



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

09/30/99

Archives Center, National Museum of American History

P.O. Box 37012

Suite 1100, MRC 601

Washington, D.C. 20013-7012

[archivescenter@si.edu](mailto:archivescenter@si.edu)

<https://americanhistory.si.edu/archives>

# Table of Contents

Collection Overview .....	1
Administrative Information .....	1
Arrangement.....	2
Scope and Contents.....	2
Biographical / Historical.....	1
Names and Subjects .....	2
Container Listing .....	3
Series 1: Stall & Dean Co. Sports Equipment Catalogs, 1904-1973.....	3
Series 2: Stall & Dean Price Lists and Order Blanks, 1919-1998.....	7
Series 3: Stall & Dean Promotional Brochures, 1913 and 1926.....	8
Series 4: Catalogs of Stall & Dean's competitors, 1898-1966.....	9
Series 5: Non-sports catalogs, manuals, and other printed material, 1934-1962.....	10
Series 6: Illustrations and graphic materials, undated.....	11

---

## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Stall and Dean Company Records
<b>Date:</b>	1898-1998
<b>Identifier:</b>	NMAH.AC.0669
<b>Creator:</b>	Jackson, Harry Stall and Dean Co. (Creator)
<b>Extent:</b>	1 Cubic foot (3 boxes, 2 oversized folders)
<b>Language:</b>	English .
<b>Summary:</b>	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.

### Terms Governing Use and Reproduction

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.

---

## 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 Notes: (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 Notes: (the last three are bound together)

#### Stall & Dean Sports Equipment Catalogs, 1914-1915

Box 1, Folder 4	Summer and Winter, 1914 Notes: (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 Notes: (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 &amp; Dean Sports Equipment Catalogs, 1915-1916

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

Box 1, Folder 6      Spring and Summer, 1916

## Stall &amp; Dean Sports Equipment Catalogs, 1917-1919

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

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

## Stall &amp; Dean Sports Equipment Catalogs, 1919

Box 2, Folder 1      [Spring and Summer, 1919](#)Box 2, Folder 1      Spring and Summer, 1919  
Notes:              (annotated)

## Stall &amp; Dean Sports Equipment Catalogs, 1919-1920

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

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

## Stall &amp; 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 &amp; Dean Sports Equipment Catalogs, 1932-1934

Box 2, Folder 4      Spring and Summer, 1932

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

## Stall &amp; 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 &amp; 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 &amp; 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 &amp; 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 &amp; 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 &amp; 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 &amp; 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 &amp; Dean Sports Equipment Catalogs, 1963-1965

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

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

## Stall &amp; 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 &amp; 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 &amp; 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 &amp; Dean Sports Equipment Catalogs, 1973

Box 3, Folder 1	Fall and Winter, 1973 Notes: (2)
-----------------	-------------------------------------

*[Return to Table of Contents](#)*



## 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

*[Return to Table of Contents](#)*

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

Box 3, Folder 5

Two promotional brochures about Stall & Dean, 1926

[Return to Table of Contents](#)

## 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 Notes: (protective sports equipment)

*[Return to Table of Contents](#)*

## 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  
Notes: (Athletic Goods Manufacturers Association)

Box 3, Folder 15 The Clark Improved Softball Scorebook, 1934  
Notes: (The B.H. Clark Co., Inc.)

Box 3, Folder 16 Pamphlet: Rules and Regulations, Babe Ruth League, 1959

*[Return to Table of Contents](#)*

## 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)

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

1 Item (Multi-colored. Ink on paper.)

Advertiser: Stall and Dean Co.

Language: English.

Notes: 00066901.tif (AC Scan No.)

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."

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

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

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

Oversize 2 Two stand-up advertising display signs, undated

[Return to Table of Contents](#)