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## Allen's sole strip. [ca. 1920]

Kenosha, Wisconsin: N. R. Allen's Sons, [ca. 1920]

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◇ ALLEN'S SOLE STRIP ◇



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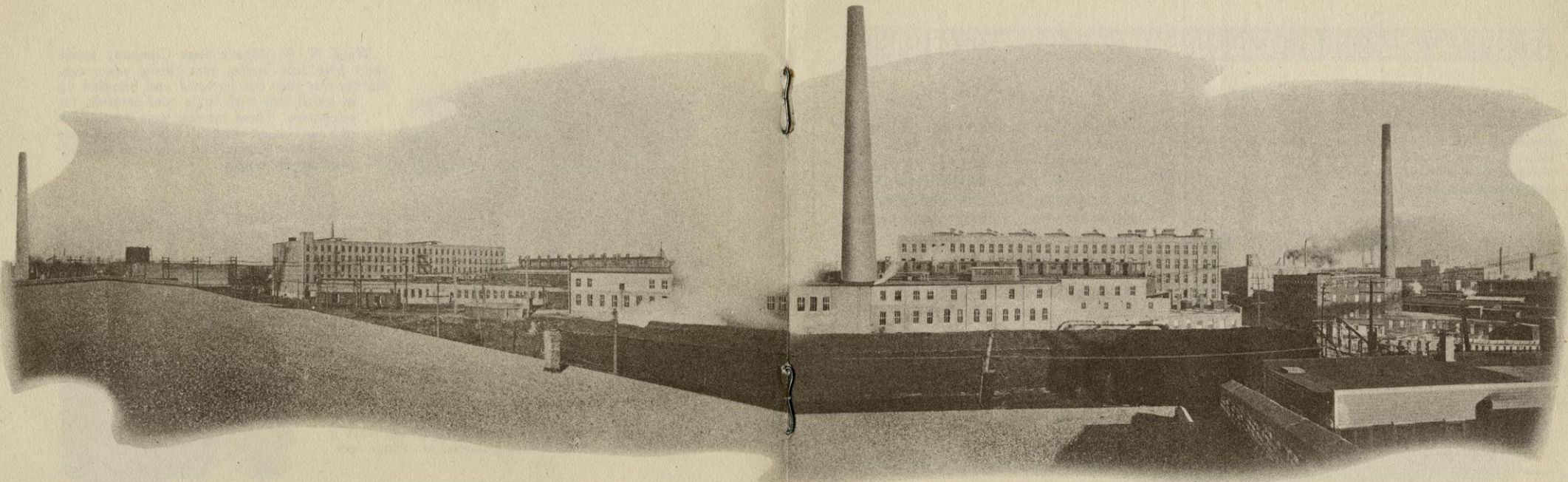


When N. R. Allen's Sons Company made their first Sole Strips, over thirty years ago, leather was then cut by hand and bundled up in small lots with little consideration for selections. These bundles were thrown out of a convenient window of the tannery onto a one-horse wagon, and carried to the railroad freight house.

# ALLEN'S SOLE STRIP

The quality of leather offered was recognized quickly and during these past thirty years, Allen's Sole Strips have been the Standard of Comparison in the trade. The demand for them has increased so constantly that shipments have grown from a few bundles a day to consignments in carload lots.





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N.R.ALLEN'S SONS COMPANY ♦ KENOSHA, WISCONSIN

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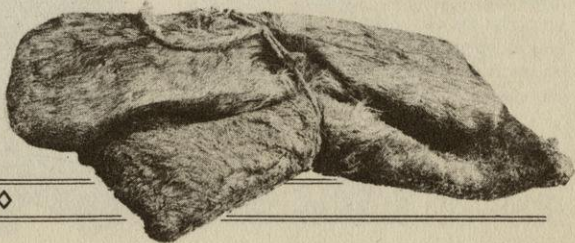
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## The Story of Allen's Sole Strips

THE demand for shoe-repairing has grown so rapidly, in the last twenty years, that more efficient methods for tanning and selling leather for this class of work have become necessary. The attention of the tanner has accordingly, been directed to producing a line of leather specially suited for repair work—a stock of endurance and firm substance, and cut in such forms as to eliminate waste material, made possible by the invention of improved machine methods.

A generation or more ago, little leather was cut by the tanner beyond removing the head and belly for the manufacturer or jobber.

*The giant plant of N. R. Allen's Sons Company, Kenosha, Wisconsin, covers an area of thirty acres. Established in 1856 with two small buildings, it has grown in 64 years to comprise 34 brick buildings ranging in height from one to five stories, and covering 797,368 square feet of floor space. Over 25,000,000 pounds of finished leather are now produced yearly in this tannery—the largest institution of its kind in the world.*



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♦ ALLEN'S SOLE STRIP ♦

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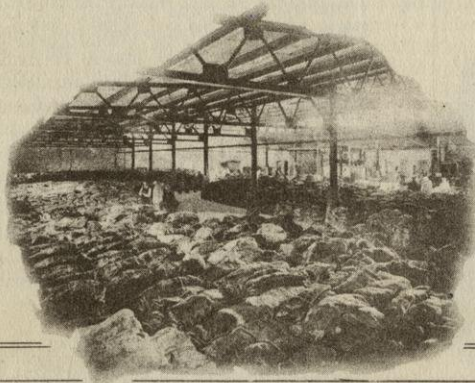
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# N.R.ALLEN'S SONS COMPANY ◊ KENOSHA, WISCONSIN

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*Approximately 1,500 hides are received daily into the Allen "hide-cellar," where they are expertly sorted, weighed and graded.*



The retail merchant who sold leather would thus buy it in the form of a Side or Back, from which he would then cut a strip for his customers wishing leather to repair shoes. This hit-and-miss cutting would often mean a surplus on his hands of undesirable and unsalable parts, and accordingly a waste of stock.

The N. R. Allen's Sons Company was one of the first to realize the need of conserving this waste material, and the necessity for selling the shoe-repair trade in a more efficient manner. With this purpose in mind, they began to cut leather into strips, not so much, at first with the idea of grading stock, but with the thought of furnishing leather in a more convenient form.

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◊ ALLEN'S SOLE STRIP ◊

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# N.R.ALLEN'S SONS COMPANY ◊ KENOSHA, WISCONSIN

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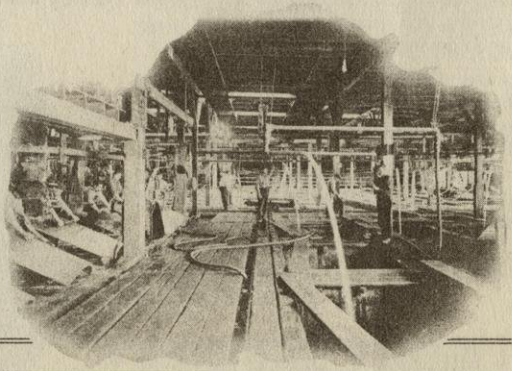
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The tanner had no particular machinery for this class of work and necessarily had to cut the first strips by hand. A standard size of strip was adopted and used as a scale for marking out other strips on a hide. The cutter then took a small knife and laboriously cut through the tough leather.

Leather, in strip form, however, began to meet with instant favor among the handlers of stock, and shoe-repairers found that it was a real economy for them to buy leather in such a form.

*In the "beam-house" all hair and flesh are removed from the hides by the latest improved methods of machine and hand work, the final operation being by expert men known as "beamsters."*



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## ◊ ALLEN'S SOLE STRIP ◊

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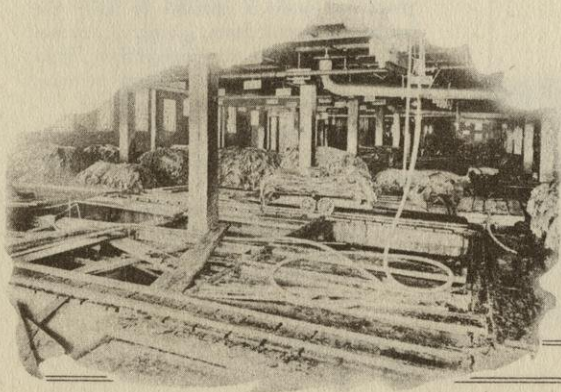
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# N.R.ALLEN'S SONS COMPANY ◊ KENOSHA, WISCONSIN

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*After the hair and flesh are thoroughly removed, the hides are taken to the "yards" and laid away in the liquor vats. This "liquor" chemically changes the fibre of the hide to that of leather.*



Allen's leather had, at an early age, been recognized as the Standard of Comparison and such as would give satisfaction wherever used. This quality of stock offered in the more convenient and economical form of strips, built up such an increasing demand for Allen's Sole Strips that it became necessary to manufacture them as a separate commodity in a much larger plant. It is now conservatively estimated that over 10,000,000 pair of shoes are re-soled annually with Allen's Sole Strips.

Constant improvement has been made in the methods of tanning these Strips during succeeding years, and specialized machinery and methods have been installed with which to produce them on a quantity basis.

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◊ ALLEN'S SOLE STRIP ◊

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# N.R.ALLEN'S SONS COMPANY ◊ KENOSHA, WISCONSIN

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*From the "yards" the tanned hides pass to the "scrub-house." Here they are washed, wrung and set out on modern machines to produce smooth and even texture of grain, after which they go to the "dry-loft."*



Today, over fifteen hundred hides pass through the Allen "hide-cellars" every nine hours. Here they are graded, sorted and laid down on certain standardized lines. Improved machinery in later years has made it possible to finish the leather in better form, giving it a firmer and more durable wearing quality. Hair and flesh are now removed from the hides by batteries of automatic machines.

Other machines take the hides from the tanning vats and wring them, roll them and oil them.

When the hides have been properly tanned and finished today they are cut into standard-size Sole Strips by rows of motor-driven cutting machines.

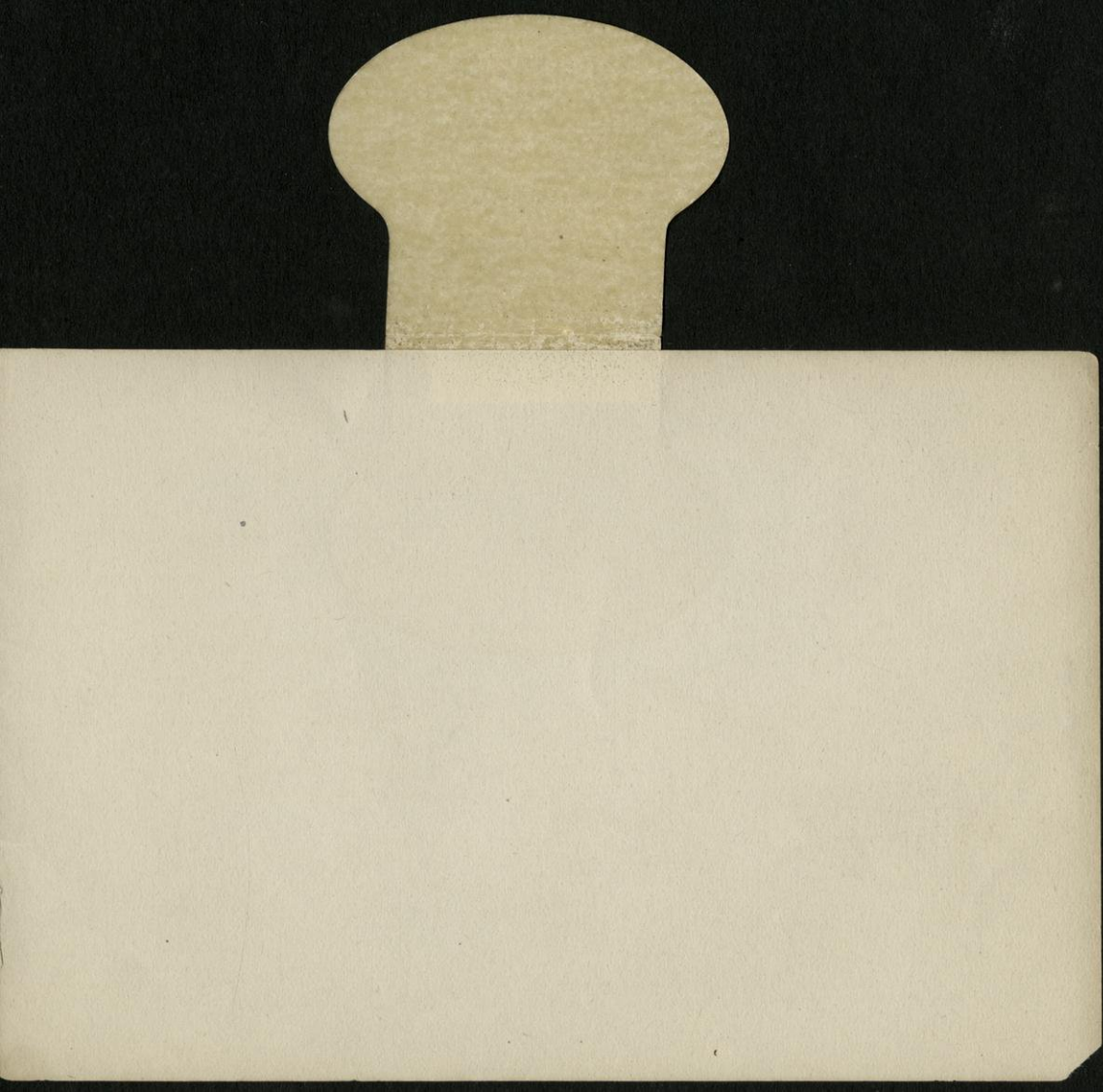
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◊ ALLEN'S SOLE STRIP ◊

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THE  
ALLEN LABEL

guarantees the quality as indicated  
by the grade shown thereon. Dis-  
tributors are empowered to replace  
any leather not as represented; and in  
this sense we stand back of our prod-  
uct at all times.

N. R. ALLEN'S SONS  
COMPANY

N.R.ALLEN'S SONS COMPANY  
◇ KENOSHA, WISCONSIN ◇