

# Vintage Girl Scout Online Museum



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## Girl Scout Shoes Part 2

1937 brought changes to Girl Scout shoes. No longer were brand names relegated to the end of the Girl Scout catalogs in the paid advertisements BUT neither were they highlighted in those same ads. (All paid advertisements were dropped from the GS catalog starting in spring of 1937)

Everyday wear Girl Scout shoes and athletic shoes were safely ensconced in the catalog pages. No longer were these shoes sold only through approved shoe retailers, but were now available in other shoe stores (and maybe even department stores?)

Only 3 manufacturers were offering official shoes; Keds (new in 1937, replacing the Firestone Footwear brand), Brown Shoe Company (also known as Buster Brown) and Melanson.

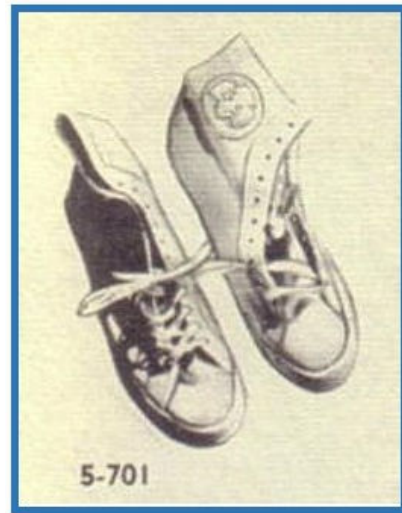
Girl Scout shoe styles were regulated, who manufactured them was less important (unless you were the manufacturer!)

Styles were slowly changing, adjusting to the modern girls needs and likes.



**Girl Scout Keds** are manufactured by the United States Rubber Company and made over a special, fine fitting last. Uppers are of full-breathing white duck for coolness, and outsole of strong, resilient rubber. Genuine shock-proof insole with layer of live sponge rubber the entire length to cushion the foot and absorb shock. Pliable, comfortable and long-wearing—ideal for camp, tennis and all athletic activities. These are also the official Mariner shoe for wear on ship-board. Sizes 12-3, 3-9.

<b>5-701</b>	High model .....	<b>\$1.35</b>
<b>5-706</b>	Oxford model .....	<b>1.10</b>



1937 - the new Girl Scout Keds replaced the Firestone Footwear brand. 2 styles were offered, the "high" model (shown above) and the standard "Oxford" style. No longer available in green, the all white versions were not only for athletic use, but official for Mariner Girl Scout.

The item # shown right are for the Girl Scout socks, not for the shoes.



1937



Girl Scout Shoes are manufactured to certain strict standards in design and structure to insure a perfect fit for the growing foot. Special orthopedic features promote foot health and aid in maintaining correct body posture. As the highest quality of materials and first class workmanship are used throughout, these shoes will give long wear and perfect comfort. The wide variety of styles offers an opportunity for each to choose the model suitable for her particular needs. All of these shoes are recommended for wear not only with the uniforms, but on every occasion where a good-looking, well fitting, serviceable shoe is needed. Your local shoe dealer will be glad to fit you, or if you can not find either of these official makes in your community, send direct to Brown Shoe Co., St. Louis, Mo.; or Melanson Shoe Co., Brewer, Maine. **Do not send** your orders to us as we can not supply these shoes on mail order.



The trademark on the left debut in the 1938 catalog. By 1939 it had a slight alteration. The bottom line changed. It's not known if the left example was just an error in the catalog or if it was ever used on the shoes.





1938 - the two-tone Girl Scout shoe, manufacturer unknown.

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**OFFICIAL SHOES**

Girl Scout Shoes are manufactured to certain strict standards in design and structure to insure a perfect fit for the growing foot. Special orthopedic features promote foot health and aid in maintaining correct body posture. As the highest quality of materials and first class workmanship are used throughout, these shoes will give you extra value for your ration coupon in long wear and perfect comfort. They are recommended for wear not only with the uniforms, but on every occasion where a good-looking, well fitting, serviceable shoe is needed. Your local shoe dealer will be glad to fit you, or if you can not find either of these official makes in your community, send direct to Brown Shoe Co., St. Louis, Mo., or Curtis-Stephens-Embry Co., Reading, Pa. Do not send your orders to us as we can not supply these shoes.

**1943**

*Official Shoes and Hosiery*

**OFFICIAL HOSIERY**

**Green Tweed Anklets and 1/2 Hose** are official for wear with the uniform. The heather-mixture cotton blends with the gray-green, and the dark green cuff has light green trefails.

7-101 Anklet. Size 8-11	..... \$3.35
7-106 1/2 Hose. Size 8 1/2-11	..... \$5.45

**Tan Anklets** are of long-wearing mercerized cotton with a brown cuff decorated with the trefail in tan.

7-141 Anklet. Size 8-10 1/2	..... \$3.35
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**MOCCASINS**

The Camp Moccasin, of heavy, light brown silk leather, has built-in arch support and leather sole and heel. Sizes 7-8, no half sizes, C width only.

5-713	\$3.98
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[THIS SHOE IS RATIONED—be sure to enclose ration coupon when ordering. As it is not an official Girl Scout shoe it can be ordered direct from us.]

**Only the manufacturers of official shoes may use this registered trade mark. It is your assurance that they have met the strict standards and incorporated all the special features in every pair of Girl Scout shoes. Be sure to look for it—it is your guarantee of quality.**

**OFFICIAL GIRL SCOUT SHOE**  
REG. U.S. PAT. OFF.

Page 7

From 1937 through 1943 the group page of Girl Scout shoes continues with the addition of the two-tone shoe style and the unforgettable saddle shoe style (1940).

In 1940 the list of shoe companies no longer contains the Melanson Shoe Company brand. Now the list is the Brown Shoe Company (Buster Brown) and the Curtis - Stephens - Embry Company.

1940 launched the official saddle-shoe, but it disappeared in 1943 (don't fret - they reappear after the war).

All shoes are dropped from the Spring 1944 catalog, except for a camp moccasin (not identified as being official), but notes that it is a restricted item. The shoe "page" returns in the Fall catalog.



An example of the 1944 trademark



Only the manufacturers of official shoes may use this registered trademark. It is your assurance that they have met strict standards and incorporated all the special features in every pair of Girl Scout shoes. Be sure to look for it—it is your guarantee of quality.



This Curtis-Stephens-Embry shoe box end shows the 1944 trademark.

The new trademark for Official Girl Scout shoes appeared in the Fall 1944 Girl Scout catalog.

In 1949 "Brownie sizes" are offered are first offered, later listed as "Brownie Scout."

Also in 1949 **Avonite** soles are mentioned for the first time in the GS catalog.



These soles are marked Avonite, a sole product not trademarked until 1945, and not noted in GS shoes until 1949, so these shoes date from 1945 to around 1952, when GSUSA changed their own trademark, dropping the slogan "None Genuine Without This Trademark."

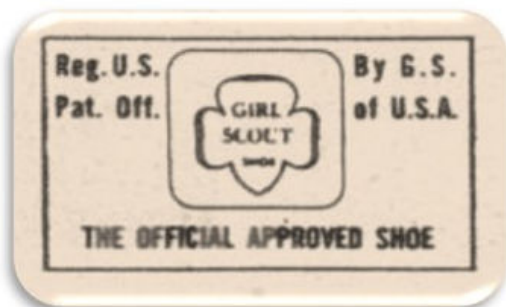






The GS trademark (spelled as one word on this sole) seems to date from 1951 era, the tag line "None Genuine Without This Trademark" disappears in the 1952 catalog, and the phrase "By Girl Scouts" is in the upper right corner also changed in 1952.

1951 also brings the Official Brownie Scout Shoe in the Brownie catalog.



This trademark style is first seen in the 1952 catalog. Girl Scouting is listed as G.S. of U.S.A., there is a box around the re-designed trefoil and the tag line "None Genuine Without This Trade Mark" is gone.



The shoe box end shows:

- the company name of Curtis-Stephens-Embry, Co., Inc.,
- the trefoil from the old trademark of 1944
- the full trademark of 1952
- "Not Genuine Without This Trade Mark" tagline used.

Official Brownie Scout Shoes

These trim-looking shoes are manufactured to exacting Girl Scout standards. Made of fine leather over proper lasts, they give growing feet better fit and lasting comfort. They have smooth leather insoles, shape retaining Goodyear welts, durable Avonite soles.

At left: Here is the official shoe to wear with your Brownie Scout uniform.

Wear Brownie Scout shoes for play, for school, for every day. Sizes 12½ to 3, AA to D widths.

National Equipment Service does not sell shoes. These official shoes are in the regular shoe departments of many Girl Scout Equipment Agencies. If your shoe store does not stock them, write to either manufacturer — Brown Shoe Co., St. Louis, Mo., or Curtis-Stephens-Embry Co., Reading, Pa., for the nearest store to you that sells official Brownie Scout shoes.

Look for this trademark in every pair.



Although the Brownie Scout Shoe was first mentioned in the 1951 Brownie catalog, by 1952 they had a half-page layout and a trademark logo all their own.



1954 brings subtle changes to Girl Scout shoes:

- some styles are noted as "For casual use only", meaning they are no longer for uniformed wear.
- The International Shoe Company added to the list of manufacturers.



This Curtis-Stephens-Embry sign for Official Girl Scout and Brownie Scout shoes is a rare find!

**GIRL SCOUT QUIZ FOR APRIL**  
Test Your Skill! Correct answers are in lower left corner of this ad

*"In what year was the Girl Scouts of the U.S.A. founded?"*

*"How many members attended the first meeting?"*

*"What famous maker of Official Girl Scout shoes has a name just like mine?"*

**OFFICIAL Girl Scout Shoes**  
by the makers of

**Poll-Parrot**  
SHOES FOR BOYS AND GIRLS

**Trim-Tred**  
SHOES FOR WOMEN

2-Strap Oxford For Scouts and Brownies

Moccasin Oxford In sizes for Scouts and Leaders

Saddle Oxford For Scouts and Leaders

Pat. Off. U.S. Pat. Off. U.S.A. THE OFFICIAL APPROVED SHOE

QUARTERMASTER'S OFFICE

ROBERTS, JOHNSON & RAND Division of International Shoe Company, St. Louis 3, Mo. Makers of Poll-Parrot and Stampede Shoes for children, Todd and Stampede Shoes for men and boys, Trim-Tred and Saddle Shoes for women, Blue Bird and Red Bird Shoes, and Official Girl Scout and Girl Scout Shoes.

At cookouts and hikes they'll enjoy the extra comfort of

**OFFICIAL GIRL SCOUT SHOES**

Hikes and cookouts are more fun, when your girls are comfortably dressed. That's why Official Shoes are such a good buy! They've got everything busy days demand . . . smart styling, fine fit and real comfort. Try on a pair soon . . . you'll like them, too!

Girl Scout . . . \$7.95  
(slightly higher in the West)

**GIRL SCOUTS of the U. S. A.**  
National Equipment Service  
NEW YORK • ST. LOUIS • SAN FRANCISCO

For Your Dealer's Name Write: INTERNATIONAL SHOE COMPANY, St. Louis, Mo., or BROWN SHOE COMPANY, St. Louis, Mo.

MADE TO MEAN WITH YOUR OFFICIAL DRESS UNIFORM

Pat. Off. U.S. Pat. Off. U.S.A. THE OFFICIAL APPROVED SHOE

It's not an Official Shoe unless it has the above trademark.

These ads from a 1956 Girl Scout Leader magazine highlight the shoes available.

Poll-Parrot Shoes were a division of the International Shoe Company, as was Red Goose Shoes. The designs were regulated, manufacturers could only offer the correct styles - but they tied them to their other divisions and well known brand names.



**NEW... OFFICIAL GIRL SCOUT CANVAS SHOES**

**"GRIPS" MADE BY BEACON FALLS RUBBER FOOTWEAR**  
division of United States Rubber Co.

When it's time for sports—or sportswear—it's time to wear your Girl Scout canvas shoes! Made according to rigid Girl Scout standards, they have special last for growing feet . . . built-up cushion arch for comfort . . . are washable. Look for official trademark below. (NOT TO BE WORN WITH THE OFFICIAL UNIFORM.)  
Girl Scout: green or white. Brownie: brown or white.

at your shoe dealer **\$4<sup>50</sup>**

Reg. U.S. Pat. Off.  Reg. U.S. Pat. Off.   
THE OFFICIAL APPROVED SHOE

In 1958 this ad was found in the Girl Scout Leader magazine noting the Official Girl Scout Canvas Shoe.

It wasn't really official in that you could wear it with your uniform – just officially sanctioned by GSUSA.

The image shows that 1952 trademark – a new one was launched in 1959.

The manufacturer was Beacon Falls Rubber Footwear, a division of United States Rubber Co., who also made the Girl Scout Keds back in 1937.



Look your best...feel your best  
in these smooth fitting shoes.  
Proper lasts and careful workmanship  
according to strict Girl Scout  
standards make them the very finest  
shoes for your every day wear.

**Official Girl Scout Shoes**

Top row: Official with your uniform, these styles are of fine leather with long wearing Avonite soles. If your shoe department does not carry them, write to these manufacturers for the names of your nearest dealer: Brown Shoe Co., St. Louis, Mo. • Curtis-Stephens-Embry Co., Reading, Pa. • General Shoe Corp., Nashville, Tenn.

Bottom row: A wonderful Canvas Oxford for active times and sports wear . . . a smart Rainboot in green with emblem on the sole. Write to Beacon Falls Rubber Footwear, Beacon Falls 1, Conn.

Look for this trademark—  
it's not an official shoe unless  
it is marked "Girl Scout"

Reg. U.S. Pat. Off.  Reg. U.S. Pat. Off.   
THE OFFICIAL APPROVED SHOE

1959 - the shoe section is down to a half-page in the catalog and the selection is down to 3, with the addition of a canvas oxford (sneaker) and a rainboot.

Both the Canvas Oxford (sneaker) and the rainboots were made by Beacon Falls Rubber footwear. Not shown left, but elsewhere, was the new Brownie Canvas Oxford in brown or white.

A new manufacturer, General Shoe Corp., replaced the International Shoe Company for

Top

Site originally launched November 18, 2000

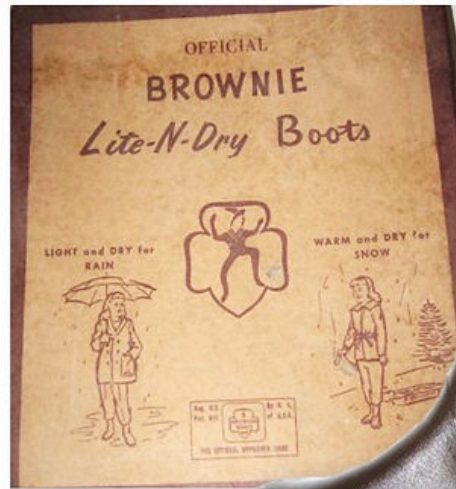
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Vintagegirlscout.com



The Girl Scout & Brownie rainboots were manufactured by Beacon Falls Rubber Footwear, Beacon Falls, CT.



Image: Merana



The 1959 Official Girl Scout Grips Canvas Oxfords (sneakers) carried a **new** GS trademark on the tongue of the shoe and on the heels.



This trademark may only have been used in these shoes, as the 1952 trademark is shown in the item below that dates to the 1960's.

The Girl Scout version came in green or white, and the Brownie version came in brown or white.

