

United States Department of the Interior
National Park Service / National Register of Historic Places Registration Form

Curtis & Jones Company Shoe Factory
Name of Property

Berks County, PA
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only **one** box.)

Number of Resources within Property
(Do not include previously listed resources in the count.)

- private
- public - Local
- public - State
- public - Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

Number of contributing resources previously listed in the National Register

N/A

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Current Functions
(Enter categories from instructions.)

Industry/Manufacturing facility

Not in use

7. Description

Architectural Classification
(Enter categories from instructions.)

Materials
(Enter categories from instructions.)

No Style

foundation: brownstone

walls: brick

roof: rubber

other: _____

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Curtis & Jones Company Shoe Factory¹ (Curtis & Jones) is located on the corner of North 8th, Oley, and Nicholls Streets within the City of Reading, Berks County, Pennsylvania. This industrial building is located between the railroad tracks on the west and the densely constructed residential neighborhood on the east. Small industrial buildings are located to the south and southeast, with a large industrial complex located several blocks over to the northeast. This six-story, brick masonry industrial building was designed without an architectural style by an unknown architect, and was initially constructed by the George Beard Construction Company in 1902, with the fifth and sixth floors being added in 1908-1909. A second addition, designed by Muhlenberg Bros. Architects, was constructed in 1911-1912 onto the south elevation. The building was operated as a factory until 1973, when it was converted to Reading Outlet Center 10 (ROC 10) in 1974. The building was used for retail purposes until 2001. The building is in fair condition and retains its integrity.

Narrative Description

The building is located on the eastern edge of an industrial corridor, in an area known as the Outlet District, and parallels the Reading Railroad Shops (determined eligible on September 23, 2001). To the west of Nicholls Street are the rail yards and line; to the north and east of North 8th Street is a densely built-up residential neighborhood of three-story, masonry row houses; and to the south are small-scale industrial buildings. Between 1958 and 1971, the rail yards were being transformed into the current Reading Station Outlet Center on Spring Street. In the mid-1970s, the immediate area surrounding Curtis & Jones was transformed into the Reading Outlet Center, with a number of small adjacent industrial buildings converted to retail uses. As a result, a number of these adjacent buildings were demolished to provide for parking lots immediately adjacent to the ROC 10.

The building site slopes slightly from east to west, so that the first-floor windows that are partially below grade and are barely visible on the North 8th Street façade, are completely visible on the Nicholls Street elevation. The building is set back from Oley Street, approximately 10 to 15 feet, with several trees planted in the setback. A Second Empire residence was situated in this location and was demolished between 1978 and 2006 (see Figures 1, 2, 3, 4, 6, and 8). A fire stair was used to exit from the third floor, south elevation into this area, but was removed sometime between 2011 and 2013.

The Curtis & Jones building was originally constructed in 1902 as a 17 bay wide by 10 bay deep, four-story, polygonal brick masonry industrial building with a rectangular open courtyard (Courtyard #1) in the central core that was connected to the west elevation on Nicholls Street via a tunnel (see Figure 1). A two-story masonry loading dock with a small one-story addition was attached to the northwest corner of the building. Surrounding these docks were one-story sheds.² Sometime between 1908 and 1909, two additional floors were added on top of the building so that the building was now six-stories tall (see Figure 4). Three years later, between 1911 and 1912, Muhlenberg Bros. Architects,

¹ The company name appears in various ways: as Curtis & Jones on its 1903 billhead, and as Curtis, Jones and Co. on an earlier billhead and in some newspaper articles. It also appears both ways in the *Industrial Directory of Pennsylvania*.

² The 1904 Sanborn map notes that these are vacant sheds.

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Wyomissing, Pennsylvania, designed a second addition, which was an eight bay wide by 11 bay deep, six-story, U-shaped brick masonry building added onto the south elevation of the main building. The design of the addition was intended to be seamless with the original building and its additional top two floors. It is hard to determine on the south elevation where the second addition is actually located. The only key is found in the first-floor windows. The original first-floor windows have a very small top sash. In the addition's first-floor windows, the top sash are much larger (see Figures 6 and 7).

The construction of this second addition between 1911 and 1912, resulted in a second square, referred to as Courtyard #2. Both courtyards provided additional light into the interior core of the building. Sometime between 1912 and 1933, the original two-story building and sheds were removed and replaced with a garage for six autos and a one-story, brick masonry garage was added to the northwest corner of the north elevation (see Figures 2 and 3). The entire building was operated as a shoe factory until 1973. From 1974 until 2001, the building was known as the Big Mill or ROC 10 and was operated as a retail outlet center. The outlet center closed and the building has been vacant since 2001. After the roof collapsed into the center of the main building, a new roof was installed in 2006. At an unknown time between 1987 and 2006, the boiler house was removed from the interior of Courtyard #1.

Exterior

Characteristic of industrial architecture, the architectural style of the Curtis & Jones building is expressed primarily through its pilasters, window detailing, and corbelled cornice, which are common in the early industrial buildings. This rhythm is reinforced by the use of a repetitive fenestration pattern on three major elevations (see Photographs 1 and 2). The pattern is further emphasized by the continuation of an elaborate brick belt course in the second addition. The building is constructed of brick masonry and is supported structurally by wood column beams with cast iron beam seats. The roof is flat. The building's interior is typical of the site and period, with painted brick exterior walls, finished wood floors, and beam ceilings. Within the centerline of the main building and its addition is a central or regularly spaced column line in order to allow the maximum amount of space available for use.

East Elevation (North 8th Street)

The primary elevations of the Curtis & Jones building front on North 8th and Oley Streets, with the front façade (east elevation) facing North 8th Street (see Photograph 1). The cumulative effect of this industrial building with its two additions is now a 25 bay wide by 11 bay deep, brick masonry building that was constructed between 1902 and 1912. The building sits on a brownstone foundation. The upper façade is defined by the repetitive pattern of the brick pilasters that extend around the three elevations on North 8th, Oley, and Nicholls Streets, and it is capped by a brick corbelled cornice and a flat rubber roof. The pilasters were initially four stories in height and were capped with a simple corbelled cornice. When the top two floors were added in 1908-1909, the same detail was added at the top of the sixth floor. The fourth-floor detail now reads as a corbel table along the three main elevations. On each floor between the pilasters are/were wood four over four, double-hung wood sash with flat heads set within a segmental arched opening. The window openings have brick sills and three courses of brick headers for the lintels. The sills on the fourth, fifth, and sixth floors have metal panning over the sills. Only about 25 percent of the windows remain within the building. On the east elevation, the bays are numbered starting at the northeast corner and proceed from right to left. Most of the window sash, or remnants of the sash, remain on the second and third floors with remaining sash found in Bays 1, 7, 11, 14, 17, 20, and 23 (see Photograph 4). The remainder of the sash and openings are covered with painted plywood.

The first floor (base) of the North 8th Street elevation is partially below grade with the segmental arches starting from the spring point on the brownstone foundation. Interspersed among the windows are stairs to this lower level, which are located in Bays 5 and 6, 14 and 15, and 22 and 23. The concrete stairs have a concrete curb and metal pipe railings. The second floor was the main floor with a loading dock and entry doors along the North 8th Street elevation. Starting at the northeast corner, there is a loading dock in Bay 4, and entry doors in Bays 9, 17, and 25. The ninth bay door is a

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pair of single-light, metal doors set within a metal frame. Above these doors is a pair of four-light, wood transom with central mullion (see Photograph 3). The door in Bay 17 is covered by plywood. In Bay 25, a pair of metal, single-light doors is set within a metal frame, which are set within a second wood panel frame. Above the doors are a pair of six-light, wood transom windows with a central mullion.

The second-floor windows are in fair to poor condition with frames remaining, but window sash are missing in Bays 1, 2, 3, and 5. Above some of the windows are gooseneck lights. The frames of former awnings remain in Bays 1, 3-8, and 10-14. Half of the window sash remain on the third floor, and very few window sash remain on floors four, five, and six.

South Elevation (Oley Street)

The south elevation is similar to the east elevation in detail and continues the design vocabulary of the original building. This makes it hard to discern between the various additions. The only difference between the two elevations is that the configuration of the corbel table found between the fourth and fifth floors on the south elevation is less detailed (see Photograph 5). The south elevation is 11 bays wide and six-stories tall, with brick pilasters defining each bay. The first and second floors of the first bay are blank and do not have any windows. On each floor within each individual bay, there are paired wood, flat-head frames set within segmental arched openings. There are brick sills and lintels, with the segmental arches being composed of the three courses of the brick headers. The sills have been covered with a metal panning on floors four, five, and six.

West Elevation (Nicholls Street)

The west elevation is similar to the east and south elevations except the entire first floor is exposed and there are more door openings on the first floor. Starting at the southwest corner and proceeding right to left, door openings are found in Bays 1, 9, 11, 12, and 13 (see Photograph 6). The door openings include doors, a loading dock, and a tunnel that leads to the right courtyard (see Photograph 8).

North Elevation (facing the parking lot)

The north elevation is primarily brick with six bays of paired, eight-light metal sash with operable awnings/hoppers within the central lights on the third floor; single, paired wood windows on the fifth floor; and five bays of paired wood windows set within segmental arched openings on the sixth floor (see Photograph 2). The fifth- and sixth-floor windows are partially covered with painted plywood. Extending out perpendicular at the northwest corner of the elevation is a 4 bay wide, 1 bay deep, one-story loading dock addition that was constructed between 1933 and 1955. Each of the loading dock bays is framed with painted metal iron and has metal garage doors. The door in the first bay has a different color, configuration, and window location compared to the other three doors. A chain-link fence blocks access to the parking area in front of the loading dock. Evidence of the 1908-1909 addition of the top two floors is very evident in the exterior masonry on this elevation.

Courtyards

There are two interior courtyards; Courtyard #1 (1902) and Courtyard #2 (1911-1912). Courtyard #1 (right) is polygonal with various brick stair towers and chimneys within the space (see Photograph 9). The square Courtyard #2 (left) has similar enclosures (see Photographs 11 and 12). A tunnel within the original 1902 exterior wall connects the two spaces (see existing first-floor plan and Photograph 10). The masonry wall fenestration pattern within the right courtyard varies depending on the elevation. The north elevation has single, wood framed window openings minus the sash set within a segmental arched opening. The east and west elevations are similar to those on the front elevation, having a repetitive pattern of the brick pilasters that extend the length of the courtyard (see Photograph 12); however, unlike the pilasters on the front elevation, there is a corbelled cornice. On each floor between the pilasters are paired wood frames with flat heads set within a segmental arched opening. There are brick sills and three courses of brick headers for the lintels. Courtyard #2 is similar except that it has a corbel table between the fourth and the fifth floors and a corbelled cornice

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above the sixth floor on its north elevation, as this was the original exterior wall before the 1911-1912 addition was added. It is unknown when the boiler was removed from the interior of the courtyard.

Interior

The building's interior structural system is supported by Douglas Fir post and beam, with the posts located approximately 10 to 11 feet on center (varies due to location). The beams themselves are paired joists set within a cast iron beam seat (see Photograph 16). The beams are through-bolted along the top and bottom cords of the beam to further reinforce its structural stability. The structural system is in poor condition due to excessive moisture deterioration from the roof collapse. The exterior masonry walls and the post and beam structural system on floors one, two, and three appear to have been "cleaned" and have an unpainted surface, though there is evidence of paint in numerous locations (see Photographs 17 and 18). The exterior walls and post and beams on floors four, five, and six are painted white (see Photographs 22 and 23). Where the floors remain, there is wood tongue-and-groove flooring over a wood subfloor.

Within the interior masonry walls of the courtyards are three, masonry enclosed, wood, intercommunicating stairs. Two stairs are located on the interior of Courtyard #1, and one stair is located in Courtyard #2 (see Photographs 21 and 27). The interior of the stairwells have whitewashed masonry walls with a solid, tongue-and-groove railing with a rounded wood handrail. The stairs are in various states of disrepair/decay. There are two elevators that open onto the shared connector between the two additions; a passenger elevator is located on Courtyard #1 side while the freight elevator is located on Courtyard #2.

Between 1974 and 2001, the entire building was operated as a retail outlet as part of the Reading Outlet Center. On the exterior, the second-floor windows on the north elevation were replaced with single-light windows and awnings, and gooseneck lights were added over these windows. A large number of the upper-floor windows were covered with painted plywood. On the interior, the post and beam structural system on the first, second, and part of the third floors was "cleaned" by an unknown method. Very little fabric remains from this period except for the replacement front doors and several miscellaneous partitions on the first floor. The resulting feel is long, unobstructed interior spaces.

Sometime in 2001, the roof collapsed onto the sixth floor in the 1902 building, which subsequently collapsed onto the fifth floor. The fifth floor then partially collapsed onto the fourth floor, leaving the structural system intact. Subsequently all of the deteriorated fabric was removed leaving the structural system intact. Upon further examination, a number of the beams have deteriorated and a number of them have been replaced in-kind (see Photograph 26). A new rubber membrane roof was installed in 2006.

Conclusion

The Curtis & Jones building retains its integrity since it meets all seven aspects of integrity. The complex retains its *location*, as the site is the original location of the manufacturing facility. It also retains the cumulative *design* of the main building with its two additions, though the boiler house that was located within Courtyard #1 has been removed. It retains its original *setting* as it is still located adjacent to the Reading railroad line, and adjacent to residential worker housing and the remaining industrial buildings. It retains its key exterior *materials* of brick and remaining wood windows. Within the interior, 60 percent of the wood post and beam structural system, wood floors, stairs, and elevators still remain despite the collapse of the roof and moisture deterioration. Its excellent *workmanship* is evident in the building's brick masonry detailing in the corbel table and cornice and the repetitive nature of the pilasters that march across the east, south, and west elevations. It retains its quality of *feeling* of a manufacturing company, with open, unobstructed interior spaces, repetitive window openings along the three facades, and consistent floor to ceiling heights. It retains its *association* as an industrial building with long open spaces and windows providing natural light in

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which to work. Based on the evaluation of these seven aspects of integrity, the Curtis & Jones building has retained its integrity.

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

Industry

Period of Significance

1902-1964

Significant Dates

N/A

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Beard, George W., and Company

Fink, Andrew J., Jr. Smith, Alexander F.

Muhlenberg Bros. Architects

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Period of Significance (justification)

The period of significance began in 1902 with construction of the building, and ends in 1964, following the National Register of Historic Places (NR) 50-year guideline. Throughout this period, and beyond, the company, first known as Curtis & Jones Company Shoe Factory, then as Curtis-Stephens-Embry Company Shoe Factory in 1928, remained a major local employer and important producer of children's shoes, including official Girl Scouts of America models.

Criteria Considerations (explanation, if necessary)

N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

Curtis & Jones is significant at the local level under Criterion A for association with the development of the shoe industry in southeast Pennsylvania. The company began its operations in the 1880s with a small workforce and quickly grew to become a major local employer and manufacturer of children's and women's shoes, with factories in Bernville, Robesonia, and Richland. In 1940, the company became one of the makers of official Girl Scouts of America shoes, which it produced until the mid-1960s, when the Girl Scouts ceased sponsoring official footwear. Beginning in the late-nineteenth century, southeastern Pennsylvania became a major center of shoemaking, particularly children's and women's shoes, with numerous small and moderately-sized operations that fit well into the highly diversified economies of the southeastern part of the state. The Curtis & Jones Company/Curtis-Stephens-Embry Company is representative of the pattern of the shoe industry in the region in its quality of product, scale of operations, methods of manufacture, marketing and branding, and length of existence. The factory on North 8th Street was the company's primary factory and company headquarters throughout the period of significance.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Curtis & Jones was started by Frederick W. Curtis and Frederick S. Jones, who arrived in Reading from Massachusetts in the mid-nineteenth century. They became partners in 1883 and began a small business on Penn Street making and selling children's shoes. In 1889, they built a factory at 5th and Court Streets; at this time they had 25 employees and claimed to make 500 pairs of shoes daily.

By 1901, the company outgrew the Fifth and Court Street factory and the owners purchased a lot on North 8th Street, across from the Reading Iron Company. The following year they demolished a brick house and barn on the lot in order to build a four-story mill building.

The *Reading Eagle* printed a lengthy article on the opening of the new factory, a portion of which is provided below:

The main office of the firm is located on the first floor of the new building, while the factory office is on the third floor. The sample rooms are on the ground floor. Electricity is used throughout the entire plant, for power as well as lighting, with motors located on each floor. It is the first large factory here to use electricity exclusively, and the firm finds the change very

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satisfactory. There has been installed an electric plant of 150 horse-power, including dynamos and generator, with a 125 horse-power Corliss engine and 500 horse-power safety boiler.³

The article goes on to note that blowers and dust collectors on the roof were connected with the various work rooms, and there were toilets and washrooms for men and women on each floor.

There is some confusion as to the architects. The 1987 Pennsylvania Historic Resource Survey Form for the "Big Mill" identifies the architect for the 1902 building as A.J. Fink, who was affiliated with the Beard Construction Company, but the 1902 *Reading Eagle* article describing the new building identifies the architect as A.F. Smith, "the well-known architect of this city." In 1908-09, the fifth and sixth floors were added to the building, and in 1911-12 another addition was constructed.⁴ The builder of the 1902 building and the 1908-09 addition was the George W. Beard Construction Company. The firm of Muhlenberg Bros. Architects of Reading, designed and built the 1911-12 addition.

According to the *Reading Eagle*, at the time the factory moved to North 8th Street in 1902:

The firm manufactures more infants' shoes than any single concern in the country, having an output at present of 4,000 pair per day, but this will be increased to between 5,000 and 6,000 pair when the new factory is fully in operation. Four hundred hands are carried on the payrolls. This will be increased to anywhere from 500 to 600 before long. Curtis, Jones & Co., also manufactures a number of lines of misses' McKey [sic] sewed and children's shoes, but the great bulk of the product is composed of infants' shoes.

The firm will continue its extensive wholesale jobbing department. The warehouse will be included in that building and all shipments will be made from that place. They have five salesmen on the road. Curtis, Jones & Co. also closed their factory at Hamburg and moved the machinery, etc., consolidating it with the Reading plant. The same was done with the branch run in the Acme bicycle building, at 5th and Elm. The main office of the firm is located on the first floor of the new building, while the factory office is on the third floor. The sample rooms are on the ground floor.⁵

The 1904 Sanborn map indicates that storage and the sole cutting operations were in the basement, making and finishing on the second floor, and stitching on the third floor. The 1932 Sanborn map also notes "sole cutting" in the B [basement], "box fac. & printing" on the first floor, "off. & packing" on the second floor, "healing dep't" on the third floor, and fitting on the fourth floor (see Figures 1 and 2).

The 1911-12 addition doubled the capacity of the factory. The company opened another factory in Richland Borough, Lebanon County, c. 1917, which was enlarged in 1919; that plant had 146 employees. By 1922, the company had two additional Berks County plants; Robesonia with 40 employees and Bernville with 29 employees (see Figure 17).⁶

Employment levels at the Curtis & Jones Reading factory dropped in the 1920s, from almost 900 in 1919 to about 400 in 1925, and remained roughly stable at about 300 for the next four decades. In 1928, the company merged with an

³ *Reading Eagle*, July 6, 1902.

⁴ Pennsylvania Historic Resource Survey Form for the "Big Mill Outlet," prepared by Thomas G. Versprille and Michael [sic] LeFevre [sic], dated January 16, 1987, "Exhibit B."

⁵ "Curtis, Jones & Co., in Their New Shoe Factory," *Reading Eagle*, July 6, 1902.

⁶ "Addendum for the Pennsylvania Historic Resources Survey Form for Curtis, Jones & Company Building", prepared by Michel Lefevre, December 2011, p. 2.

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Allentown firm and reincorporated as Curtis-Stephens-Embry Company.⁷ In his enthusiastic 1948 compendium *Pennsylvania Titans of Industry*, state historian S. K. Stevens includes a section on the Curtis-Stephens-Embry Company, which he identifies as “among the leading manufacturers of juvenile footwear in the United States.”⁸ Unfortunately, he provides no documentation or bibliography to support this assertion. In the 1940s through the early 1960s, the company had a contract as one of the official makers of Girl Scout shoes.⁹ The company slowly declined in tandem with the decline of industry in the city and the general migration of industry out of Pennsylvania, first for points south, and then to Asia. In 1973, the Curtis-Stephens-Embry Company was sold to the Cannon Shoe Company located in Baltimore, Maryland, who closed the Reading factory in 1974.¹⁰ When the “Outlet Era” began in Reading in the mid-1970s, the factory was renamed the “Big Mill 10” and operated from 1974 to 2001 with several outlet retailers located within the building. The outlets in this building closed in 2001, with the remainder of the outlet center closing in 2003.¹¹

Frederick Curtis and Frederick Jones began their business just as the second industrial revolution was gearing itself up to realign the American economic landscape, not only in industrial production, but in the overall organization of goods and services and the accompanying transformation of the nation’s capitalist culture. Curtis & Jones exemplifies the emerging consumer economy, with a product catering to the desires of the vastly expanded and newly comfortable middle classes. As the ideal of the nuclear middle-class family (and of “childhood” as a distinct and precious time of life) took shape in the late-nineteenth century, retail marketing of an enormous array of consumer goods dedicated to the comfort and adornment of individuals became a major sector of the economy; fashion design also emerged as a primary driver of consumer taste. Shoes, especially children’s and infants’ shoes, were ideal consumer products, because they were relatively inexpensive, they were subject to rapid replacement as children grew quickly, and they were highly sensitive to changing fashion tastes.¹²

The *Annual Report of the Secretary of Internal Affairs for the Commonwealth of Pennsylvania*, which was published in 1901, devotes a lengthy discussion to the history and design of shoes around the world, and favorably compares the quality and design of American-made shoes, which the writer considered superior in design, materials, variety, and comfort. The report includes a discussion of the fashion requirements of the modern American woman’s shoe wardrobe, which included special shoes for walking, horseback riding, golfing, gardening, wet and snowy weather, formal events, and everyday wear, all in designs appropriate for younger women, as well as “Old Lady Footwear.” The list for men was equally detailed. The writer considered that American children’s shoemakers were uniquely capable of producing shoes that were “particularly suited to the lifestyles of the rollicking American ‘youngster’” — shoes for play, dress, and lounging, all made to foster proper foot health. In the writer’s opinion, American-made children’s shoes were the “masterpiece of shoemaking art,” as described in detail below:

Children’s and infants shoes have received as much care and attention as adults, and the contrast in shoes worn by children of the present and the little ones of long ago, is just as marked as that noticeable for their elders. Infants’ and children’s goods, in which attention is

⁷ “Curtis & Jones Co. and Allentown Shoemaking Firm Merge,” *New York Times*, August 21, 1928.

⁸ S. K. Stevens, Ph.D., *Pennsylvania Titans of Industry*. (New York, NY: Lewis Historical Publishing Company, 1948), Volume 2, p. 193.

⁹ The longest-term contractor for Girl Scout shoes was the Buster Brown Shoe Company. There may have been as many as four other companies making Girl Scout shoes at various times: See the webpage, Vintage Girl Scout Online Museum, www.vintagegirlscout.com.

¹⁰ “Reading Shoe Company Sold,” *Reading Eagle*, December 14, 1974. “Old Reading Shoe Firm is Now Out of Business,” *Reading Eagle*, December 4, 1974.

¹¹ E-mail from the owner to the author on March 19, 2013.

¹² A good discussion of the social history of shoes is found in Colin McDowell, *Shoes, Fashion and Fantasy*. NY: Thames & Hudson, 1989. There are several websites of varying quality devoted to the history of shoes and changing shoe styles (see <http://www.shoeinonet.com>, <http://vintagereveries.com/old-magazines/brief-history-of-mckays-shoes>, <http://www.centuryinshoes.com>, and <http://www.footwearhistory.com>).

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paid to the smallest detail, are turned out in vast quantities all over this state, as well as in other parts of the country. The clumsy appearance formerly seen in this call of goods is altogether avoided, while the ease and comfort so essential to children's feet is always kept in view.

Little tots now have moccasins, soft-soles, and miniature bed-room slippers, exact counterparts of those worn by their elders. Little quilted velvet or silk "bootees" bound with fur or swan's down "just like Mama's" are decidedly cunning.¹³

From its beginnings, the company, first as Curtis & Jones and then as Curtis-Stephens-Embry Company, took particular interest in promoting the retail sales of its products. It maintained a direct retail connection to shoe and department stores until about 1906, when it turned exclusively to wholesale distribution.¹⁴ However, it always actively promoted its brands and offered retailers advertising copy and newspaper mats (see Figures 9, 10, 11, and 12). The company's sales policies reflected its awareness of the importance of merchandising and of style in the consumer economy. In its 50-year anniversary pamphlet, the company devoted five pages to a discussion of merchandising and style, including a full-page discussion of "Fashion and the Foot" for children, a portion of which follows:

The bony structure of the child's foot is so plastic as to mold itself readily to pointed toes and shoes too narrow or too short. How much better to mold the shoe itself to the child's foot. This, the Curtis-Stephens-Embry Company was among the first to bring to practical realization—and without the sacrifice of style. The Little Sergeant Shoe, in accurately graduated sizes, is built in conformity with both the fashion and the foot.¹⁵

In order to protect its product branding, the company became involved in litigation in the 1950s when it unsuccessfully sued another company for trademark infringement. The other company made roller skate toe protectors called Pro-Tek-Toe, which the Curtis-Stephens-Embry Company considered too close to its own trademark-registered Pro-Tek-Tiv brand name (see Figures 9, 10, and 12). The industry shoe fashion journal *The Boot and Shoe Recorder* in 1965 listed brand names manufactured by Curtis-Stephens-Embry Company, including its own brands "Little Sergeant" and "Pro-Tek-Tiv," and brands of design houses such as Miss Pappagallo.¹⁶

Shoemaking

Like other production processes for consumer goods, the practice of shoemaking underwent considerable mechanization in the late-nineteenth century; however, the process never became automated. The innovations in the shoe industry began in 1845 with the introduction of a rolling machine, which pounded sole leathers to compact the

¹³ *Annual Report of the Secretary of Internal Affairs of the Commonwealth of Pennsylvania. Part III, Industrial Statistics, Volume XXIX, 1901.* (Harrisburg, PA: William Stanley Ray, State Printer of Pennsylvania, 1902), pp. 8, 35-59. Unfortunately, the *Report* is not a helpful statistical document for understanding the shoe industry in the state. It has numerous tables regarding topics such as labor force, wages, days of operation, and capitalization, but the tables are inconsistent and the choice of industries tabulated is odd. For instance, detailed information is collected regarding consumer items such as neckwear, umbrellas, and rubber boots, but no information is gathered on other boots and shoes, despite the fulsome narrative report.

¹⁴ An undated obituary for Frederick S. Jones (he died in 1914), notes that the company had previously maintained an active jobbing business, but in 1906 the firm "abandoned this end of the enterprise and devoted themselves entirely to manufacturing for dealers and wholesalers." Unidentified, undated newspaper clipping, vertical file at Berks County Historical Society.

¹⁵ "Modern for Fifty Years, Golden Anniversary 1882-1932," pamphlet produced by Curtis Stephens Embry Company in the collections of the Historical Society of Berks County. "Meet 'Harry' A. Steinenger, President of Boston Shoe Associates, Sales Manager for Curtis & Jones Company, Authority of Children's Shoes," *The Boot and Shoe Recorder*, Volume 82, December 16, 1922, p. 115; *The Boot and Shoe Recorder. The Magazine of Fashion Footwear.* Vol. 168. 1965, p. 64.

¹⁶ United States Court of Appeals Eighth Circuit, October 24, 1952, 199 F.2d 407, *Curtis-Stephens-Embry, Co., Inc. v. Pro-Tek-Toe Skate Stop Co., Inc., et. al.*, <https://bulk.resource.org/courts.gov/c/F2/199/199.F2d.407.14419.html> (accessed June 17, 2013).

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fibers and increase wear. When the sewing machine appeared, it was immediately adapted to the shoemaking process. Just in time for the Civil War, an entrepreneur named Gordon McKay bought the patents for a machine that sewed shoes' soles to the uppers. He initiated the practice of leasing rather than selling his machinery, which reduced the risk and cost for shoemakers and considerably speeded the adoption of the new machines. McKay's machines stitched the upper directly to the sole of the shoe, creating a ridge that rubbed the wearer's foot. The McKay-sewn shoe at first produced rougher, cheaper grades of shoes, partly to meet a high demand for workingmen's footwear partly because of the early machinery. Later refinements in the machinery and growing demand quickly brought better quality McKay-sewn shoes. Fabrication of welted shoes remained strictly a nonmechanized operation. In the mid-1870s, Charles Goodyear, Jr., developed machines for welting and stitching shoes. In this method, a strip of leather, called a "welt," was sewn and/or cemented to the sole of the shoe and the upper was then attached to the welt. This method of manufacture created a smooth inner surface and allowed the shoe to be resoled multiple times. Goodyear also developed machines to make welted "turn" shoes, in which the shoe was assembled inside-out and then turned right-side out, a method that made production of soft infants' shoes especially easy.¹⁷

After this, specialized machines for each step of the process proliferated. There were machines for cutting, shaving, and shaping sole and upper leathers; shaping and attaching heels; attaching soles and uppers with thread, cements, wooden pegs, or copper screws; smoothing and fine finishing the bottom and edges of soles; attaching buckles, eyelets, and buttons; and numerous other tasks for creating a stylish, comfortable, or durable shoe.

By 1900, shoemaking had become a highly complicated business. The process had been broken down into about 175 processes involving over 200 steps, each of which had a specialized machine to complete. No machine could serve more than one or two functions and in the Goodyear welting process, about two dozen actions still could not be mechanized. Innovations in machinery in the early twentieth century speeded production, allowed consistent high-quality products, and enabled manufacturers to respond quickly to the rapid changes in style and taste. However, shoemaking always remained a labor-intensive process, since the machines were operated and controlled by the workers one task at a time, and the assembly of the many pieces of the shoe still required well-trained hands.¹⁸

Developments in the fabrication process were matched by similar efforts in the treatments of shoe leather, so that by the turn of the twentieth century, consumers could choose shoes in a wide array of softened, gilded, dyed, pierced, embossed, or otherwise decorative leathers, in addition to rubber, canvas, cork, and other materials.

In 1899, the shoemaking machinery business was consolidated by the United Shoe Machinery Company, which bought the McKay, Goodyear, and other patents, and became the world's controlling licensor of shoemaking equipment until it was broken up in the 1940s.¹⁹ The United Shoe Machinery Company adopted the strategy of leasing rather than selling

¹⁷ Frederick J. Allen, *The Shoe Industry* (Boston: The Vocation Bureau of Boston, 1916), pp. 133-135, describes in detail the machinery and production methods for McKay, Goodyear, and turned shoes. The author also includes detailed discussion of the organization of the shoemaking process.

¹⁸ The 1901 *Annual Report of the Secretary of Internal Affairs* has a detailed description of the making of McKay, Goodyear welts, and Goodyear turned shoes, pp. 50-59. The website for the *Gentleman's Gazette* has a 1932 silent color film showing the process of making a Goodyear welted shoe, <http://www.gentlemansgazette.com/how-to-make-shoes> (accessed May 27, 2013). The 50-year anniversary pamphlet of Curtis-Stephens-Embry also has a multipage photo spread showing the manufacture of a "Little Sergeant" welted shoe (see "Modern for Fifty Years, Golden Anniversary 1882-1932," pamphlet produced by Curtis-Stephens-Embry Company in the collections of the Historical Society of Berks County). Both the film and pamphlet clearly illustrate the complicated multistep process of shoemaking.

¹⁹ Richard Roe, "The United Shoe Machinery Company," *Journal of Political Economy*, Vol. 21, No. 10 (December 1913): 938-953. Stable URL <http://www.jstor.org/stable/1820095>. This article describes the first antitrust case against United Shoe Machinery Company, which the company won. The article also includes an informative discussion of the organization of the shoe machinery industry at the time (see <http://www.cummings.com/history.html> for a brief history of the United Shoe Machinery Company).

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shoemaking equipment. This practice enabled the organization of numerous shoemaking companies to begin manufacturing shoes at relatively little capital cost, and fostered its rapid expansion outside of New England after 1900.

Shoemaking in Pennsylvania

In the geography of shoemaking, New England led the nation (see Figure 16). By the turn of the twentieth century, other clusters of shoemaking emerged, taking advantage of available labor and the new machinery—the Mid-Atlantic region of New Jersey and Eastern Pennsylvania, a cluster roughly centering on Cincinnati, and in the Midwest centering roughly on St. Louis. Massachusetts led the nation in shoe production, number of workers, and value of product through the Second World War, accounting for almost 60 percent of the value of the shoes produced in the nation. Pennsylvania and New York vied for fifth place, behind the New England states. According to the 1901 *Annual Report of the Secretary of Internal Affairs*, the manufacture of children's and infants' shoes formed an important sector of Pennsylvania's shoe industry. In 1905, Pennsylvania had 179 shoemaking establishments with a labor force of 9,908. Women's and children's shoes accounted for about half of total production. In 1923, there were 130 establishments with 13,100 workers; and in 1927, the state had 107 establishments with 11,029 workers. In 1914, the state produced 22 million pairs of shoes, 11 million of which were women's and children's shoes. In 1919, 23 million pairs of shoes were produced, 10 million of which were women's and children's shoes. In 1927, shoe production was at 18 million, with women's and children's shoes accounting for 7 million. In 1940, it was estimated that shoemaking ranked 49th in importance among the state's industries.²⁰

The shoe industry fit well into the highly diversified industrial economy of eastern Pennsylvania, while it lasted, along with textiles, food processing, furniture making, machine works, and the numerous other manufacturing and processing activities that functioned extremely well in small-scale operations with workforces as small as half a dozen up to several hundred. Between 1860 and 1920, Reading developed a strong light industrial base with foundries and hardware, knit goods, and tobacco products being the largest in terms of number of workers and value of products, buttressed by some iron and steel production, and the Reading Railroad (whose yards in Reading were second only to the Pennsylvania railroad yards in Altoona). In 1923, the city had a population of over 100,000, with 392 industrial establishments, employing 29,000 workers, and a total product value of over \$134 million.²¹

The shoemaking industry in Pennsylvania consisted of small- to moderate-sized operations, most of which sold their products through jobbing wholesalers or through their own salesmen to individual retailers. The process of shoemaking was consistent across all companies because the machinery was leased from one entity and was uniform across the industry. Distinctions in company products largely depended upon the quality of the materials and design of the shoe. Pennsylvania shoemaking firms produced a broad range of footwear in leather, rubber, wood, cork, and other materials; in styles for work, dress, sports, and other uses; for men, women, and children; and of a wide range of quality. Factories could employ anywhere from half a dozen to several hundred employees, although the trend over time was toward smaller workforces, especially around the First World War when the labor force of almost all shoe companies reported in the *Industrial Directory of Pennsylvania* permanently dropped by one-third to one-half. The reason for this is unknown and was apparently not discussed in the trade journals. After 1920, few factories employed more than 400 workers.

Many makers of children's and women's shoes in Pennsylvania developed brand logos and special brand lines. For instance, Curtis & Jones (after reincorporation as the Curtis-Stephens-Embry Company) had its "Little Sargent" shoe line

²⁰ Census of Manufactures for 1905, 1927, and 1935 (see Bibliography for full citations). "State's Shoe Industry Worth \$37,481,000," *Philadelphia Tribune*, February 8, 1940.

²¹ 1925 Census of Manufactures, p. 1,437. By 1930, the city's population dropped below 100,000, so the Census of Manufactures no longer tabulated specific data for Reading in its printed report.

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for toddlers; the Bachman Shoe Company in Middletown, Dauphin County, had its “Busy Toes” shoe line; and A.S. Kreider Shoe Company had its “Rob Roy” shoe line for boys.

Comparisons

The published Census returns and the *Industrial Directory of Pennsylvania* (Directory) do not break out shoemakers by the type of shoe produced. The Pennsylvania Historical & Museum Commission’s (PHMC) Cultural Resources GIS (CRGIS) database identifies 14 shoe factories, three of which have been listed in the National Register of Historic Places (NR): the Kreider Shoe Manufacturing Company factory in Elizabethtown (see Figure 20), the Eby Shoe Corporation (Eby Corp.) factory complex in Ephrata (see Figure 18), and the Landis Shoe Company in Palmyra (see Figure 19). The nominations for these properties do not indicate what kind of shoes the company made. The Eby Corp. factory in Ephrata began operations in 1914 and operated into the mid-1980s. The Eby Corp. was the largest employer among the shoe businesses in Lancaster County; its physical plant was also substantial, consisting of six buildings to house the many functions of shoemaking. The multibuilding complex was listed in the NR in 1989. The Landis Shoe Company in Palmyra was the oldest of the three listed properties, beginning under another name in the late 1880s; however, it was a small operation and did not survive the Great Depression. The longest-lived shoe company in Pennsylvania is probably the Kepner Scott Shoe Company, a company still in operation, which was founded in 1888 in Orwigsburg and transitioned from the former shoe company of Haeseler, Kepner & Company.²²

Based on the reports in the Directory, there seems to have been only one other long-term maker of shoes in the City of Reading—Fein and Glass Shoe Company (Fein & Glass). Fein & Glass first appear in the Directory in 1925 and statistics are recorded through 1959. The company had employment levels similar to those of Curtis & Jones, but no other information could be discovered regarding the company. The location of the company is given as 11th and Marion Streets in Reading, although the only industrial building in that neighborhood is the NR-listed Grimshaw Silk Mill.

In Berks County, the Keystone Shoe Company and the Saucony Shoe Company in Kutztown both appear in the Directory. The Keystone Shoe Company, Inc., 1884, made “children’s, misses’, and growing girls’ Goodyear welts”.²³ The Saucony Shoe Company was organized in 1889 and made children’s shoes; at some point in its operations it began also making adult walking shoes. The company continued through the 1960s, although it always remained a small operation (see the table in Figure 17, see Figure 21). It was acquired by the A. D. Hyde Shoe Company of Massachusetts in 1968, which moved production from Pennsylvania.²⁴

A shoemaking firm close in character to Curtis & Jones was the A.S. Kreider Shoe Company (Kreider Company), based in Lebanon County. The Kreider Company produced women’s and children’s shoes and had five factories in Lebanon, Lancaster, and Dauphin Counties. The Kreider Company began its operations in 1894 in Palmyra (a factory owned by the W.L. Kreider Shoe Company was already operating in Palmyra in 1891). A new plant was constructed in 1895 in Annville, and Annville remained the location of the company’s headquarters. In 1905, its largest plant was built in Elizabethtown, Lancaster County (see Figure 20). The Elizabethtown plant was listed in the NR in 1980. A third plant was built c. 1909 in

²² <http://kepnescott.com/images/oldbuilding-lg.jpg> (accessed April 25, 2013). In 1913, Orwigsburg had 11 shoe companies making over a million pairs of children’s shoes annually.

²³ W.W. Deatrick and the Kutztown Centennial Association Historical Committee, *The Centennial History of Kutztown, Pennsylvania: Celebrating the Centennial of the Incorporation of the Borough, 1815-1915*. (Kutztown, PA: Press of the Kutztown Publishing Co., 1915), 137.

²⁴ <http://www.saucony.com/store/SiteController/saucony/home> (accessed November 1, 2013). The new combined firm was reincorporated as the Saucony Shoe Company and became an internationally renowned maker of athletic shoes. The A. S. Hyde Company was established by a Cambridge, MA, cobbler who made carpet slippers. His operations developed into a line of athletic shoes including ice skates, bowling shoes, baseball shoes and roller skates. The Hyde Company made boots for the Army in World War 2 and claims to have produced the boots worn by the Apollo 11 team in the 1969 moon landing. The post-merger Saucony Shoe Company’s established a reputation for high quality and innovative technical performance. The company was acquired by Stride-Rite in 2005 and then by Payless Shoe Corporation in 2007. The company headquarters is in Lexington MA. No Saucony shoes are now produced in Pennsylvania.

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Middletown, which operated until 1925 (see Figure 22). Another plant was opened in Lebanon around 1919 and this plant closed c.1950. The A.S. Kreider Shoe Company dissolved in 1959.

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Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67 has been requested)
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): N/A

10. Geographical Data

Acreage of Property Less than one acre
(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

Latitude: 40.346357
Longitude: -75.922149

Verbal Boundary Description (Describe the boundaries of the property.)

The NR boundary for Curtis & Jones follows the approximate .93-acre parcel of land defined by North 8th Street on the east, Oley Street on the south, and Nicholls Street on the west, and the adjacent property, tax parcel #5307-60-94-4408, located at 740 North 8th Street. The entire boundary covers one tax parcel, #5307-60-94-3381. The boundary is shown on the Site Map.

Boundary Justification (Explain why the boundaries were selected.)

The boundary for Curtis & Jones encompasses the entire tax parcel. This lot has historically and functionally been associated with Curtis & Jones, since the company constructed the building on this site in 1902. All the buildings and structures associated with Curtis & Jones during the period of significance are located within the nominated boundary, and no related resources still existing have been excluded.

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11. Form Prepared By

name/title Bonnie Wilkinson Mark, Principal
 organization Delta Development Group, Inc. date December 16, 2013
 street & number 2000 Technology Parkway telephone (717) 441-9030
 city or town Mechanicsburg state PA zip code 17050-9407
 e-mail bmark@deltaone.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Curtis & Jones Company Shoe Factory
 City or Vicinity: Reading
 County: Berks County State: Pennsylvania
 Photographer: Bonnie Wilkinson Mark
 Date Photographed: June 2011, February 2013, and July 2013

Description of Photograph(s) and number:

1. East elevation looking southeast
2. North elevation
3. East elevation, door in Bay 9
4. East elevation, window in Bay 10
5. South and east elevations
6. South and west elevations
7. West elevation looking south
8. West elevation, detail of entrances in Bays 12 to 10 (left to right)
9. Courtyard #1 looking north
10. Tunnel to west elevation

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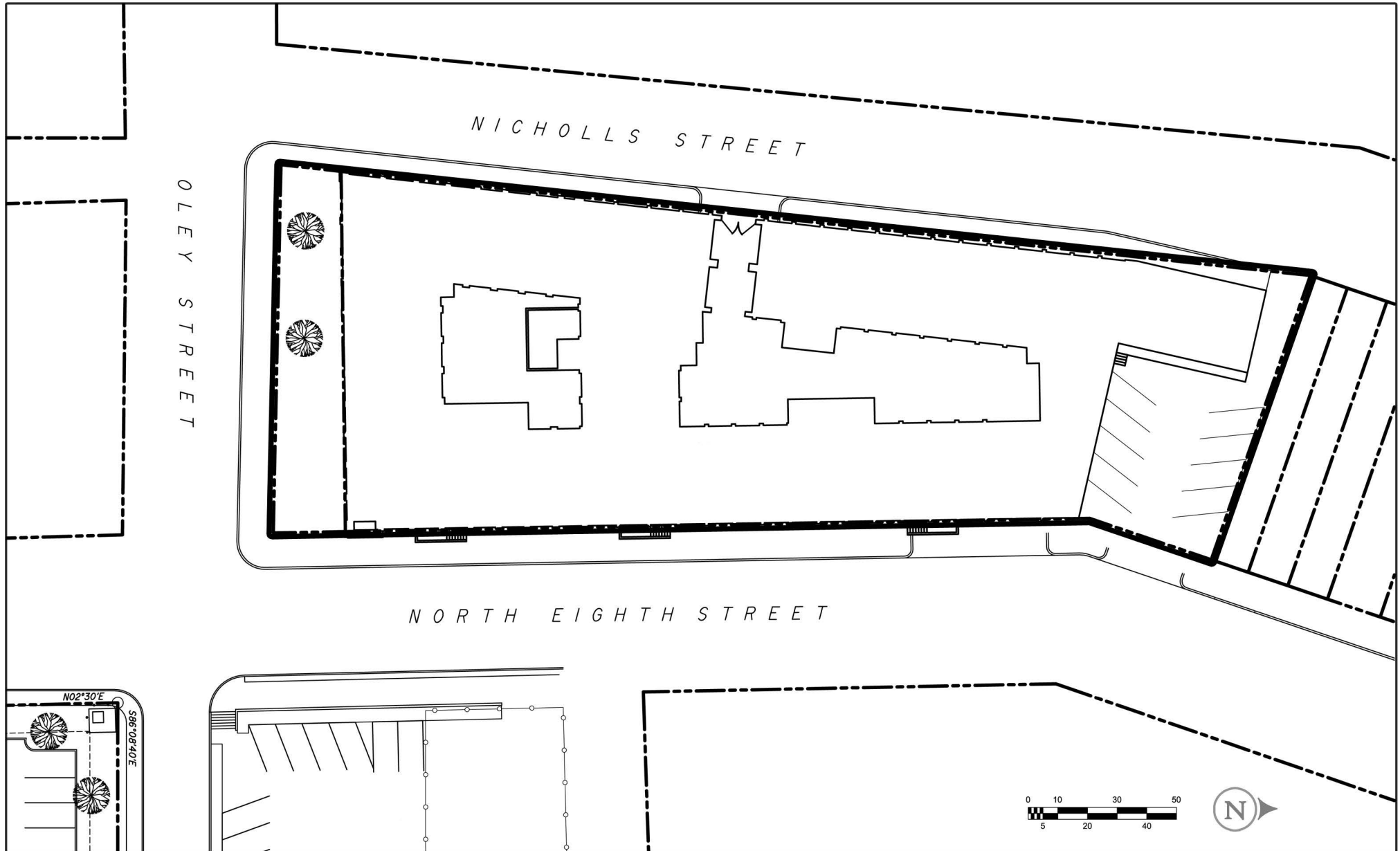
Berks County, PA

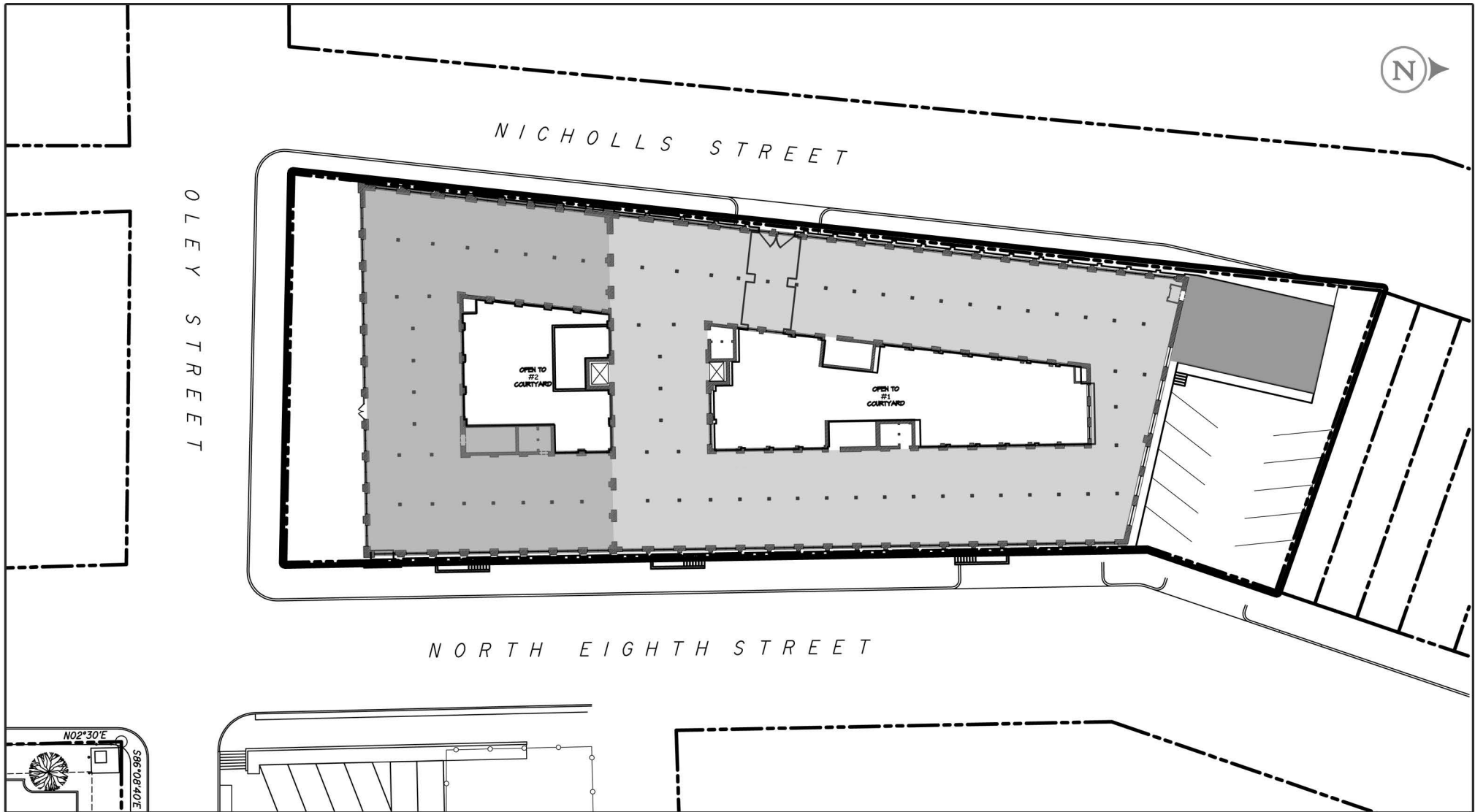
County and State

11. Courtyard #2 looking north
12. Courtyard #2 windows
13. 1st-floor interior looking north
14. 1st-floor interior looking north
15. 1st-floor interior structural system looking north
16. Detail of beam seat
17. 2nd-floor interior looking northwest
18. 2nd-floor interior looking north
19. 2nd-floor interior looking south
20. 2nd-floor interior looking south
21. 2nd-floor interior stairs
22. 3rd-floor interior looking west
23. 3rd-floor interior looking north
24. 4th-floor interior looking north
25. 5th-floor interior looking north
26. 5th-floor interior looking north at structural system
27. 5th-floor interior looking north at fire stair
28. 6th-floor interior fire doors at stair well
29. 6th-floor interior looking north
30. 6th-floor interior looking north at roof structural system

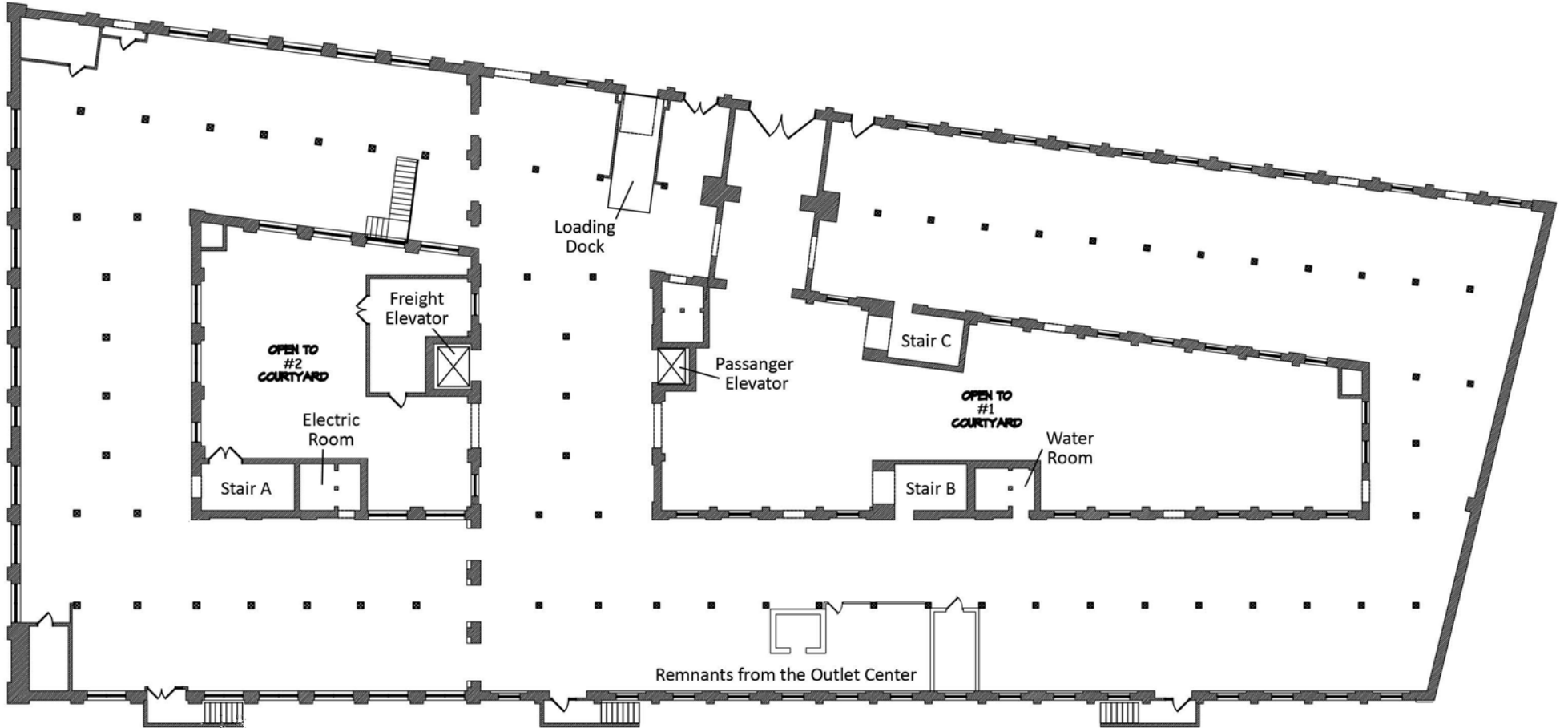
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

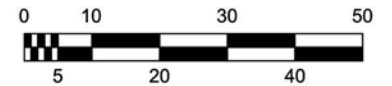


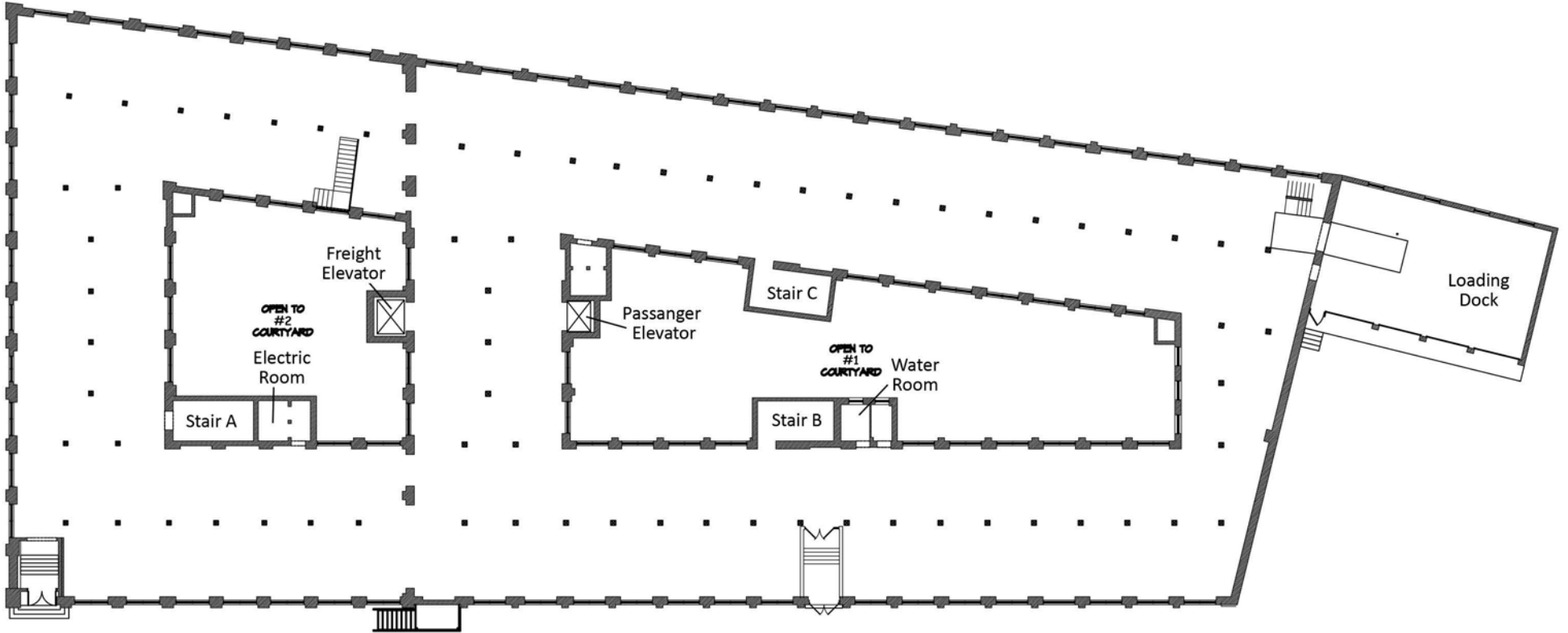


- 1902 Original Building
- 1911-1912 Addition
- 1933-1959 Addition

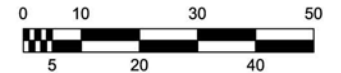


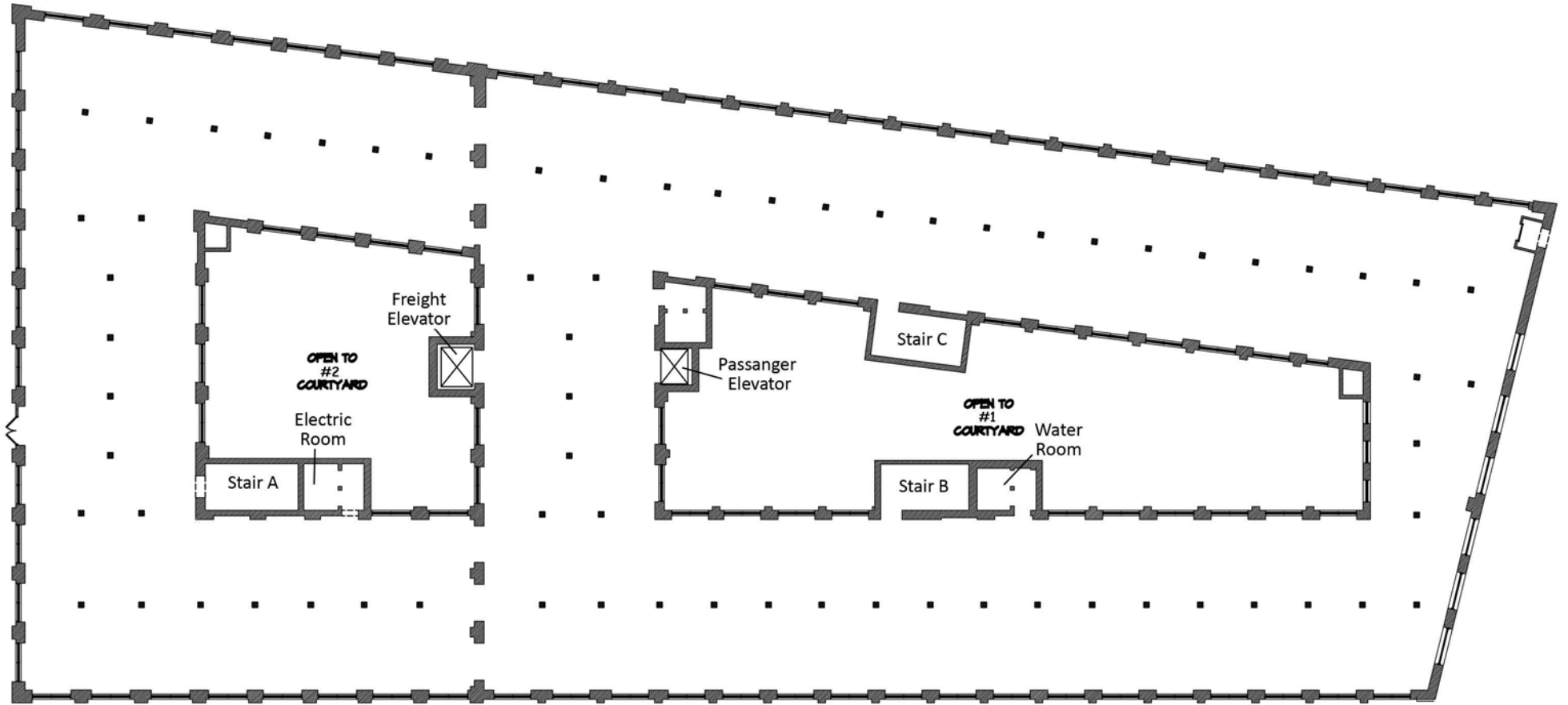
NORTH EIGHTH STREET



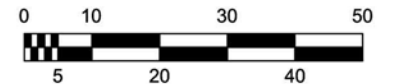


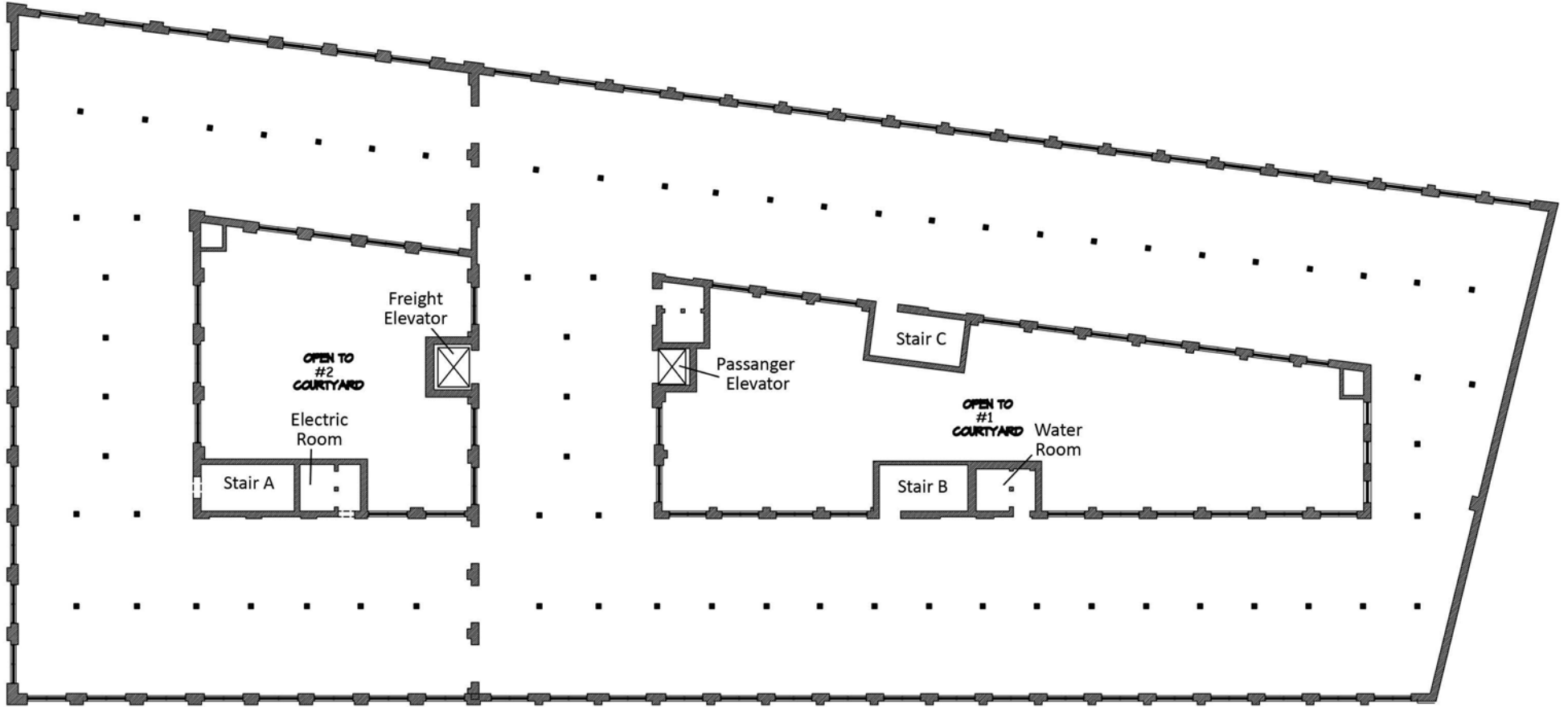
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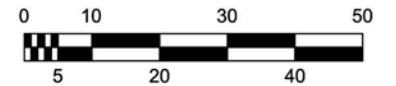


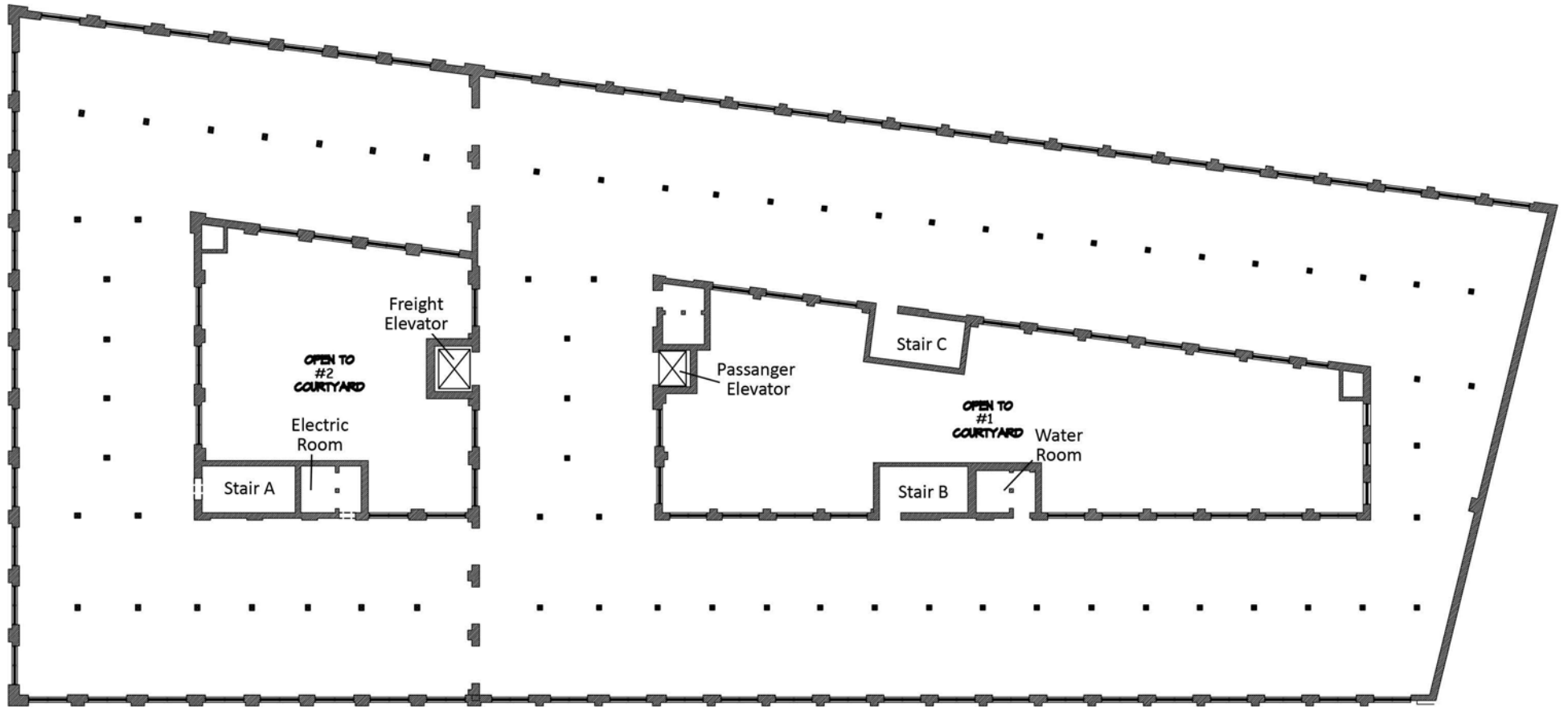
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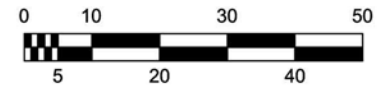


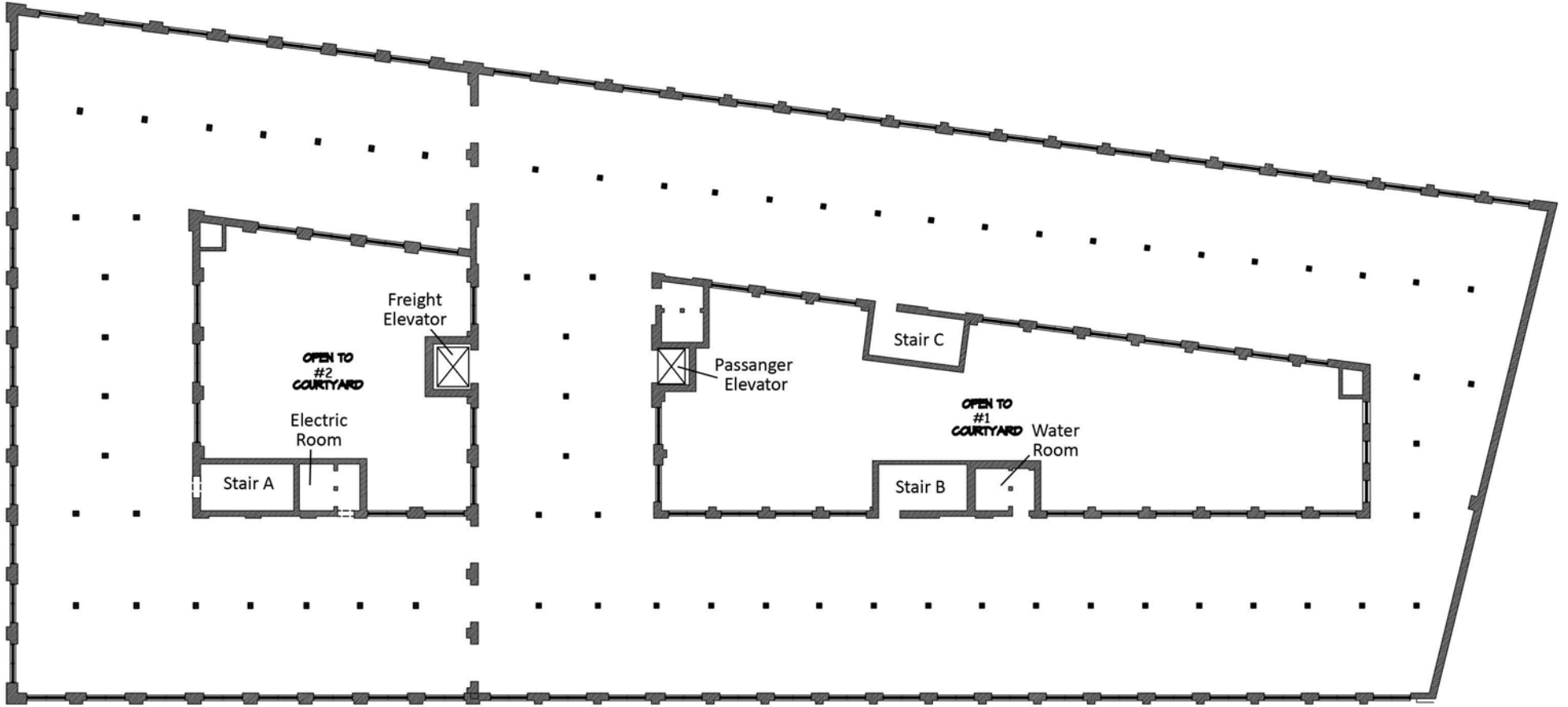
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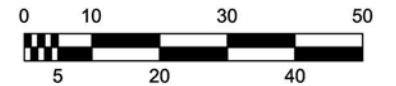


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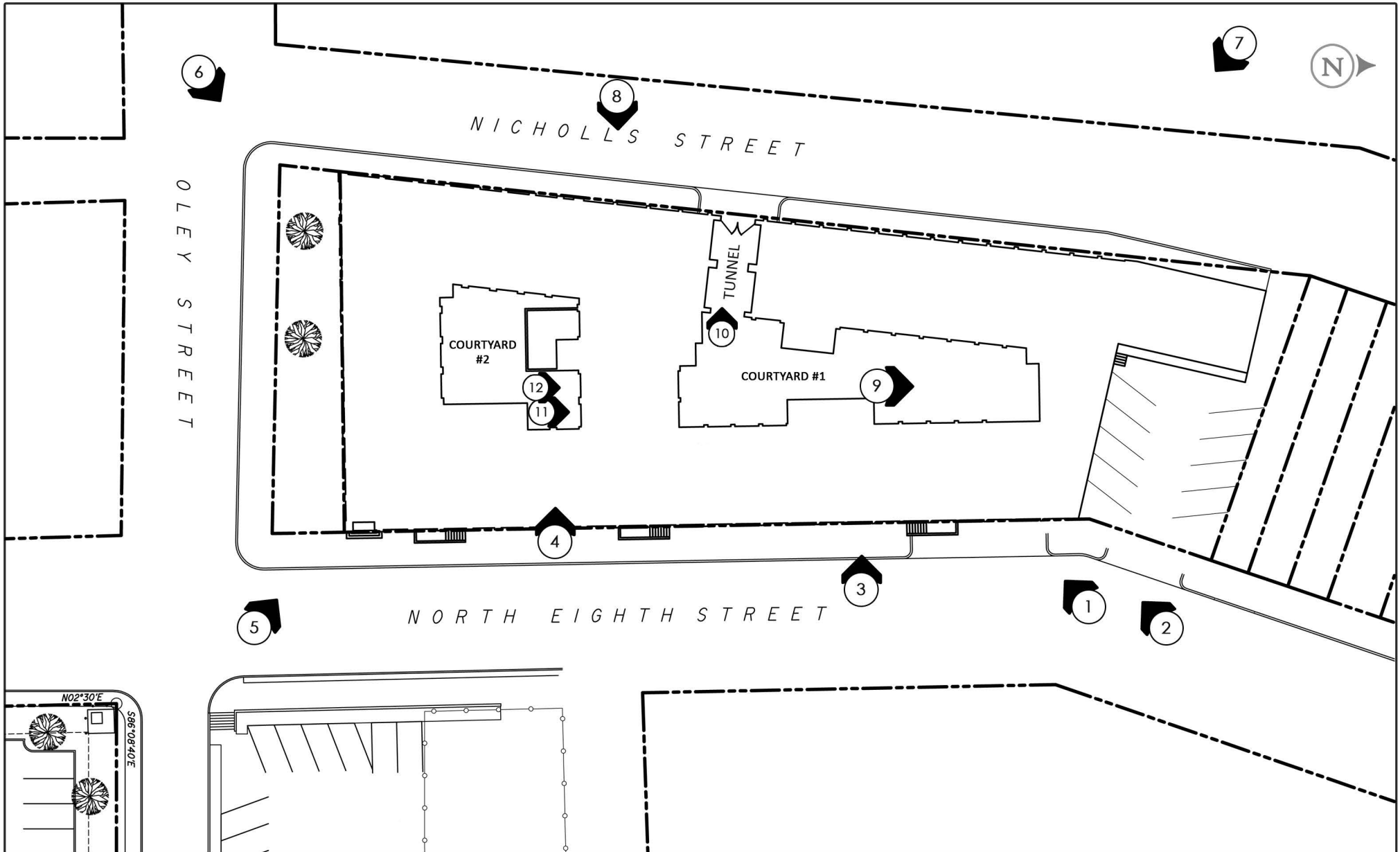


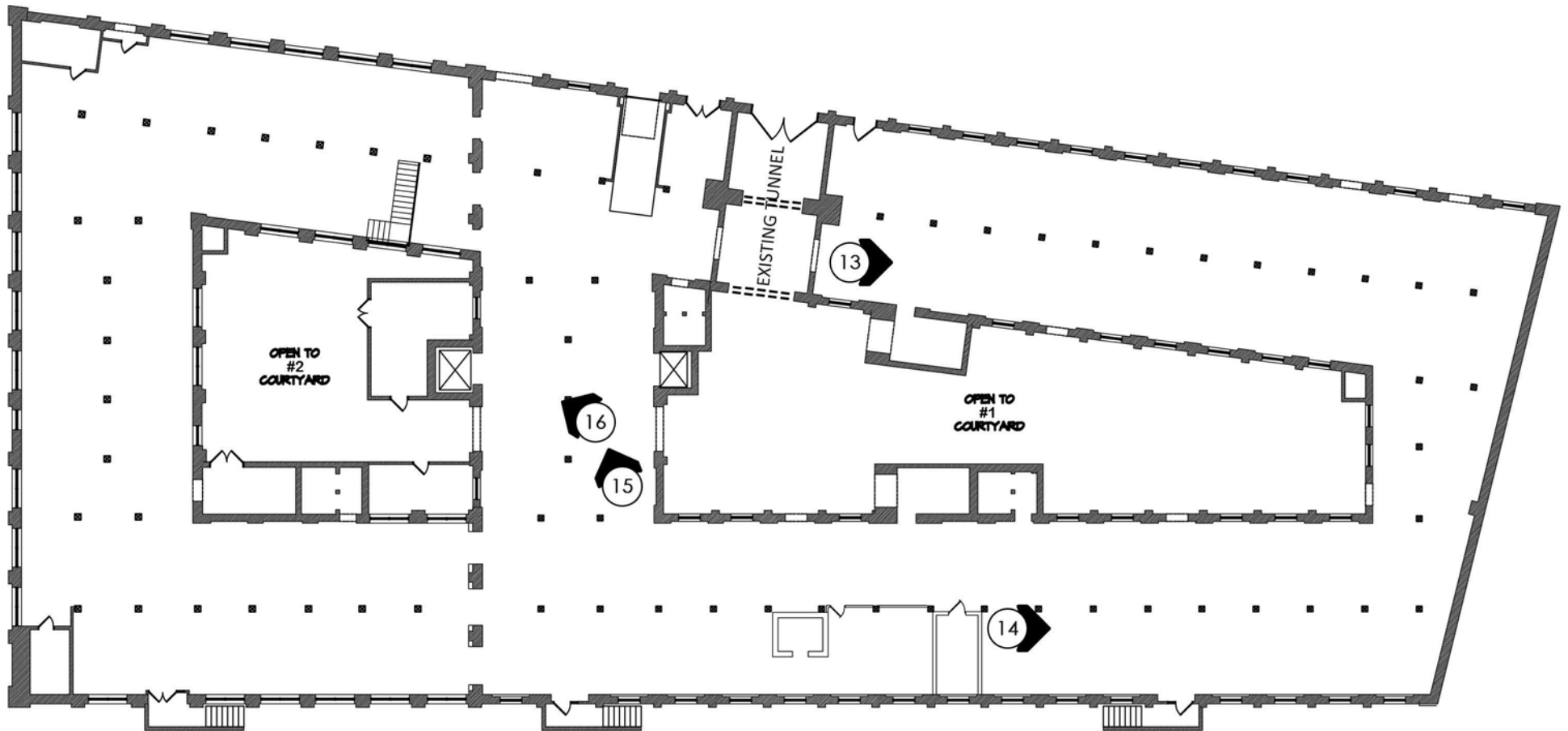
NORTH EIGHTH STREET



CURTIS, JONES & COMPANY SHOE FACTORY
READING, BERKS COUNTY, PENNSYLVANIA

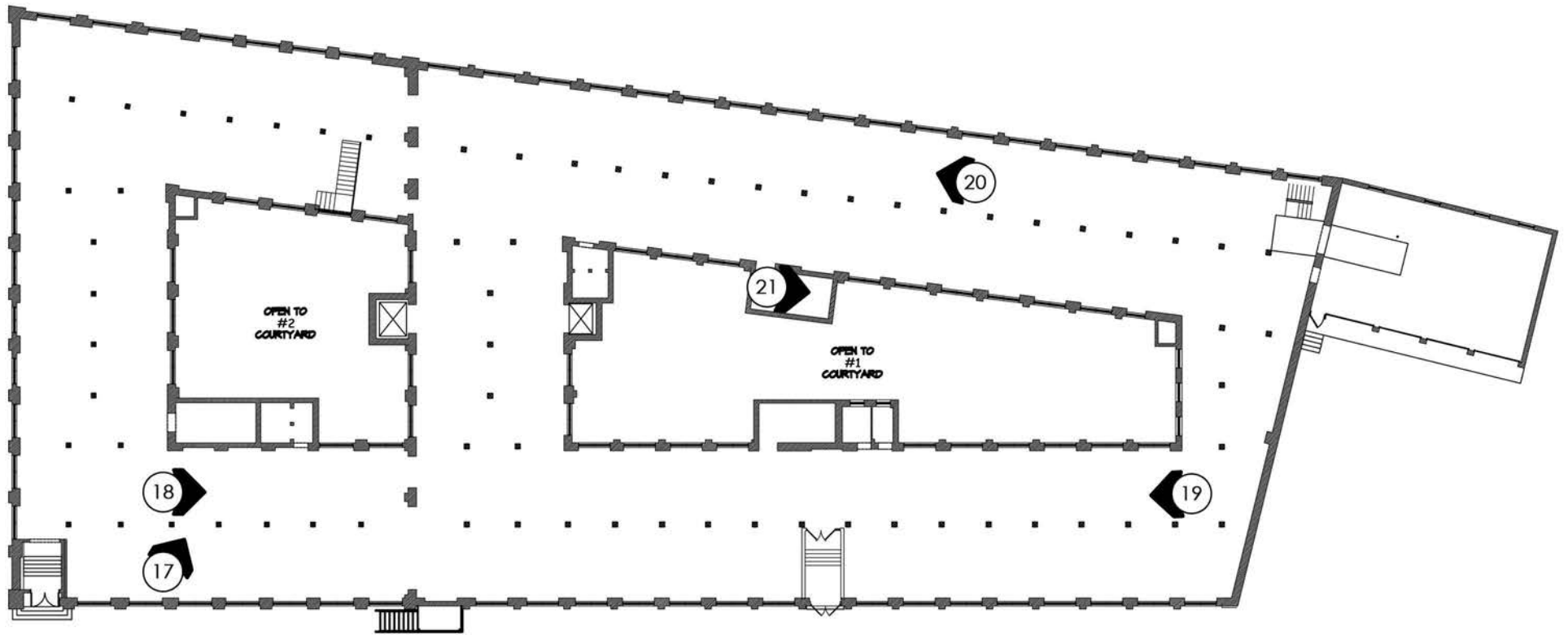
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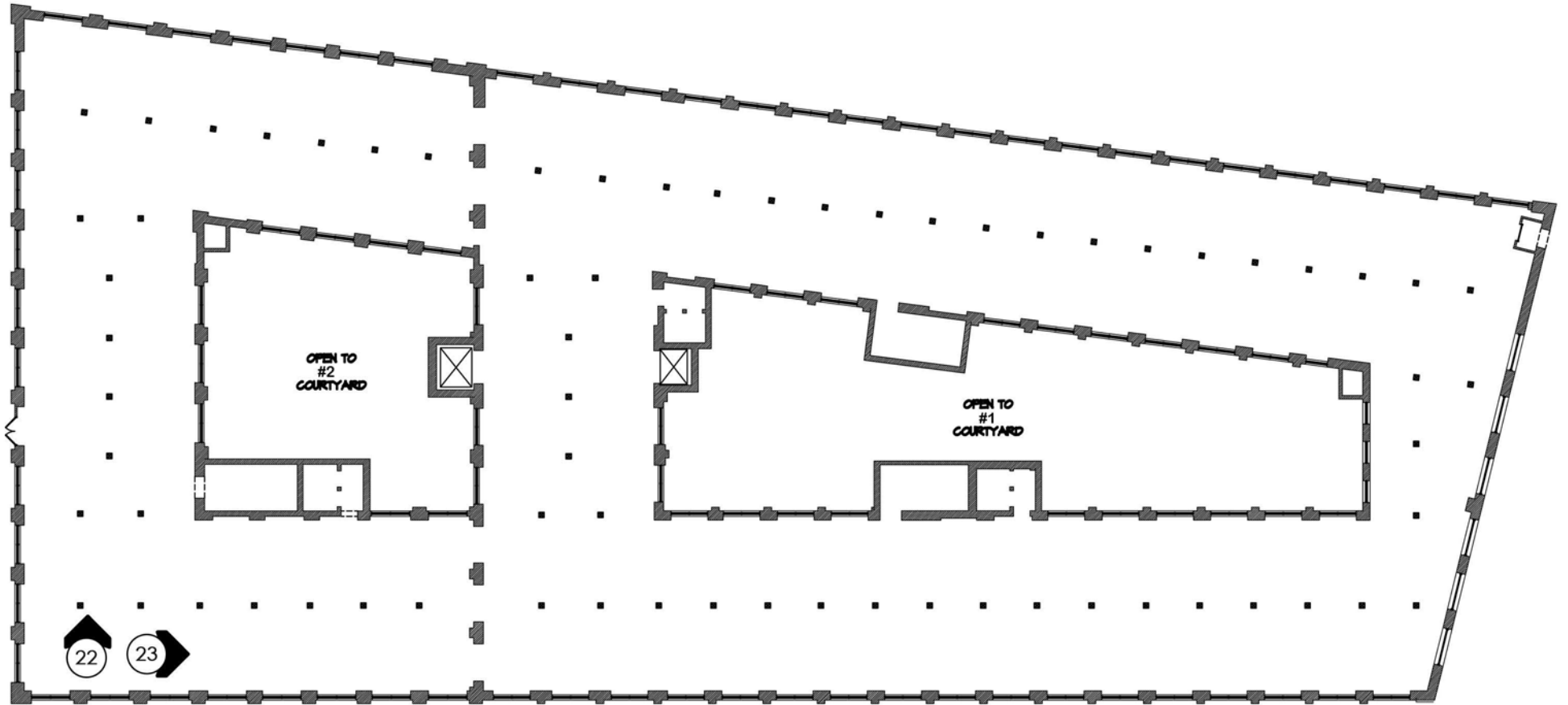


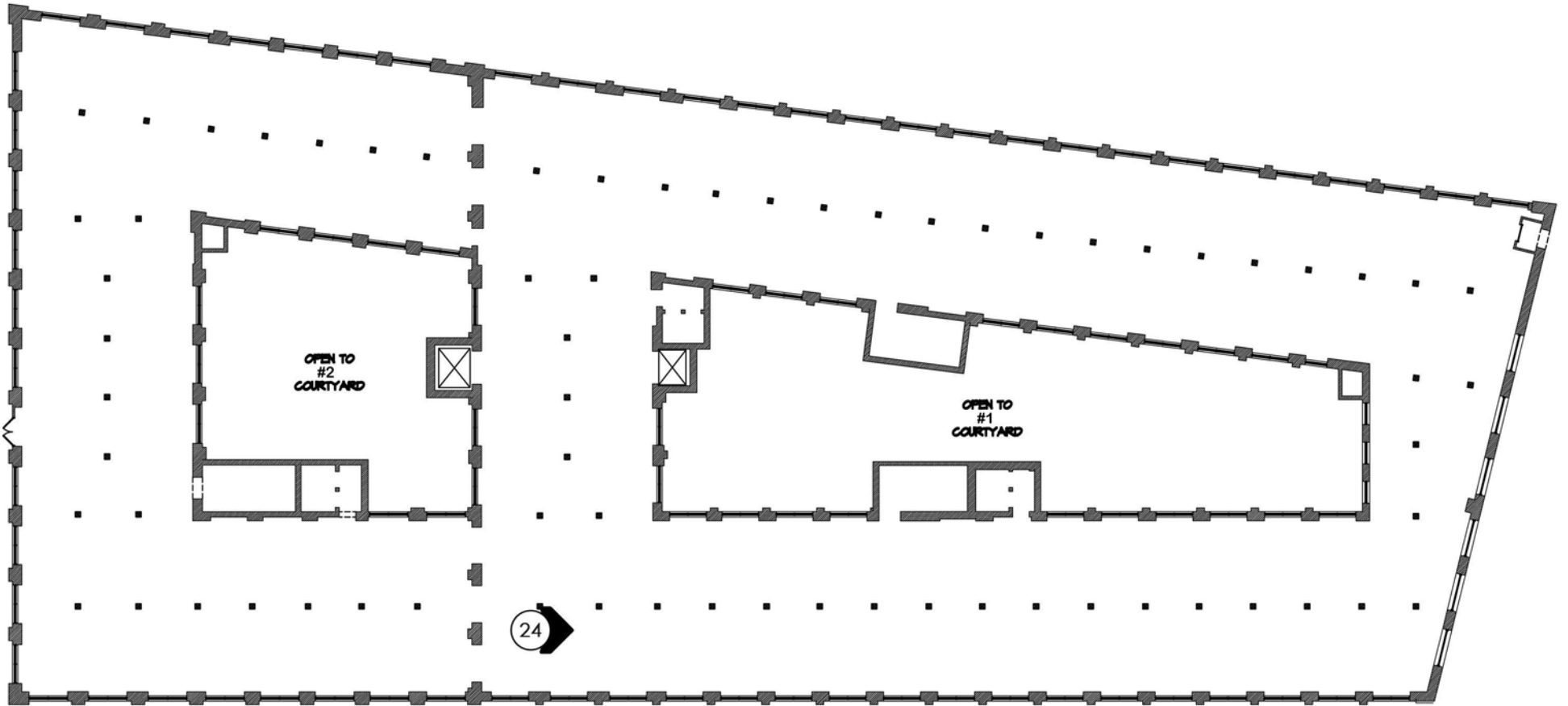


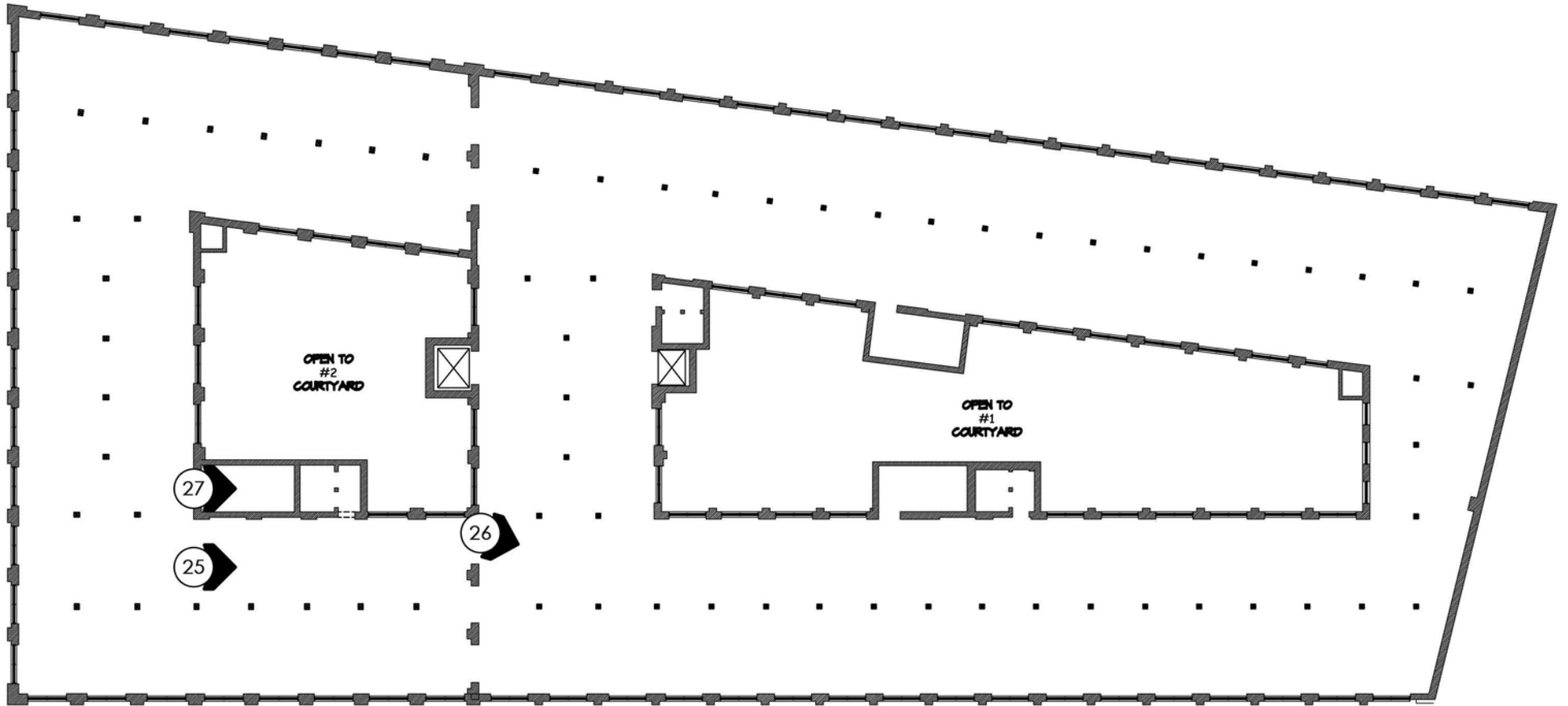
CURTIS, JONES & COMPANY SHOE FACTORY
READING, BERKS COUNTY, PENNSYLVANIA

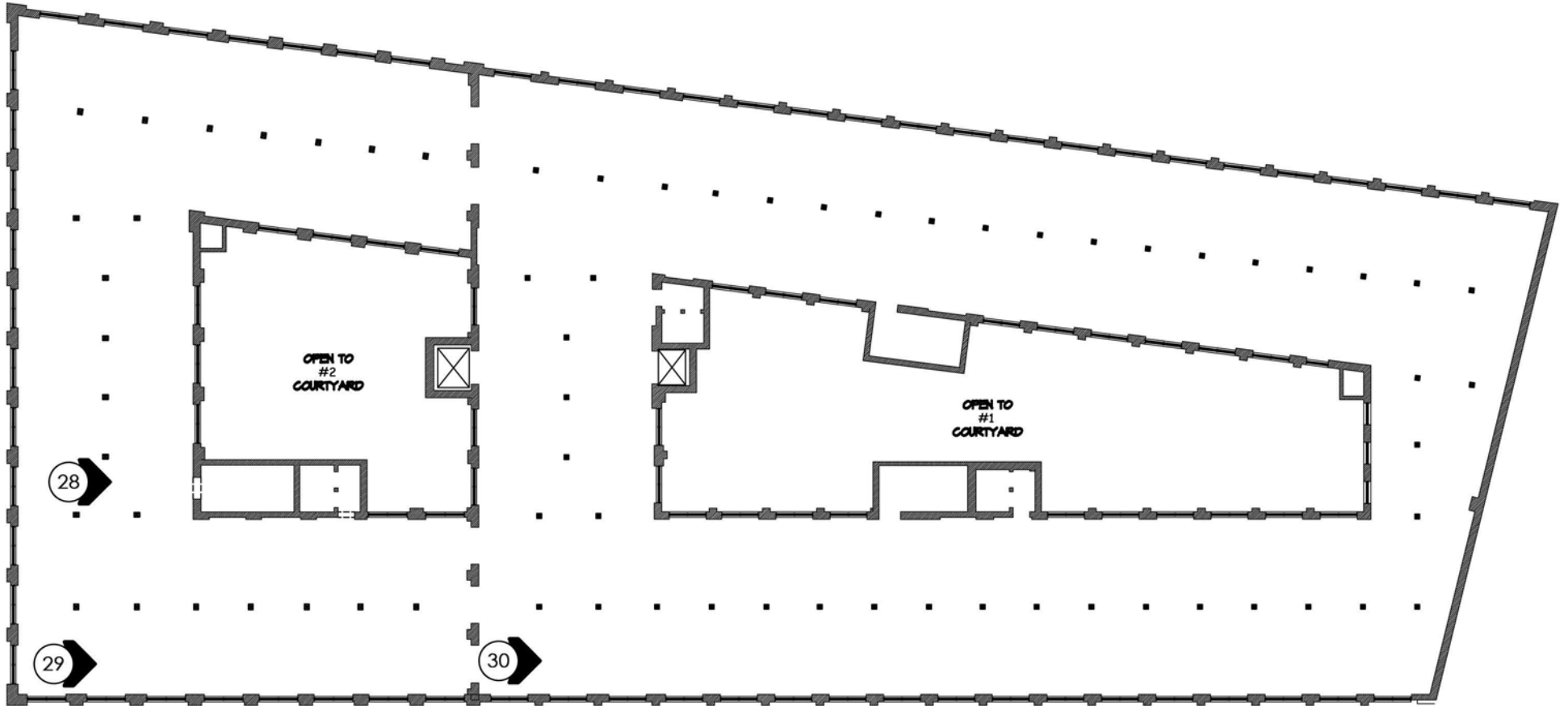
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Page 1

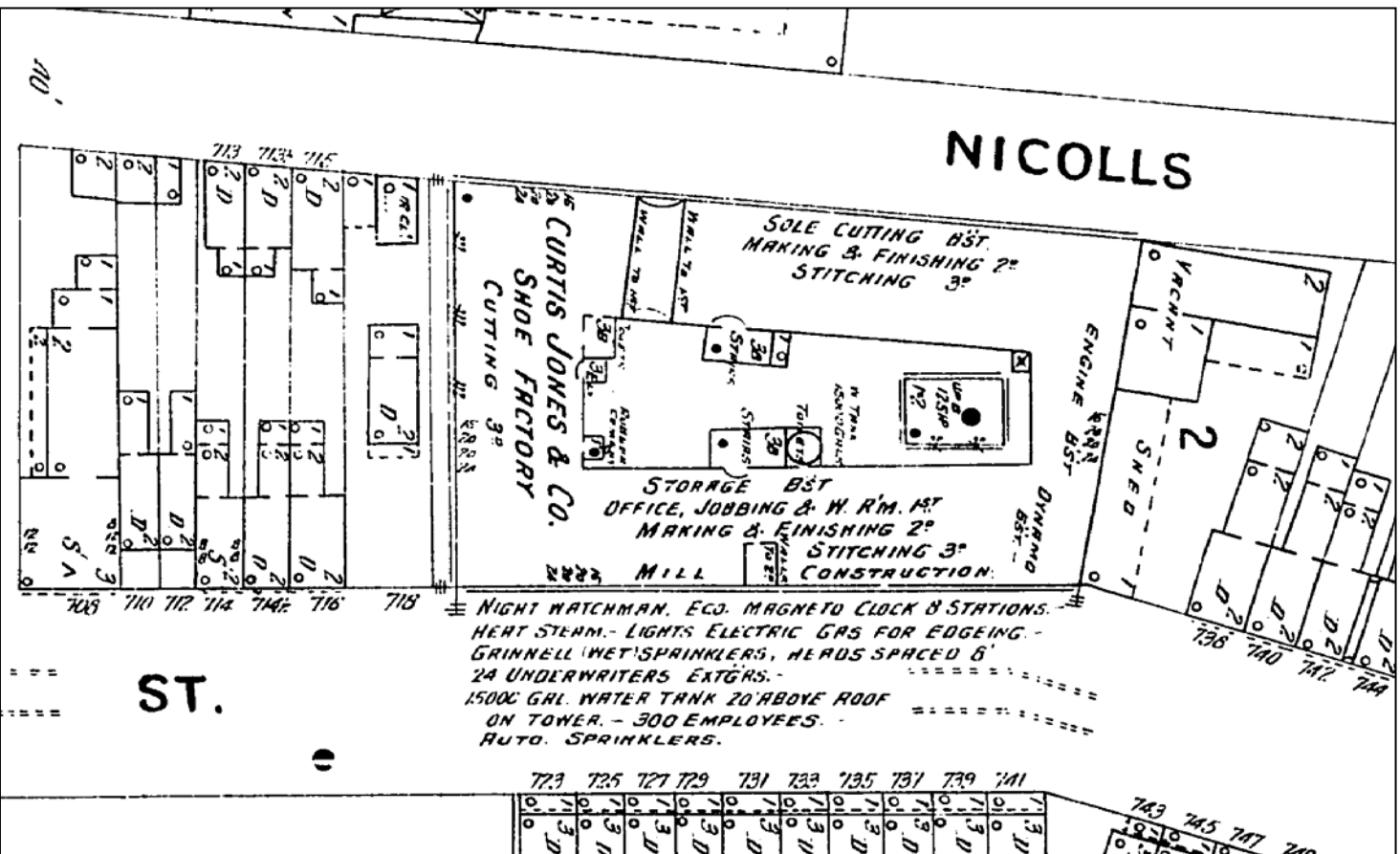


Figure 1 – 1904 Sanborn Insurance Map, Sanborn Map Company

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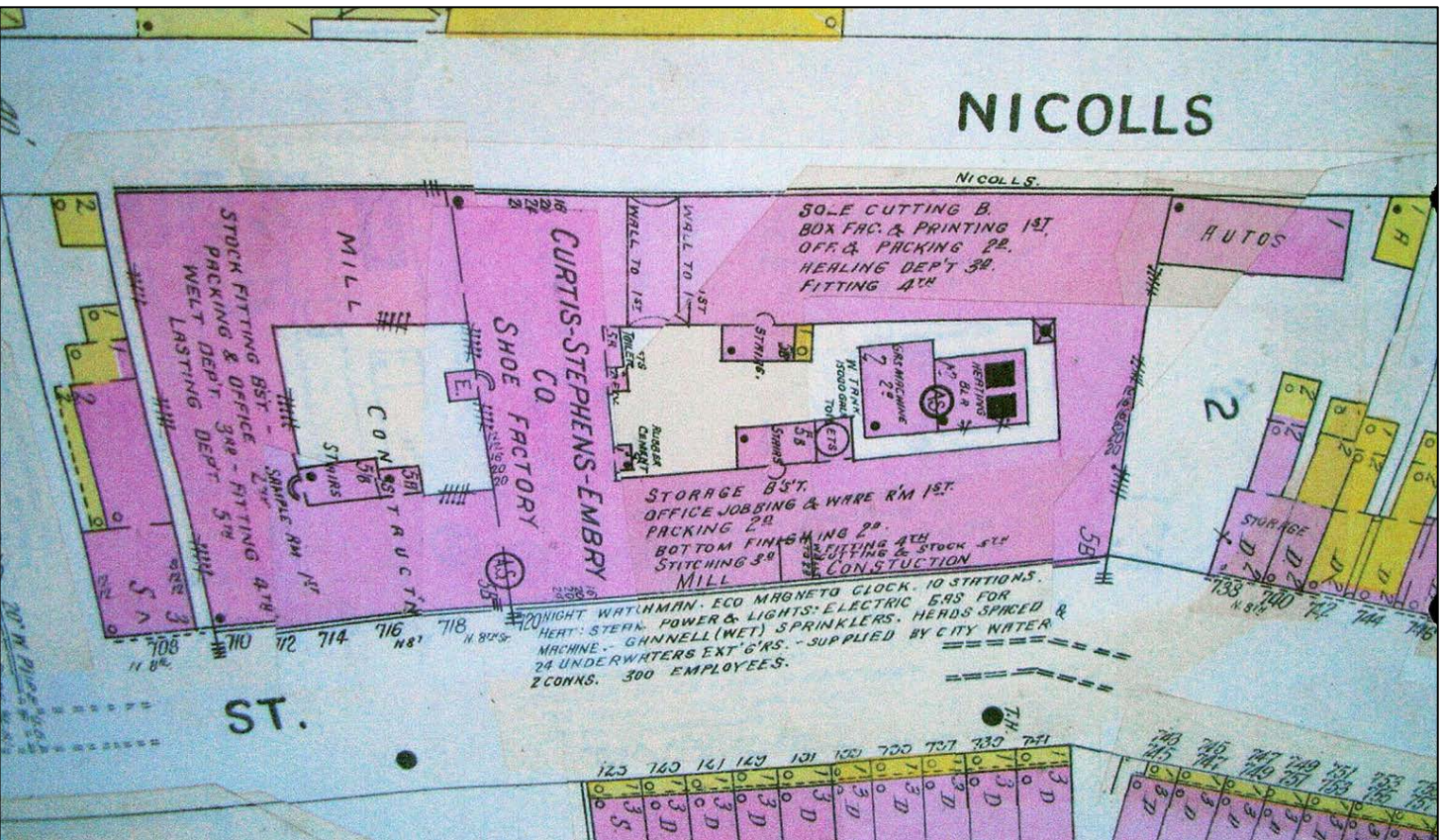


Figure 2 - 1932 Sanborn Insurance Map, Sanborn Map Company

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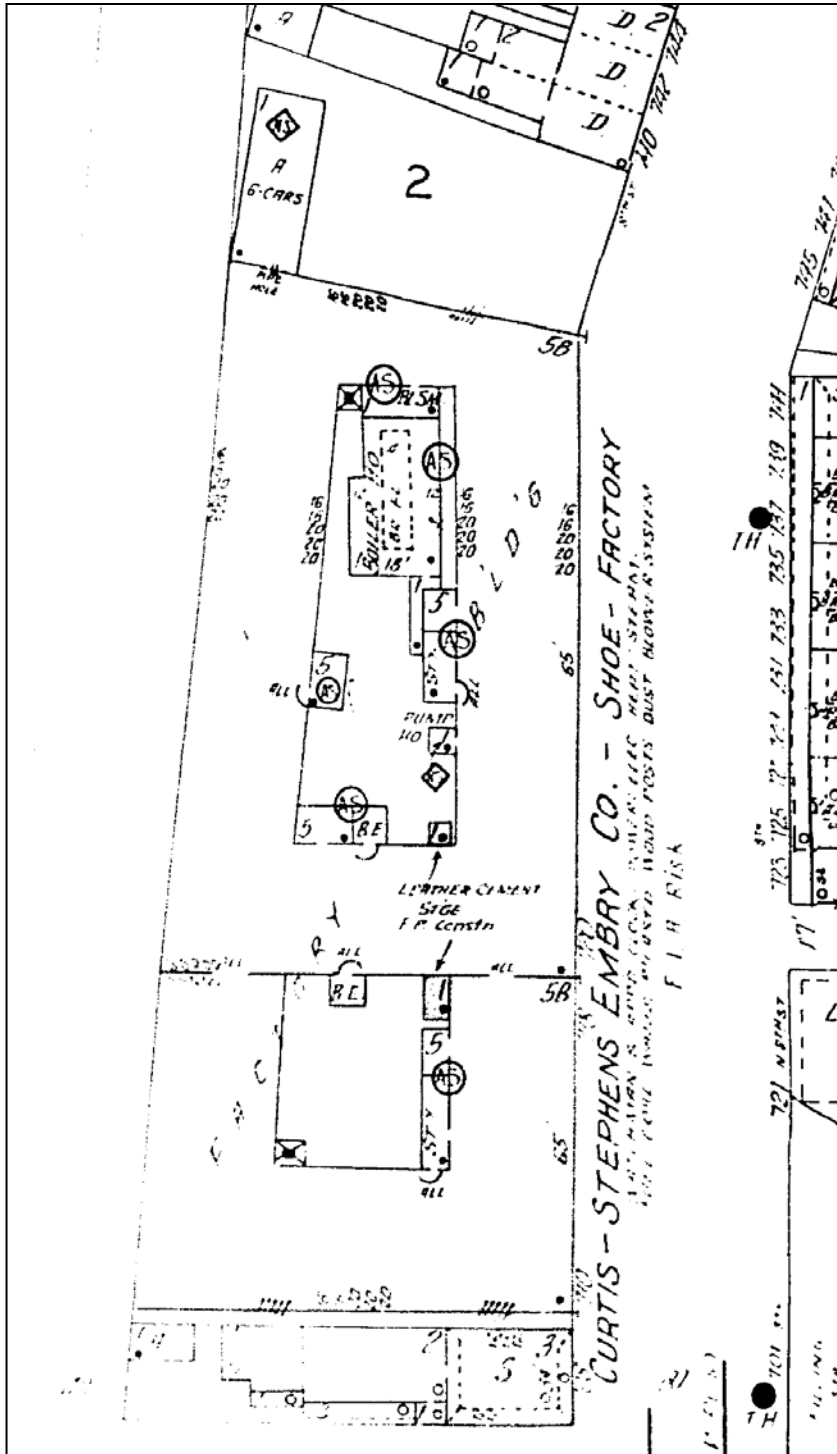


Figure 3 – 1950 Sanborn Insurance Map, Sanborn Map Company

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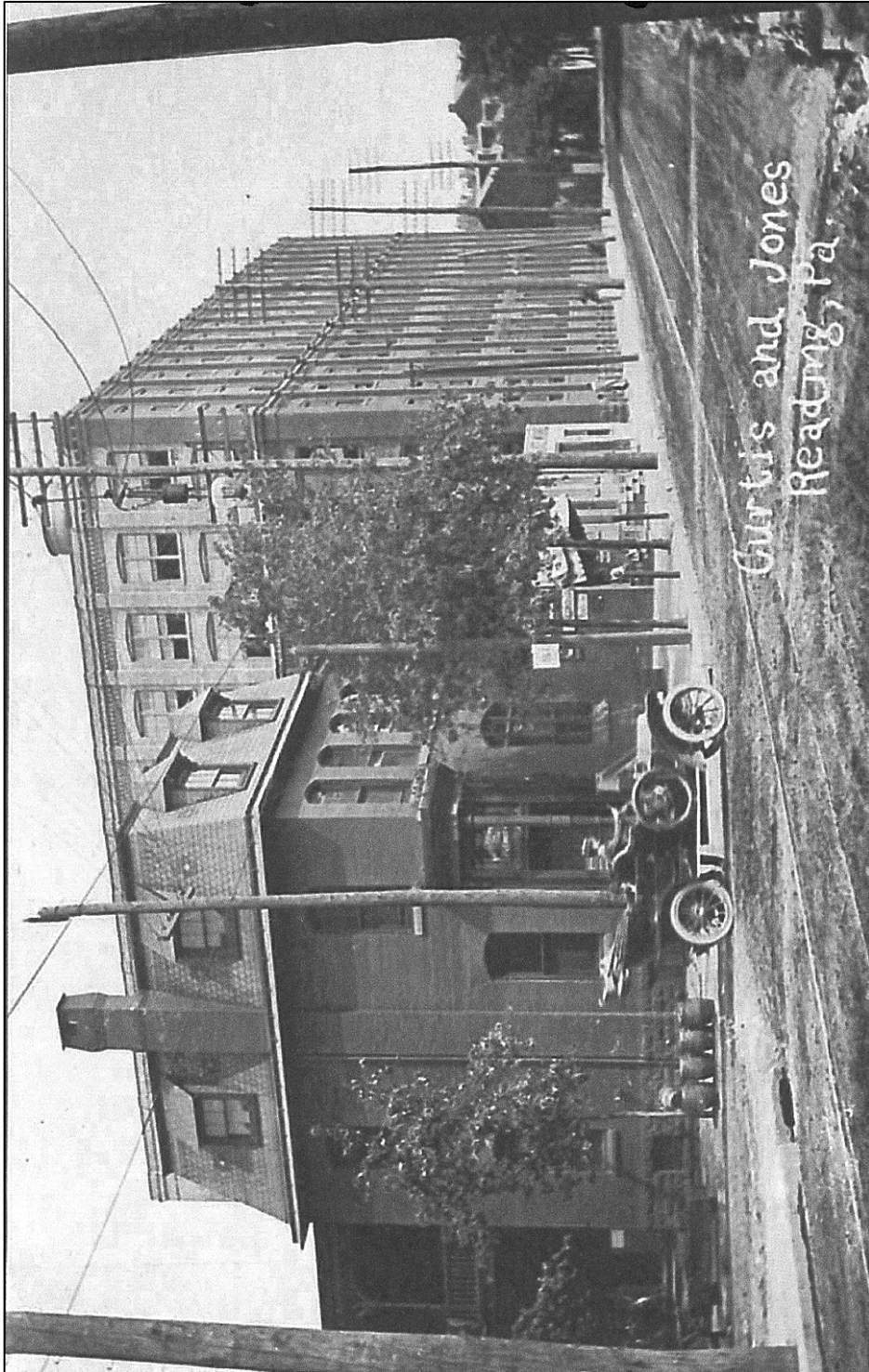


Figure 4- Curtis and Jones, c. 1910, *Pennsylvania Historical & Museum Commission*

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Above is the group that left Reading on Dec. 1, 1917, to serve in World War I. The men are at the far north end of the platform at the OUTER STATION, near SIXTH and OLEY. Notice the old Oley Street railroad tower in the background. Behind it stands the commodious Curtis & Jones shoe factory, located at 702-734 North Eighth, which is now a shopping-outlet center. — Photo courtesy of MRS. GEORGE (Margaret) COX, Chambersburg, Pa.

Figure 5 - "... Behind it stands the commodious Curtis & Jones shoe factory located at 702-734 North Eighth Street..." 1917, *The Passing Scene*, Vol. 6, p. 47.

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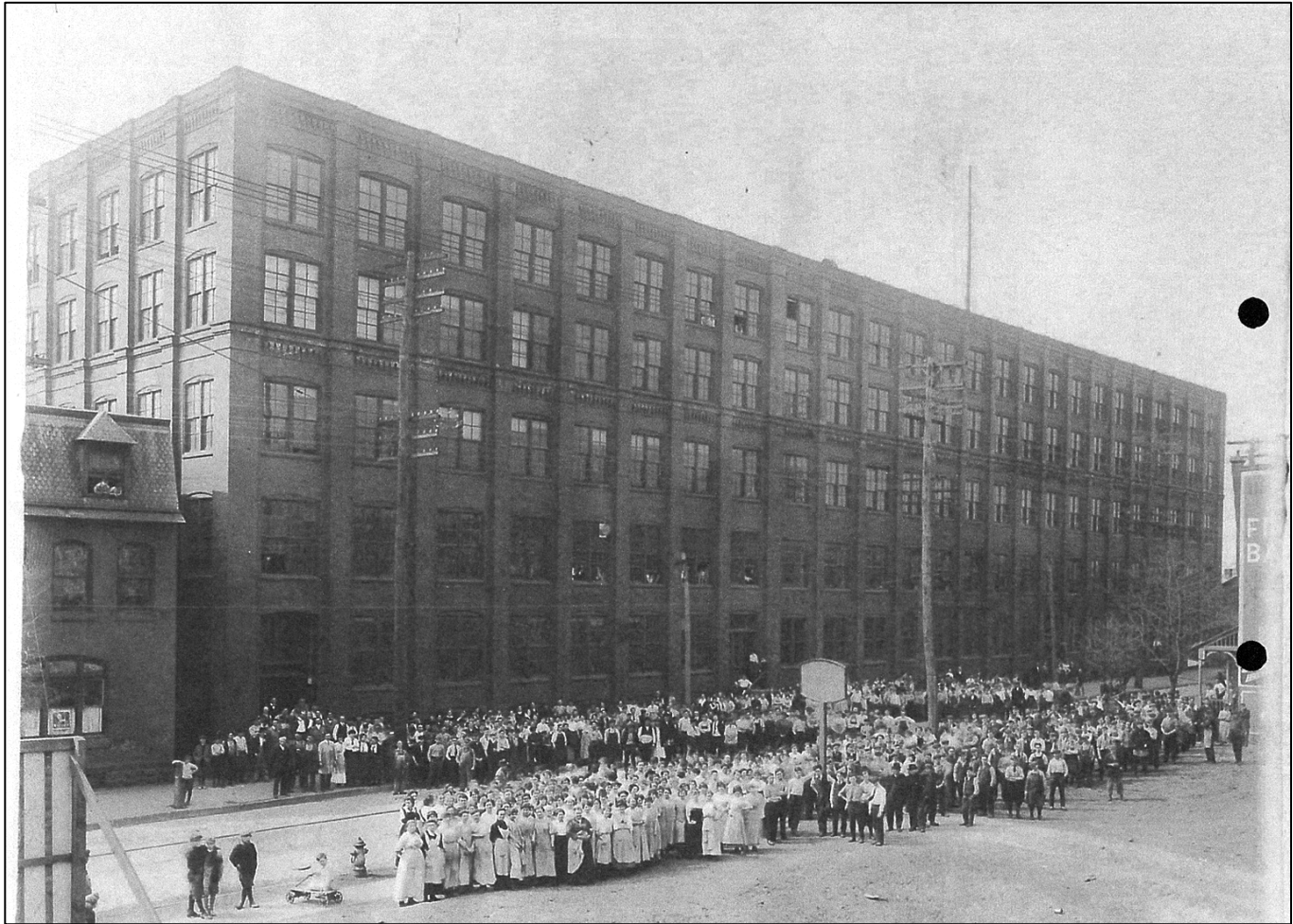


Figure 6 - Curtis & Jones Shoe Company, c. 1925, *Pennsylvania Historical & Museum Commission*

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Figure 7 - Curtis Stephens Embry Company, c. 1930, *Pennsylvania Historical & Museum Commission*

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Figure 8 - Reading Outlet Center, 1978, *Pennsylvania Historical & Museum Commission*

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Advertisements Related to Curtis & Jones Company and Curtis-Stephens-Embry Company

F. W. CURTIS, PRESIDENT F. S. JONES, TREASURER

Curtis & Jones Co.

JOBBER OF **BOOTS, SHOES, RUBBERS.** MANUFACTURERS OF MISSES, CHILDREN'S, AND INFANTS' SHOES.

724-732 N. EIGHTH ST.
BOSTON OFFICE 66 LINCOLN ST.

Reading, Pa. June 30 - 1903

Sold to F B Gask
Terms NET - 30 DAYS
2% OFF 10 DAYS

Wellsville Co.

107	24	mens split top hole Cords.	1.00	24 00	
102	24	" " " "	1.00	24 00	
107	24	" " " "	1.00	24 00	
106	24	" split " "	1.00	24 00	96 00

4 Cases P&R of Star Union

Estimated

Figure 9 - Bill of Sale for Curtis & Jones Co., EBay.

The Factory Man

This man, you see is making the best possible shoes for you. He has just opened his factory in China, where they were made in China.

The West Man

What a change! In this world but some the best material used, and the children's shoes are made by having MILLAR THE MILLER make them. They are made in the United States, and are the best made in the world.

Figure 10 - Advertising card for H. W. Rhoads Boot & Shoe Store, advertising Curtis & Jones Co. children's shoes, EBay.

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Best for school . . . for dress . . . for play

Pro·tek·tiv®

the finest in children's shoes

Pro-tek-tiv shoes are made for normal growing feet. Bring your child in today for careful fitting in length, width and height. Choose these fine quality shoes from our big selection of styles and sizes.

Priced According to Size
5.45
to
8.45

For Girls and Boys in Red and Brown




Pro·tek·tiv
for good fitting as the foot develops

- Arch and heel heights raised twice in each size range to help support arch as it grows upward.
- Wedge built in the heel to help keep ankles straight.
- No slip at the heel . . . no gap at the sides.

SHOP FRIDAY TILL 9 P. M.

The BOOT SHOP

103 Main Street Woodbridge 8-2528

Figure 11- Advertisement, *Fords Beacon*, August 18, 1955.

Pro·tek·tiv®

Quality Baby Shoes

For those all-important first steps, baby deserves these good shoes, with their unique features.



Broad level heel and snug heel fit



Firm counter



Flexible construction





TEN BROECK SHOE STORE
37 E. Market St., Rhinebeck
Tel. TR 6-6121

Figure 12 - Advertisement, *Rhinebeck Gazette*, April 4, 1963.

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Figure 13 - 50th Anniversary pamphlet, *Historical Society of Berks County*.

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GIRL SCOUTS at School, Play or Camp



A Paul Parker Photo

wear

REG. U.S. PAT. OFF.

OFFICIAL

GIRL SCOUT SHOE

NONE GENUINE WITHOUT THIS TRADE MARK

OFFICIAL

GIRL SCOUT SHOES

make Girl Scouting even more pleasurable. The Girl Scout organization believes you must be healthy to be happy, and that your good health is greatly influenced by the shoes you wear. Official Girl Scout Shoes give maximum foot protection and comfort.

are not limited to Girl Scouts. So many Scout Leaders and Girl Scouts have acclaimed this shoe that the demand is general. They are recommended by famed clinics and doctors to nurses, students, waitresses and all others who need and want comfortable footwear.

The National GIRL SCOUT Organization has licensed
ONLY
the Brown Shoe Co., St. Louis, and the Curtis-Stephens-Embry Co.
to manufacture
OFFICIAL GIRL SCOUT SHOES

Figure 15- 60th Anniversary pamphlet, Historical Society of Berks County.

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Figure 16 – Industrial Pockets of Boot and Shoe Manufacturing in the United States, 1937, *U. S. Department of Commerce.*

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company	location	1916	1919	1922	1925	1928	1931	1935	1938	1941	1950	1953	1956	1959
Barmac Shoe Co.	Reading										104	132	157	145
Beckerman Shoe Co.	Boyertown								234	459				
Berkshire Shoe Co.	Reading							15	38	27	24	19	18	
Birdsboro Shoe Mfg. Co.	Birdsboro	na												
Crescent Shoe Co.	Reading	na		na	40									
Curtis & Jones Co.	Reading	na	818	na	437	323								
Curtis & Jones Co.	Bernville		29											
Curtis & Jones Co.	Robesonia		40											
Curtis Stephens Embry Co.	Reading						348	265	259	290	359	324	338	357
Curtis Stephens Embry	Richland, Lebanon County				120	No data	No data	101	140	164	117	121		
E.F. Wylie Shoe Co.	Fleetwood				82									
Eby Shoe Co.	Birdsboro		171			85								
Fein & Glass, Inc.	Reading				74	141		253	315	416	352	359	424	450
Henry M. Willits, Inc.	Birdsboro			na	78									
Huyett & Rhoads	Birdsboro	na												
J. H. Houlihan Shoe Mfg Co	Birdsboro		33		82									
Keystone Shoe Mfg. Co.	Kutztown	na		na	117	117	102	85						
Keystone Shoe Mfg. Co. Inc.	Reading		109											
Kutztown Shoe Mfg. Co., Inc.	Kutztown										71	71	101	160
Penn Shoe Mfg. Co.	Reading	na												
Saucony Shoe Mfg. Co.	Kutztown	na	71	na	81	75	56	56	49	44	60	60	95	109
Stanley Albright Shoe Mfg. Co.	Reading	na	45											
Stanley Shoe Mfg. Co.	Reading				22									
Wenton Shoe Mfg. Co.	Kutztown											101	26	254

Figure 17 - Berks County shoe companies, location, and labor force, 1916-1959, *Industrial Directory of Pennsylvania* for the years 1916-1959.

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Other Pennsylvania Shoe Factories Listed in the National Register



Figure 18 - Eby Shoe Corporation Building (c. 1900), Ephrata, Lancaster County, PA, *CRGIS*.



Figure 19 - Landis Shoe Company (1906), Palmyra, Lebanon County, PA, *CRGIS*.

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Figure 20 – A.S. Kreider Shoe Manufacturing Company (1905), Elizabethtown, Lancaster County, PA, *CRGIS*.

Other Shoe Factories in South-Central Pennsylvania



THE SAUCONY SHOE FACTORY

The **Saucony** Shoe Manufacturing Company, Inc., has a capacity of 250,000 pairs of shoes annually. The firm employs ninety hands and the pay roll is \$5000.00 per month.

Figure 21—Saucony Shoe Company factory, 1915, Kutztown, Berks County 1915. *Centennial History of Kutztown*, p. 222.

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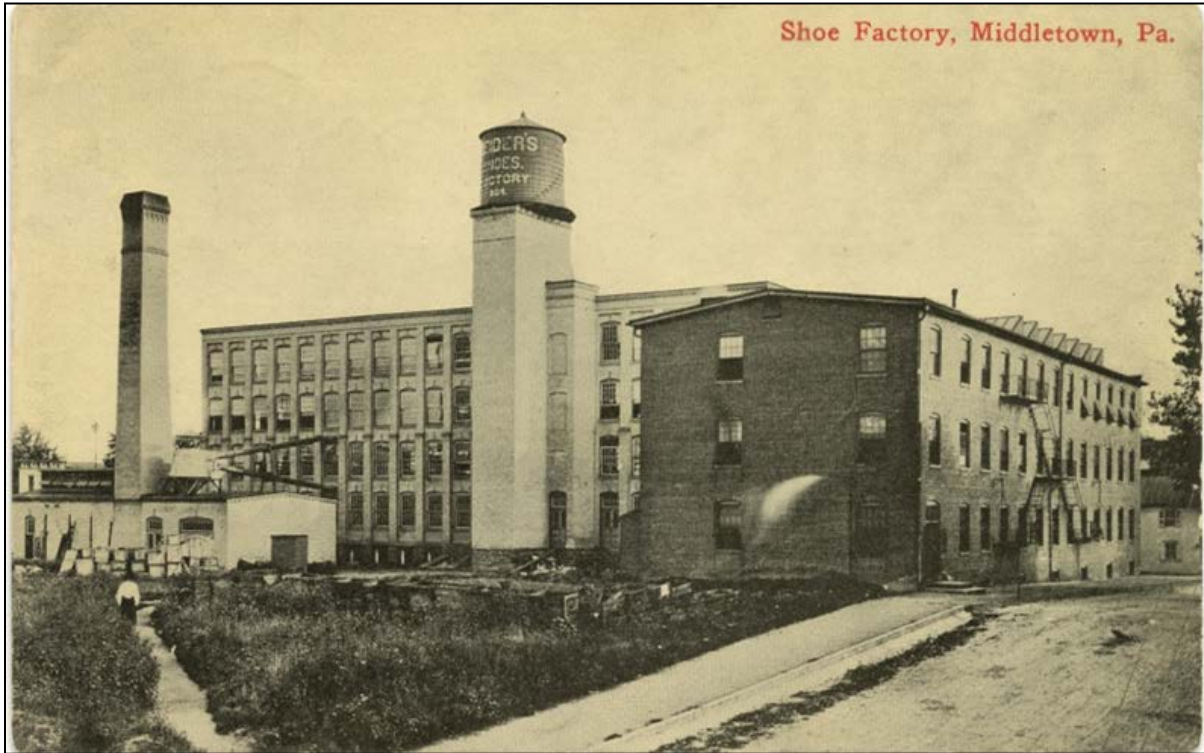


Figure 22—A.S. Kreider Shoe factory, c. 1920, Middletown, Dauphin County, in *Middletown Borough*, p. 62.



LITTERED
PARKING
NOTICE & FINE
→







Riding Outlet Center

ONE WAY
←

N 8th St 700



















































UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Curtis and Jones Company Shoe Factory

MULTIPLE NAME:

STATE & COUNTY: PENNSYLVANIA, Berks

DATE RECEIVED: 3/13/14 DATE OF PENDING LIST: 4/07/14
DATE OF 16TH DAY: 4/22/14 DATE OF 45TH DAY: 4/29/14
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 14000182

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 4.28.14 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



Pennsylvania
Historical & Museum
Commission



March 11, 2014

Carol Shull, Keeper
National Register of Historic Places
National Park Service, US Department of Interior
1201 "I" (Eye) Street, NW, 8th Floor
Washington D.C. 20005

Re: National Register Nominations

Dear Ms Shull:

The following National Register nominations are being submitted for your review:

1. **Curtis & Jones Shoe Factory**, Berks Co., PA. Enclosed please find a signed first page, a CD containing the true and correct copy of the nomination, and a DVD with tif images.
2. **Old Main, at Topton Lutheran Home**, Berks Co., PA. Enclosed please find a signed first page, a CD containing the true and correct copy of the nomination and correspondence, and a second CD with tif images.
3. **Happy Hollow Recreation Center**, Philadelphia Co., PA. Enclosed please find a signed first page, a CD containing the true and correct copy of the nomination and correspondence, and a second CD with tif images.

The proposed action for each of the above nominations is listing in the National Register. Our staff and Board fully support each nomination. If you have any questions regarding the nominations please contact me at 717-783-9922 or afrantz@pa.gov. Thank you for your consideration of these properties.

Sincerely,

April E. Frantz
National Register Reviewer/Eastern Region

enc.

Historic Preservation Services
Commonwealth Keystone Building
400 North Street
Harrisburg, PA 17120-0093
www.phmc.state.pa.us
The Commonwealth's Official History Agency