

Florsheim Shoes

“In 1892, Milton Florsheim began producing shoes in a small factory located in Chicago, Illinois. The first pairs of Florsheim shoes made by Milton and his father, Sigmund, were a remarkable combination of style, comfort and high quality workmanship.

But shoes were not the only things Milton was building. He realized from the very beginning that a high quality product was only one of the factors necessary for success. A strong distribution network would be essential in making certain his exceptional footwear found its customers – entrepreneurs and self-starters in big cities and small towns across a fast growing nation.”

- 1917: Florsheim becomes one of the principal manufacturers and suppliers of boots for American soldiers in World War I.
- 1941: Half of all the shoes Florsheim makes goes to support the war effort in World War II.
- 1952: Florsheim continues to grow, expanding to 14 factories and 500 retail stores nationwide.
- 1958: Florsheim revolutionizes the industry by being the first to bring shoes out of the back room and put them on display for customers to see.
- 1966: A pair of Florsheim shoes is sold every 4 seconds.
- 1984: Florsheim introduces first-of-akindf computer kiosk allowing customers to order any shoe, not just what was physically on hand at the particular store

I couldn't find just how many Florsheim outlets currently exist, but I imagine that the advent of tennis shows has severely cut into the brand's production and popularity, but for collectors...the company has left behind a nice legacy of matchcovers! [<http://www.florsheim.com/shop/index.html>]

