



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Stall and Dean
Company Records, 1898-1998

NMAH.AC.0669

Cathy Keen

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Stall and Dean Company Records
Identifier:	NMAH.AC.0669
Date:	1898-1998
Extent:	1 Cubic foot (3 boxes, 2 oversized folders)
Creator:	Jackson, Harry Stall and Dean Co.
Language:	English
Summary:	Series 1, Stall and Dean's product catalogs, 1904-1973; Series 2, Stall and Dean's price lists, 1919-1966, and order blanks, 1998; Series 3, Promotional brochures, 1913 and 1926; Series 4, Catalogs of Stall and Dean's competitors, 1898-1966; Series 5, Non-sports catalogs, manuals and other printed materials, 1934-1962; and Series 6, Illustrations and graphic materials, undated.

Administrative Information

Acquisition Information

The collection was donated to the Archives Center in October 1998 by the current owner, Harry Jackson.

Processing Information

Collection processed by Cathy Keen, September 30, 1999.

Preferred Citation

Stall and Dean Co. Records, 1898-1998, Archives Center, National Museum of American History. Gift of Stall and Dean Co.

Restrictions

Collection is open for research.

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Biographical / Historical

Started in 1898 in Brockton, Massachusetts by Walter Thomas Stall and Charles Dean, the Stall and Dean Company is one of the oldest sporting goods manufacturers in America. Their first catalog offered baseball and basketball uniforms, and footballs and football helmets. The business rapidly expanded, and within a few years, they were producing athletic shoes for numerous sports: caps, bats, balls, mitts and fielding gloves for baseball; boxing gloves; tennis rackets; nets for tennis and volleyball; and supporters and protective equipment. Eventually, Mr. Stall bought out Mr. Dean's share of the business, but the company name has remained Stall and Dean.

Stall and Dean was the first American company to manufacture hockey jerseys and equipment, outfitting the original six member teams of the National Hockey League. Many Hall of Fame athletes from many sports wore Stall and Dean uniforms, including Bobby Orr and Ted Williams, and their catalogs contained endorsements from many famous players, including Ty Cobb. They manufactured uniforms and equipment for high schools and colleges as well as for the pros. With the "Safeslide" flannel baseball uniform being just one of their innovations, they adapted to the changing times and changes in style and materials in sports apparel, and these changes are well documented in the company's catalogs. In a 1975 article in the *Brockton Enterprise*, Richard Stall, Jr., the third generation owner of the company, extolled the virtues of polyester double knit fabrics, saying "...they look marvelous and they have replaced flannels." While the company adapted to stylistic changes, it has remained in its original factory and still produces uniforms on some of the same turn-of-the-century sewing machines it purchased new. In a 1998 article in *Yankee* magazine, an employee named Kevin Gosciak referred to Stall and Dean as "a museum of American manufacturing."

Scope and Contents

This collection is divided into six series: Series 1, Stall and Dean's product catalogs, 1904-1973; Series 2, Stall and Dean's price lists, 1919-1966, and order blanks, 1998; Series 3, Promotional brochures, 1913 and 1926; Series 4, Catalogs of Stall and Dean's competitors, 1898-1966; Series 5, Non-sports catalogs, manuals and other printed materials, 1934-1962; and Series 6, Illustrations and graphic materials, undated. Of these, the picturesquely illustrated catalogs of Stall and Dean and its competitors are by far the richest resource for research. Many are annotated and/or contain fabric swatches attached to the pages. They contain a wealth of information about the development of sporting goods and uniforms throughout the twentieth century.

Arrangement

Divided into 6 series.

Names and Subject Terms

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

Subjects:

Sporting goods industry
Sports uniforms

advertising

Types of Materials:

Manufacturers' catalogs

Order forms

Price lists

Container Listing

Series 1: Stall & Dean Co. Sports Equipment Catalogs, 1904-1973

Stall & Dean Sports Equipment Catalogs, 1904-1909

Box 1, Folder 1 *Spring and Summer, 1904*

Box 1, Folder 1 *Fall and Winter, 1905*

Box 1, Folder 1 *Spring and Summer, 1909*

Stall & Dean Sports Equipment Catalogs, 1908-1913

Box 1, Folder 2 *Fall and Winter, 1908 - Fall and Winter, 1913, 1908-1913*
(Bound together)

Stall & Dean Sports Equipment Catalogs, 1911-1914

Box 1, Folder 3 *Spring and Summer, 1911*

Box 1, Folder 3 *Fall and Winter, 1913*

Box 1, Folder 3 *Spring and Summer, 1913*

Box 1, Folder 3 *Summer and Winter, 1914*
(the last three are bound together)

Stall & Dean Sports Equipment Catalogs, 1914-1915

Box 1, Folder 4 *Summer and Winter, 1914*
(annotated)

Box 1, Folder 4 *Summer and Winter, 1915*

Stall & Dean Sports Equipment Catalogs, 1913-1915

Box 1, Folder 5 *Basketball and Gymnasium Clothing, 1913-1914*
(with swatches)

Box 1, Folder 5 *Spring and Summer, 1914*

Box 1, Folder 5 *Fall and Winter, 1914-1915*

Box 1, Folder 5 *Spring and Summer, 1915*

Stall & Dean Sports Equipment Catalogs, 1915-1916

Box 1, Folder 6 *Fall and Winter, 1915-1916*

Box 1, Folder 6 *Spring and Summer, 1916*

 Stall & Dean Sports Equipment Catalogs, 1917-1919

Box 1, Folder 7 *Summer and Winter, 1917*
 (annotated)

Box 1, Folder 7 *Fall and Winter, 1918-1919*

 Stall & Dean Sports Equipment Catalogs, 1919

Box 2, Folder 1 *Spring and Summer, 1919*
 [Image\(s\)](#)

Box 2, Folder 1 *Spring and Summer, 1919*
 (annotated)

 Stall & Dean Sports Equipment Catalogs, 1919-1920

Box 2, Folder 2 *Catalog of Baseball Uniforms, 1919*
 (annotated, with swatches)

Box 2, Folder 2 *Fall and Winter, 1919-1920*

 Stall & Dean Sports Equipment Catalogs, 1919-1922

Box 2, Folder 3 *Fall and Winter, 1919-1920*

Box 2, Folder 3 *Fall and Winter, 1920-1921*

Box 2, Folder 3 *Spring and Summer, 1922*

 Stall & Dean Sports Equipment Catalogs, 1932-1934

Box 2, Folder 4 *Spring and Summer, 1932*

Box 2, Folder 4 *Fall and Winter, 1933-1934*

 Stall & Dean Sports Equipment Catalogs, 1948-1950

Box 2, Folder 5 *Spring and Summer, 1948*

Box 2, Folder 5 *Fall and Winter, 1948*

Box 2, Folder 5 *Spring and Summer, 1950*

 Stall & Dean Sports Equipment Catalogs, 1950-1952

Box 2, Folder 6 *Fall and Winter, 1951*

Box 2, Folder 6 *Spring and Summer, 1951*

Box 2, Folder 6 *Annual, 1952*

 Stall & Dean Sports Equipment Catalogs, 1953-1955

Box 2, Folder 7 *Annual, 1953*

Box 2, Folder 7 *Annual, 1954*

Box 2, Folder 7 *Annual, 1955*

 Stall & Dean Sports Equipment Catalogs, 1956-1958

Box 2, Folder 8 *Spring and Summer, 1956*

Box 2, Folder 8 *Fall and Winter, 1956-1957*

Box 2, Folder 8 *Fall and Winter, 1957-1958*

 Stall & Dean Sports Equipment Catalogs, 1958-1959

Box 2, Folder 9 *Spring and Summer, 1958*

Box 2, Folder 9 *Fall and Winter, 1958-1959*

Box 2, Folder 9 *Spring and Summer, 1959*

 Stall & Dean Sports Equipment Catalogs, 1958-1961

Box 2, Folder 10 *Fall and Winter, 1959-1960*

Box 2, Folder 10 *Spring and Summer, 1960*

Box 2, Folder 10 *Fall and Winter, 1960-1961*

 Stall & Dean Sports Equipment Catalogs, 1959-1963

Box 2, Folder 11 *Fall and Winter, 1961-1962*

Box 2, Folder 11 *Spring and Summer, 1962*

Box 2, Folder 11 *Spring and Summer, 1963*

 Stall & Dean Sports Equipment Catalogs, 1963-1965

Box 2, Folder 12 *Annual, 1963-1964*

Box 2, Folder 12 *Annual, 1964-1965*

 Stall & Dean Sports Equipment Catalogs, 1966-1968

Box 2, Folder 13 *Fall and Winter, 1966-1967*

Box 2, Folder 13 *Annual, 1966-1967*

Box 2, Folder 13 *Fall and Winter, 1967-1968*

Stall & Dean Sports Equipment Catalogs, 1968-1970

Box 2, Folder 14 *Spring and Summer, 1968*

Box 2, Folder 14 *Spring and Summer, 1969*

Box 2, Folder 14 *Fall and Winter, 1969-1970*

Box 2, Folder 14 *Spring and Summer, 1970*

Stall & Dean Sports Equipment Catalogs, 1970-1972

Box 2, Folder 15 *Fall and Winter, 1970-1971*

Box 2, Folder 15 *Spring and Summer, 1971*

Box 2, Folder 15 *Annual, 1972*

Stall & Dean Sports Equipment Catalogs, 1973

Box 3, Folder 1 *Fall and Winter, 1973*
(2)

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Series 2: Stall & Dean Price Lists and Order Blanks, 1919-1998

Box 3, Folder 2	Price Lists for Stall & Dean products, 1919-1958
Box 3, Folder 3	Price Lists for Stall & Dean products, 1958-1966
Box 3, Folder 4	Order blanks (7) for various sports

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Series 3: Stall & Dean Promotional Brochures, 1913 and 1926

Box 3, Folder 5

Two promotional brochures about Stall & Dean, 1926

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Series 4: Catalogs of Stall & Dean's competitors, 1898-1966

Box 3, Folder 6	Dame, Stoddard & Kendall Athletic Department catalog, 1898
Box 3, Folder 7	Golden Sporting Shoe Co. Catalogs, undated and 1923 and 1925
Box 3, Folder 8	Catalog: Kennedy Sporting Goods, Utica, New York, 1959
Box 3, Folder 9	Catalog: MacGregor Sports Equipment, 1961
Box 3, Folder 10	Rawlings Sporting Goods catalogs, 1957-1959
Box 3, Folder 11	Rawlings Sporting Goods catalogs, 1960-1961
Box 3, Folder 12	Rawlings Sporting Goods catalogs, 1966-1967
Box 3, Folder 13	Catalog: Adams Plastics, 1966 (protective sports equipment)

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Series 5: Non-sports catalogs, manuals, and other printed material, 1934-1962

- Box 3, Folder 14 Pamphlet: *How to Budget, Select and Order Athletic Equipment*, 1962
(Athletic Goods Manufacturers Association)
- Box 3, Folder 15 *The Clark Improved Softball Scorebook*, 1934
(The B.H. Clark Co., Inc.)
- Box 3, Folder 16 Pamphlet: *Rules and Regulations, Babe Ruth League*, 1959

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Series 6: Illustrations and graphic materials, undated

Box 3, Folder 17 Three color illustrations of swimwear, undated

Oversize 1 Advertising poster, 1918 (World War I)

[Image\(s\)](#)

The Game [illustrated poster with poem], [ca. 1917-1918]
 1 Item (Multi-colored. Ink on paper.)

[Image\(s\): The Game \[illustrated poster with poem, ca. 1917-1918\].](#)

Stall and Dean Co., Advertiser

Poster advertising sporting goods. "Americans on the battlefield and the football field / Displaying equal levels of determination, a soldier clutching a smoking gun and a running back cradling a football put two different types of defense to the test. The Stall and Dean Co. released this World War I-era poster to advertise its sporting goods." (Text in virtual exhibit.) Below image: 4-line poem entitled "The Game."

Unrestricted research access onsite, by appointment.

Local Numbers

00066901.tif (AC Scan No.)

Exhibitions Note

In "History Wired" virtual exhibit, <http://historywired.si.edu/object.cfm?ID=254>.

Topic: Football players
 United States -- History -- 1913-1921.
 War posters, American -- 1914-1918.
 World War, 1914-1918 -- Posters -- United States

Genre/ Poems
 Form: Posters -- World War, 1914-1918 -- United States

Oversize 2 Two stand-up advertising display signs, undated

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