weather rubbers, plus accessories or replacement parts like laces, heels, soles, and slip on rain/mud guards, cobblers and the repair of shoes.

Design improvements such as the "standard screw fastened" often appears in ads. Some common themes appear regularly in ads and images: people living or being transported in footwear (Old Mother Hubbard, shoes as boats, sleds), cats (a la Puss in Boots), and horseshoes. However, this category only covers footwear for men, women, and children, both casual styles and for dress. For actual horseshoes, see subject category *Horses*. While there may be an incidental exception, lacking also is the presence of shoes specifically for certain professions (nursing, steel-toed workboots), dance (ballet, tap), or sports (cleats, riding boots, hiking, waders for fishing or hunting).

The bulk of the subject category comprises of business records, advertisements, and catalogues created by manufacturers and distributors of shoes. Oversize material included with the series comprise of additional business records including price lists, printed advertisements, and catalogues. Material includes import and export documents and records of patents.

Additional material includes serial publications from trade magazines, and realia in the form of shop signage and token coins. Material related to specific subject areas provides brief overviews of the shoe trade history, shoe construction, and shoe care intended for a general audience, as well as shoe and leather information intended for tradesmen.

No particular depth is present for any singular subtopic though some publications may provide general and historical overviews of various aspects of the shoe industry. A small number of German language material is within the collection and is indicated in folder descriptions when present.

Arrangement

Shoes is arranged in three subseries.

- Business Records and Marketing Material
- Genre
- Subject

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Bootmakers
Consumer goods -- Catalogs
Orthopedics
Patents
Retail trade
Shoe industry
Shoe machinery
Shoemakers
Shoes -- Fitting
Shoes -- Sizes
Trade associations

Types of Materials:

Advertisements
Advertising
Advertising cards
Advertising fliers
Advertising mail
Business cards
Business ephemera
Business letters
Business records
Catalogs
Catalogues
Commercial catalogs
Commercial correspondence
Correspondence
Ephemera
Illustrations
Invoices
Legal documents
Letterheads
Mail order catalogs
Manuals
Manufacturers' catalogs
Periodicals
Photographs
Print advertising
Printed ephemera
Printed material
Printed materials

Publications
Publications -- Business
Realia
Receipts
Reports
Sales catalogs
Sales letters
Sales records
Signs (declaratory or advertising artifacts)
Trade cards
Trade catalogs
Trade literature

Container Listing

Business Records and Marketing Material, 1818-1961, undated

Scope and Contents: Contains business records of manufacturers and merchants involved in the shoe industry, advertisements, trade cards, and correspondence. Some promotional materials like give-away calendars, blotters, and novelty booklets with lore, stories, or shoe history are present. No complete or substantial amount of records exist for any single company.

Box 1, Folder 1-2	A, 1818-1915, undated
Box 1, Folder 3-6	B, 1847-1914, undated Notes: Includes Buster Brown.
Box 2, Folder 1	B, 1847-1914, undated
Box 2, Folder 2-4	C, 1827-1914, undated Notes: Includes Candeas.
Oversize 217	Cat's Paw Never slip Cushion Rubber Heels, undated Notes: 5 copies of same. Paper/board molded advertisement in the shape of a cat. Note: each form is two pieces, one pair has separated.
Box 2, Folder 5-6	D, 1852-1925, undated
Box 3, Folder 1	E, 1856-1914, undated
Box 3, Folder 2-3	F, 1843-1908, undated
Map-folder 13	Frank Miller's Crown Dressing, undated Notes: Advertising poster.
Box 3, Folder 4-5	G, 1836-1961, undated Notes: Includes Goodyear Rubber Company. Goodyear introduced the rubber welting process and subsequent machinery which greatly improved the durability and weather resistant characteristics of rubber soled shoes.
Box 3, Folder 6-7	H, 1833-1934, undated
Box 4, Folder 1-2	H, 1833-1934, undated Notes: Note: A single advertisement in folder 4 is the only item for the popular brand Hush Puppies.
Box 4, Folder 3	I, 1873-1903, undated
Box 4, Folder 4	J, 1854-1924, undated

Box 4, Folder 5-6	K, 1817-1913, undated
Box 4, Folder 7-8	L, 1851-1903, undated
Box 5, Folder 1-2	M, 1855-1912, undated
Box 5, Folder 3	N, 1854-1902, undated
Box 5, Folder 4	O, 1856-1912, undated
Box 5, Folder 5-6	P, 1849-1926, undated
Map-folder 13	Packard Shoe Company, undated Notes: Advertising poster.
Box 6, Folder 1	Q, 1858-1898, undated
Box 6, Folder 2-3	R, 1846-1913, undated
Map-folder 13	Rice and Hutchins Incorporated, undated Notes: Advertisements and shoe cut style sheet.
Box 6, Folder 4-6	S, 1857-1912, undated
Box 7, Folder 1	T, 1840-1910, undated
Box 7, Folder 2	U, 1836-1928, undated
Map-folder 16	United States Rubber Company, undated Notes: Advertising booklet for footwear titled "Two Feet - Whose Are They?"
Box 7, Folder 3	V, 1856-1873, undated
Box 7, Folder 4-6	W, 1837-1916, undated
Map-folder 13	Woonsocket Boots and Shoes Company, undated Notes: Advertising poster.
Box SUPP 27, Folder 12	Marketing Material, 1930, undated Notes: Trade cards, advertisements, and circulars for slippers, shoes, boots, moccasins, Magnetic Shields insoles, "Standards" Spats, and loofah socks.
Box 7, Folder 7	Miscellaneous, 1828-1877, undated
Box 7, Folder 8	Import / Export Documents, 1853-1890

Oversize 185, Folder
5-7

Oversize Miscellaneous, 1853-1900, undated
Notes: Contains price lists, advertisements, catalogues. Contains German language material.

Oversize 57, Folder
6-7

Oversize Miscellaneous, 1836-1941, undated
Notes: Contains advertisements, price lists, catalogues, and images. Includes German language material.

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Genre, 1794-1961

Scope and Contents: Contains catalogues that list shoes and shoe-related supplies, published company histories, images and creative writing about shoes, patents, realia including coins and signage, and serial publications.

Catalogues, 1886-1961

Box 8, Folder 1-2

A, 1878-1924, undated

Notes: American Shoe Machinery and Tool Company (undated), Anderson Shoes and Hosiery (1924), Apex Shoes (5 catalogues. 1912-1919), Henry Arthur (1878), Atlas Shoe Company (3 catalogues. 1900-1915).

Box 8, Folder 3-4

B, 1883-1914, undated

Notes: Baker-Bayles Shoe Company (2 catalogues. Undated), Joseph Banigan Rubber Company (2 catalogues. 1901-1904), Batchelder and Lincoln Company (2 catalogues. 1901-1902), Beacon Falls Rubbers (1914), Berkshire Specialty Company (undated), Brockton Co-operative Boot and Shoe Company (1911), Brown Shoe Company (1907), Boston Rubber Shoe Company (5 catalogues. 1896-1902), Burt and Packard Company (2 catalogues. 1914), Bussell Trimmer Company (1883), Buster Brown Shoe Company (3 catalogues. 1903-1909).

Box 8, Folder 5-6

C, 1887-1914, undated

Notes: L. Candee and Company (2 catalogues. 1887, undated), Champion Shoe Machinery (1909), J.D. Chantler and Company (undated), Clark-Hutchinson Company (3 catalogues. 1901-1903), Coward Good Sense Shoe (3 catalogues. 1905, undated), A.F. Cox and Son (3 catalogues. 1901-1905), A.M. Creighton (1914), Cummings Company Incorporated (1905).

Box 9, Folder 1

D, 1895-1913, undated

Notes: Geo. F. Daniels and Company (1895), Diamond Foot Support Company (2 catalogues. Undated), Dorothy Dodd Shoe Company (2 catalogues. 1908-1913), DuPont (undated).

Box 9, Folder 2

E, 1911-1928, undated

Notes: Endicott Johnson and Company (2 catalogues. 1911-1928), Edmonston and Company (undated).

Map-folder 13

Endicott-Johnson Company, 1909 January 15, undated

Notes: 2 catalogues.

Box 9, Folder 3

F, 1896-1919, undated

Notes: C.H. Fargo and Company (1896), Nath'l Fisher and Company (2 catalogues. 1919, undated).

Box 9, Folder 4

G, 1891-1896

	Notes:	Goodyear Rubber Company (1 catalogue, 1 insert. 1891-1896).
Box 9, Folder 5	H, 1901-1961 Notes:	Hitchcock Shoes (5 catalogues. 1959-1961), Hosmer Codding Company (4 catalogues. 1901-1904).
Box 9, Folder 6	I, 1945, undated Notes:	International Shoe Company (2 catalogues. 1945, undated).
Box 9, Folder 7	K, 1898-1910, undated Notes:	Geo. E. Keith Company (3 catalogues. 1898-1910, undated).
Box 9, Folder 8	L, 1895-1901 Notes:	Lamkin and Foster (2 catalogues. 1895-1901).
Box 9, Folder 9	M, 1894-1959, undated Notes:	WM. F. Mayo and Company (4 catalogues. 1900-1911), James Means and Company (undated), Adolph Meyer and Company (6 catalogues. 1894-1902), Milton J. Meyer and Company (1902), Morse and Rogers (4 catalogues. 1900-1912, undated), Morse, Eddy and Company (1876).
Map-folder 11	Miles Shoes, undated	
Box 9, Folder 10	N, 1932 Notes:	Newcomb Endicott Company (2 catalogues. 1903), Nu-Matic Shoe Company (1932).
Box 10, Folder 1	P, 1900-1907 Notes:	Parker Holmes and Company (7 catalogues. 1900-1905). Thomas G. Plant Company (2 catalogues. 1900-1907).
Box 10, Folder 2	R, 1906-1933, undated Notes:	Radcliffe Shoe Company (undated), Ralston Health Shoes (undated), Rambler Shoe Company (1907), Regal Shoe Company (3 catalogues. 1906-1907, undated), Robinson-Bynon Shoe Company (1933), B. Rosenberg and Sons Incorporated (undated).
Box 10, Folder 3-5	S, 1886-1926 Notes:	A.I. Scott and Company (1896), Smith and Herrick Company (50 catalogues. 1904-1926), Smith, Pratt, and Herrick Company (1891), Streeter Brothers (1886).
Box 11, Folder 1	T-U, undated Notes:	J.P. Twaddell (2 catalogues. Undated), Utz and Dunn (undated).
Box 11, Folder 2	W, 1894-1905	

	Notes:	Warren Boot and Shoe Company (1894), White-Dunham Shoe Company (1905), Winch Brothers (5 catalogues. 1894-1903).
Box 11, Folder 3		Company Guides and Literature, 1902-1927, undated
Box 11, Folder 4	Diary, of a Shoemaker, 1865 Notes:	The pocket diary of William H. Sadden of Pittsford, New York with daily, handwritten entries chronically his work as a shoemaker, business and personal expenses, along with both trivial and significant events.
Box 11, Folder 5	Images, 1958, 1884, undated Notes:	B&W and color prints and illustrations. Includes an early B&W photograph of the interior of Mr. Baril's Cobbler Shop & Shine Parlor of New Hampshire, commemorating his 1958 retirement.
Box 11, Folder 6		Patents, 1794-1874
		Realia
Box 11, Folder 7	Miscellaneous, 1883, undated Notes:	Two tokens, a small branded mirror, 4 cards each with a pair of Holdfast shoe-lace ties.
Oversize 217	Sign, [city street boot shine], undated Notes:	Unbranded. Wooden. Color image depicting two men (Caucasian, African American) in a boot shine scene on city street, with dog type animals featured and building plus a carriage in background. Ornate border, shellacked, with Crump Label Company printed on lower edge. In enclosure.
Box 11, Folder 8		Serial Publications, 1877-1913
	Boots and Shoes, 1885 May Notes:	Volume 7, Number 2.
	Push, 1903-1913 Notes:	10 issues. 1903 May, 1904 January, 1905 May, 1905 June, 1906 March, 1910 November, 1911 August, 1912 May, 1913 January, 1913 December.
	Shoe and Leather Reporter, 1877 November-1878 September Notes:	7 issues. 1877 November 01, 1877 November 08, 1878 March 28, 1878 April 04, 1878 April 11, 1878 April 18, 1878 September 05.
	Shoe Budget, 1895-1896 Notes:	2 issues. 1895 December, 1896 August.

Shoe Merchant, 1901 September

Notes: Volume 9, Number 6.

Shoe News, 1910 May

Notes: Volume 9, Number 7.

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Subject, 1847-1959

Box 12, Folder 1	History of Shoe Trade, 1872-1959, undated Notes: Contains historiographical overviews of the shoe and leather trades, how women's shoe designs evolved, and anecdotes of shoemakers.
Box 12, Folder 2	Shoe Construction, 1872-1940, undated Notes: Consists of descriptions of the shoe manufacturing process. Material is both intended as general instruction and specific descriptions of company design and creation processes.
Box 12, Folder 3	Shoe and Foot Care, 1863-1936 Notes: Contains information about general shoe and foot care, including how to purchase shoes, how to care for them and feet, and signs of improperly fitting footwear. Contains German language material.
Box 12, Folder 4	Tradesmen Literature, 1847-1927 Notes: Contains literature primarily intended for shoe manufacturers. Includes accounts of experiments with India Rubber, background on international competition in the leather trade, descriptions of advantages of electric drives for shoe factories, how to effectively dress shop front windows for shoe stores, and effective shoe advertising methods.

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