



Stonehill College

Archives and Special Collections

Finding Aid

William A. Rossi Collection

Size: 96 Cubic Feet

Processed: November 2004-January 2007

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Series Listing:

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Biographical Note:

Considered by many to be an expert on the shoe industry Dr. William A. Rossi, spent his life devoted to shoes, their design, manufacture, selling and fit. Born on December 10, 1910, Rossi was a lifelong Massachusetts resident who was introduced to the shoe industry at an early age by his father, a custom shoemaker who expanded into the retail shoe business. By the age of ten, Rossi was working in his father's store fitting shoes. At the age of seventeen he became a graduate of the Dr. Scholl's School of Practipedics, a correspondence course that dealt with foot ills and the application of commercial foot aids. Soon after completing the course he entered the Middlesex College of Podiatry.

Graduating at the age of twenty, he had to wait a full year before he was eligible to be licensed as a podiatrist and could begin practicing. Yet after only six years in the field building his practice, Rossi abruptly quit. Citing boredom and predictability of treating "foot-ills", Rossi turned to free-lance writing. Writing both fiction and non-fiction, his work ranged from articles on science, medicine, industry and business to detective, mystery and science fiction stories.

In the late 1930s he began to be recognized for his writing and research related to the shoe industry. In 1937, he published his first book "The Correct Shoe Manual" which focused on corrective footwear. During this time he also conducted research that allowed him to devise an original and unique scientific system of foot measurement for application to lasts and shoes. Called Podometrics, the project received

wide attention and in 1941, Rossi traveled to Washington DC to supervise a US government project based on his Podometrics System. The project however was shelved after only few months due the bombing of Pearl Harbor and the US entrance into World War II. In February 1946 Rossi enlisted in the US Navy and served until the end of the war.

After being honorably discharged Rossi returned to writing but with a focus on the shoe industry. He first joined the editorial staff of *Leather and Shoes Magazine* and within three years was promoted to editor and assistant publisher. In 1955, he took the job of as editor at *Boot and Shoe Recorder* where he remained for twenty years.

Yet it was Rossi's research and writing about the shoe industry that made him famous, at least in the shoe world. He consulted for various companies, serving as a marketing expert for both Stride Rite and Walk Over. He wrote seven books and published more than 2000 articles in footwear publications and newspapers. His most well-known book *The Sex Life of the Foot and Shoe* was published in 1976. Considered an expert on the shoe industry he was often interviewed by the media.

Rossi also traveled extensively throughout the United States, Canada, Europe and other countries attending conventions and trade shows, conducting research and addressing groups including shoe manufacturers, tanners, shoe retailers, fashion organizations, allied trades groups, foot doctors, etc.

But for all his research into the shoe industry Rossi strongly believed shoes caused many foot ills and people would be better off without them. He continued to write and research until his death on June 14, 2003. He left behind a wife of sixty years, three children, three grandchildren and an important legacy as a footwear scholar.

Scope And Content Note:

As part of his estate William Rossi left a collection of books, papers, artifacts and other memorabilia related to his work as a podiatrist and in the shoe industry to the Brockton Shoe Museum. In November 2004, as part of the Museum's partnership with Stonehill College, the collection was moved in its entirety from Mr. Rossi's home in Marshfield, Massachusetts to the college's archives located in the Martin Institute. Over the next two years the collection was cleaned, sorted and processed by archives staff and student interns.

The collection measures ninety-six cubic feet and is divided into thirteen series. As much as possible the collection is organized using Mr. Rossi's filing system. Names of each series are the creation of the College Archives staff. Series include correspondence, consulting files, manuscripts, lecture notes, appearances, patents, reports, audio visual, research files, subject files, publications, artifacts and materials. With the exception of artifacts, all series are processed at the folder level and series descriptions and folder lists are included as part of this finding aid. Artifacts have been individually catalogued and a separate finding created which includes a brief description and photograph of each artifact. Books written by Mr. Rossi and those included in his library are not included as part of this finding aid. There are 200 such items and they have been individually catalogued in the Stonehill Library's Online Catalog which can be accessed at <http://library.stonehill.edu/search/dBrockton+Shoe+Museum++William+Rossi+Collection>. The collection is open to all researchers and available for research during the normal business hours of the Stonehill College Archives and Special Collections Department.

Series Description and Folder Listing:

1 Correspondence

This is a small series of letters and contracts related to Dr. Rossi's published articles and work as a consultant. With the exception of these files very little correspondence was saved by Dr. Rossi and therefore is not included as part of this collection. Files are arranged alphabetically.

Box	1	A-Z
Folder	1	A.C. Lawrence (from readers) 1964-1965
Folder	2	A.C. Lawrence (from readers) 1966
Folder	3	A.C. Lawrence (from readers) 1967-1970
Folder	4	Brown 1995-1996
Folder	5	Brown - contract 1995
Folder	6	Response to Article In Boot and Shoe Recorder 1963
Folder	7	Sterling Last 1975-1980

2 Consulting Files

As an expert on the shoe industry, Dr. Rossi worked as a consultant for many companies. Arranged alphabetically by company or project, these files include correspondence, drawings and other documents relating to his work.

Box	1	A-Z
Folder	1	American Girl Shoe Company 1974
Folder	2	Belgrade Shoe Company: Marketing and Management Analysis 1970
Folder	3	Buffalo Creek Trading Ltd. 1997
Folder	4	Green Shoe Manufacturing 6. 1969
Folder	5	Consolidated National Shoe Company (Data Files) 1971
Folder	6	Consolidated National Shoe Company 1972
Folder	7	Herbst Shoe Manufacturing Company 1978-1980 (1 of 2)
Folder	8	Herbst Shoe Manufacturing Company 1978-1980 (2 of 2)
Folder	9	John E. Lucey Company, Inc: Preliminary Marketing Analysis 1971
Folder	10	Nike 1981
Folder	11	Podometrics - Material From Podometric Research at US Bureau of Home Economics - Washington D.C. 1940
Folder	12	Podometrics - Sketches- Illustrations Related to Original Research
Folder	13	Podometric Sketches/Rough Illustrations
Folder	14	Rockport/Reebok 1995, 1996
Folder	15	Shoescope - Illustrations
Folder	16	Surveys: A.C. Lawrence - Readership 1965, August
Folder	17	Survey: Brown Shoe Co. - Children's Shoe Business 1968
Folder	18	Survey: Brown Shoe Co. - Extra-Pair Selling of Women's Shoes

- Folder 19 Surveys: Brown Shoe Co. - Readership 1969, February
- Folder 20 Surveys: Brown Shoe Co. - Salesmen 1968, July
- Folder 21 Surveys: Brown Shoe Co. - Shoe Retailers Panel
- Folder 22 Surveys: Buntees - Readership 1961, April
- Folder 23 Surveys: Lowell Shoe Co. - Readership 1983, Nov. 1
- Folder 24 Surveys: Mutual - Readership 1961, August
- Folder 25 Surveys: Vaisey-Bristol - Readership 1968, December
- Folder 26 Venable - Tera Sandals Thatcher vs. Wal-Mart

3 Manuscripts

A contributing author to Footwear News for over twenty years, Dr. Rossi wrote about a variety of topics relating to shoes and the shoe industry. These files include typewritten copies of 146 articles published by Footwear news. Articles are arranged chronologically by the date the article was scheduled to be published.

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| Box | 1 | A-Z |
| | Folder 1 | Footwear News- Article Invoices 1982-1989 |
| | Folder 2 | Footwear News- Article Invoices 1990-1999 |
| | Folder 3 | Footwear News- 18 Myths About Shoe Fitting, January 1987 |
| | Folder 4 | Footwear News- The 14-Point Fit Test, July 1987 |
| | Folder 5 | Footwear News- How to Make Walking Shoes Run, September 1987 |
| | Folder 6 | Footwear News- The Manly Art: Selling to Men, October 1987 |
| | Folder 7 | Footwear News- Selling Made-In-America, November 1987 [?] |
| | Folder 8 | Footwear News- Shoe and Foot Lexicon, December 1987 |
| | Folder 9 | Footwear News- Retirees: Rich Source of Part-Time Sales Help, January 1988 |
| | Folder 10 | Footwear News- Employee Perk--How And How Much? (selling floor series), February 1988 |
| | Folder 11 | Footwear News- The Strange World of Shoe Sizes, March 1988 |
| | Folder 12 | Footwear News- Maximizing Your Vendors, April 1988 |
| | Folder 13 | Footwear News- Footwear For The Four Footed, April 1988 [?] |
| | Folder 14 | Footwear News- Back to School On The Right Foot, May 1988 |
| | Folder 15 | Footwear News- Reducing Returns Problems, June 1988 |
| | Folder 16 | Footwear News- Service: The Divine Right of Customers, July 1988 [?] |
| | Folder 17 | Footwear News- Store Housekeeping Is More Than A Duster, August 1988 |
| | Folder 18 | Footwear News- Using Gift -With Purchase Effectively, October 1988 |
| | Folder 19 | Footwear News- The Pusher, The Wimp and The Pro, October 1988 |
| | Folder 20 | Footwear News- Selling Fashion More Effectively, November 1988 |
| | Folder 21 | Footwear News- The Skills of Stockmanship, December 1988 |
| | Folder 22 | Footwear News- How To Make Markdowns Painless, January 1989 |
| | Folder 23 | Footwear News- Direct Mail Directs Sales Your Way, February 1989 |
| | Folder 24 | Footwear News- The Profitable Use of Sizes, March 1989 |
| | Folder 25 | Footwear News- PR: The Give for the Take, April 1989 |
| | Folder 26 | Footwear News- Your Windows: Impact or Ho-Hum, May/June 1989 |
| | Folder 27 | Footwear News- Accessories: Hidden Gold, June 1989 |

- Folder 28 Footwear News- The Power of Store Image, July 1989
- Folder 29 Footwear News- Davids Versus Goliaths, August 1989
- Folder 30 Footwear News- What's The Right Price (Selling Floor Services), September 1989
- Folder 31 Footwear News- Recruiting and Holding Your Employees, October 1989
- Folder 32 Footwear News- Productive Use of Off-Peak Periods, November 1989
- Folder 33 Footwear News- The Ten Commandments of Store Management, December 1989
- Folder 34 Footwear News- Causes and Cures of Customer Attrition, February 1990
- Folder 35 Footwear News- What it Costs To Make A Sale, March 1990
- Folder 36 Footwear News- Niche Retailing: Direction For The Nineties May 1990
- Folder 37 Footwear News- Customer Communication Via The Customer Newsletter, May/June 1990
- Folder 38 Footwear News- Starting A Shoe Club Program, July 1990
- Folder 39 Footwear News- But I Always Take A "7B" (Why Sizes Aren't Uniform), August 1990
- Folder 40 Footwear News- Touch Selling, September 1990
- Folder 41 Footwear News- Romancing The Customer, October 1990
- Folder 42 Footwear News- Taking The Mystery Out of Fashion, January 1991
- Folder 43 Footwear News- Selling The Inside Story, February 1991
- Folder 44 Footwear News- What Makes A Shoe Comfortable, March 1991
- Folder 45 Footwear News- The 9 "Knowledges" of Shoe Selling, April 1991
- Folder 46 Footwear News- What's In A Shoe--And How to Sell It, May 1991
- Folder 47 Footwear News- When Does A shoe Fit?
- Folder 48 Footwear News- What You Should Know About Leathers, August 1991
- Folder 49 Footwear News- Art of Customer Counseling, September 1991
- Folder 50 Footwear News- Using Lull Time Profitably, October 1991
- Folder 51 Footwear News- The Seven Basic Shoe Styles, November/December 1991
- Folder 52 Footwear News- So You Think You Know Your Customers, December 1991[?]
- Folder 53 Footwear News- Getting More For Your Ad Dollars, January 1992
- Folder 54 Footwear News- Are Markdowns Becoming Obsolete, February 1992
- Folder 55 Footwear News- Make Yourself Necessary, March 1992
- Folder 56 Footwear News- Demographics, Your Business Compass, April 1992
- Folder 57 Footwear News- Two Feet Under, May 1992
- Folder 58 Footwear News- The Erosion of Shoe Fitting, June 1992
- Folder 59 Footwear News- In-Store Sales Training, July 1992
- Folder 60 Footwear News- Shoe Business is Show Business, August 1992
- Folder 61 Footwear News- The 80-20 Law of Business, September 1992
- Folder 62 Footwear News- 10 Traits of a Professional Salesperson, October 1992
- Folder 63 Footwear News- Excellence Rewarded, 1993[?]
- Folder 64 Footwear News- Athletic Shoes and the High-Tech Revolution, January 1993
- Folder 65 Footwear News- The High Cost of Walkouts, March 1993
- Folder 66 Footwear News- The Anatomy of A Heel, April 1993
- Folder 67 Footwear News- Productivity = Profit, April 1993
- Folder 68 Footwear News- The 14 Vital Controls, May 1993
- Folder 69 Footwear News- Preparing the Sale, June 1993
- Folder 70 Footwear News- Arch Enemies and Friends, July 1993
- Folder 71 Footwear News- The Five Footed Customer, August 1993
- Folder 72 Footwear News- What Records Should You Keep?, September 1993
- Folder 73 Footwear News- Shoe Sizes: The Industry's Snakepit, November 1993

- Folder 74 Footwear News- Shoe Comfort: Who's Kidding Whom?, January 1994
- Folder 75 Footwear News- Customer Counseling: Key to Service, February 1994
- Folder 76 Footwear News- Do "Performance Shoes" Really Perform, March 1994
- Folder 77 Footwear News- The Last: Heart of the Shoe, April 1994
- Folder 78 Footwear News- Taking the Right Turn, May 1994
- Folder 79 Footwear News- Fitting the Hand-to-Fit Foot, June 1994
- Folder 80 Footwear News- Where Does the Buck Stop?, July 1994
- Folder 81 Footwear News- You Gotta Have the Numbers, August 1994
- Folder 82 Footwear News- Where Have the Customers Gone?, September 1994
- Folder 83 Footwear News- You Know Me, Al...., October 1994
- Folder 84 Footwear News- 10 Traits of a Selling Floor Pro, November 1994
- Folder 85 Footwear News- Sales Training: Dying on the Vine, 1995[?]
- Folder 86 Footwear News- The 7 Basic Shoe Styles, January 1995
- Folder 87 Footwear News- When Does A Shoe Fit, February 1995
- Folder 88 Footwear News- High Heels: Things You Never Knew, March 1995
- Folder 89 Footwear News- Things You Never Knew About Walking, April 1995
- Folder 90 Footwear News- Orthotics: The Miracle Cure-All, May 1995
- Folder 91 Footwear News- Success Story: The Pedorthists, June 1995
- Folder 92 Footwear News- Shoe Business: Easy In, Easy Out, July 1995
- Folder 93 Footwear News- Whatever Happened to Fashion, August 1995
- Folder 94 Footwear News- Fashion Without the Mystique, September 1995
- Folder 95 Footwear News- Bring 'Em In--But Also Bring 'Em Back, October 1995
- Folder 96 Footwear News- The Hoax of "Vanity", November 1995
- Folder 97 Footwear News- Stuck In A No-Growth Rut, December 1995
- Folder 98 Footwear News- So You Want "New Product", January 1996
- Folder 99 Footwear News- Will Kids Ever Wear Shows Again?, February 1996
- Folder 100 Footwear News- Are Today's Shoes Over Medicated?, March 1996
- Folder 101 Footwear News- The Furies Inside A Shoe, April 1996
- Folder 102 Footwear News- The Foot Arches: Myth vs. Fact, May 1996
- Folder 103 Footwear News- Professional Salespeople: An Endangered Species, June 1996
- Folder 104 Footwear News- The Rise and Fall of Kings, July 1996
- Folder 105 Footwear News- History? Who Cares?, August 1996
- Folder 106 Footwear News- Do Independents Have A Future?, September 1996
- Folder 107 Footwear News- Waiting for Godot, October 1996
- Folder 108 Footwear News- The Great Niche Hunt, December 1996
- Folder 109 Footwear News- Footwear's Myths Versus Facts, January 1997
- Folder 110 Footwear News- What's New? Nothing, February 1997
- Folder 111 Footwear News- Shoe Performance: Much Talk, No Action, March 1997
- Folder 112 Footwear News- Quirks and Facts of Shoe History, April 1997
- Folder 113 Footwear News- Life Imprisonments Without Parole, May 1997
- Folder 114 Footwear News- Fashion: High and Low, June 1997
- Folder 115 Footwear News- Short- Changed on Tread, July 1997
- Folder 116 Footwear News- For Only a Penny A Pair, July 1997
- Folder 117 Footwear News- What's In A Name?, August 1997
- Folder 118 Footwear News- Kings For A Day, September 1997
- Folder 119 Footwear News- When Customers Were Kings and Queens, September 1997

Folder 120	Footwear News- Are Your Salespeople Professional, November 1997
Folder 121	Footwear News- When Does A Shoe Fit, January 1998
Folder 122	Footwear News- Customer Service That Really Served, February 1998
Folder 123	Footwear News- The Natural Born Snake Oil Salesman, March 1998
Folder 124	Footwear News- Comfort, Yes. But Must It Look So Ugly?, April 1998
Folder 125	Footwear News- Athletic Footwear: Nothing Is Forever, May 1998
Folder 126	Footwear News- Why We Aren't Selling More Footwear, June 1998
Folder 127	Footwear News- Dr. Scholl: A Savior or Charlatan, July 1998
Folder 128	Footwear News- Kids Shoes: Off on the Wrong Foot, August 1998
Folder 129	Footwear News- All Shoe Fashions Form 7 Basic Styles, September 1998
Folder 130	Footwear News- USMC: Useless Sons Made Comfortable, October 1998
Folder 131	Footwear News- Foot Hygiene? No It's SHOE Hygiene, November 1998
Folder 132	Footwear News- Fashion Today: No Status, No Class, December 1998
Folder 133	Footwear News- 2 Billion Customers Crying "Help!", December 1998
Folder 134	Footwear News- The Rich Heritage We've Forgotten, January 1999
Folder 135	Footwear News- Athletic Footwear: End of an Era, February 1999 [?] (not published)
Folder 136	Footwear News- The Myth of the Customer As King, February 1999
Folder 137	Footwear News- How American Shoe Fashion Was Born, March 1999
Folder 138	Footwear News- Footwear: At the Bottom of the Class, April 1999
Folder 139	Footwear News- Our Loose Abuse of the Word "Fashion", April 1999
Folder 140	Footwear News- Target for Lawyers, May 1999
Folder 141	Footwear News- The Industry Curse of Short Lifespan, August 1999
Folder 142	Footwear News- 17 Common Foot and Footwear Myths, August 1999
Folder 143	Footwear News- Selling Floor: What We're Great At--And Poor At, September 1999
Folder 144	Footwear News- A Star Trek Into the Future, October 1999
Folder 145	Footwear News- Shoe Sizes: Time For The Revolution, December 1999
Folder 146	Footwear News- How We Got From There To Here, April 1999 -- (Timeline of Footwear Industry 1629-1947)

4 Lecture Notes

In addition to writing about the shoe industry, Dr. Rossi spoke often on the subject. Venues ranged from rotary clubs, organization meetings and sales meetings to companies and schools. Arranged chronologically by event, these files contain notes relating to the topic on which Rossi was to speak. Full transcripts are not included.

Box 1	A-Z
Folder 1	[ND] Concept of "Total Retailing" In Shoe Business
Folder 2	[ND] Discount House
Folder 3	[ND] Germany Story
Folder 4	[ND] Independent Story
Folder 5	[ND] New Breed of Salesman
Folder 6	[ND] Russian Talk
Folder 7	[ND] Store "Personality"
Folder 8	[ND, ca 1957] Trends in Shoe Business

- Folder 9 [ND] William A. Rossi Associates
- Folder 10 [ND] Unnamed Talks
- Folder 11 Temple University, 1958 (02/24/1958)
- Folder 12 Dunham Bros. Talk, 1958 (04/03/1958)
- Folder 13 Geo. E. Keith Talk, 1958 (04/09/1958)
- Folder 14 Wolverine Talk, 1958 (04/20/1958)
- Folder 15 Kitchener, Ontario Talk, 1958 (04/26/1958)
- Folder 16 Ohio Shoe Travelers Club, 1958 (05/04/1958)
- Folder 17 Talk Before N.Y. Shoe Superintendent's and Foremen's Association, 1958 (06/06/1958)
- Folder 18 Canadian Tanners Production Club Talk, 1958 (11/21/1958)
- Folder 19 WASCO Talk, Newark, NJ, 1959 (04/16/1959)
- Folder 20 NSMA Outline, Russia, 1959 (08/04/1959)
- Folder 21 Stetson Shoe Co., 1959 (08/19/1959)
- Folder 22 Quincy Rotary Club, 1959 (09/15/1959)
- Folder 23 Russia-Quincy Rotary Club (same talk given several times in Nov. 1959 to other MA area clubs), 1959 (09/15/1959)
- Folder 24 Little Yankees Talk, Newmarket, NH, 1959 (09/21/1959)
- Folder 25 MSS Club Talk, 1960 (01/05/1960)
- Folder 26 Beckwith-Arden Sales Meeting, 1960 (03/11/1960)
- Folder 27 Green Shoe MFG, 1960 (03/14/1960)
- Folder 28 Dunham Bros., 1960 (04/13/1960)
- Folder 29 North American Shoe Superintendent's and Foremen's Annual Convention, NYC, 1960 (04/30/1960)
- Folder 30 Russia Talk- Hingham Knights of Columbus (also given in 06/10/1960 at the New York Sales Club, 1960 (04/03/1960)
- Folder 31 NSMA Merchandising Clinic, 1960 (06/22/1960)
- Folder 32 Canadian Shoe and Leather Fair: Creative Marketteering- The New Dynamics of Shoe Business, 1960 (10/03/1960)
- Folder 33 Boston Shoe Show, Parker House, 1960 (11/16/1960)
- Folder 34 NRMA Panel Meeting, NY, 1961 (01/11/1961)
- Folder 35 Russia Talk- Women Bankers, Boston, 1961 (01/13/1961)
- Folder 36 American Girl Sales Meeting, Boston, 1961 (03/16/1961)
- Folder 37 Washington DC, Shoe Retailers, 1961 (03/22/1961)
- Folder 38 Brockton Talk: South Shore Division of New England Shoe Foremen and Superintendent, 1961(03/23/1961)
- Folder 39 American Girls Sales Meeting, Boston, 1961 (03/16/1961)
- Folder 40 Shoe Market of America, St. Louis, 1961 (04/10/1961)
- Folder 41 Talk Before Rubber Manufacturer's Assoc., Great Oaks, Maryland, 1961(06/20/1961)
- Folder 42 Canadian Shoe Industry Suppliers Assoc., Montreal, 1961 (10/02/1961)
- Folder 43 Shoe Manufacturer's Credit Men's Assoc., NYC, 1961 (11/06/1961)
- Folder 44 Wisconsin Tanners Production Club, Milwaukee, Wisconsin, 1961 (11/11/1961)
- Folder 45 Guild House Salespeople, Boston, 1961 (11/25/1961)
- Folder 46 Bata Shoe, Co., Belknap, MD, 1962 (02/01/1962)
- Folder 47 Brown Shoe Co., St. Louis, 1962 (04/13/1962)
- Folder 48 Dunham Bros., Brattleboro, VT, 1962 (04/17/1962)
- Folder 49 9th Annual Marketing and Distribution Management Meeting, NSMA, NY, 1962

(06/26/1962)

- Folder 50 Temple University (Independent Shoemen) Shoe Fitting, Philadelphia, 1962 (07/23/1962)
- Folder 51 U. Shoe Corp., Cincinnati, 1962 (08/14/1962)
- Folder 52 Shoe Women Executives Breakfast, Chicago, 1962 (10/14/1962)
- Folder 53 Pacific Northwest Shoe Show, Seattle, 1962 (10/22/1962)
- Folder 54 California Shoe Executives, Los Angeles, 1962 (10/27/1962)
- Folder 55 West Coast Shoe Show, Los Angeles, 1962 (10/29/1962)
- Folder 56 Last Manufacturers Assoc., Annual Meeting, NY, 1963 (01/28/1963)
- Folder 57 Baltimore Shoe Club, Baltimore, MD, 1963 (03/20/1963)
- Folder 58 Oomphies, Inc., NY, 1963 (04/19/1963)
- Folder 59 Michigan Shoe Fair, Detroit, MI, 1963 (05/26/1963)
- Folder 60 NYU School of Retailing, NY - Brown Shoe Co. Seminar, 1963 (06/03/1963)
- Folder 61 Rubber Footwear Manufacturers, Wianno Beach, MA, 1963 (06/20/1963)
- Folder 62 Red Wing Shoes, Red Wing, MN, 1963 (08/14/1963)
- Folder 63 Buntees Sales Meeting, Brockton, MA, 1963 (09/11/1963)
- Folder 64 Dunn & McCarthy, Auburn, NY, 1963 (10/07/1963)
- Folder 65 New England Tanners Club, Salem, MA, 1964 (01/17/1964)
- Folder 66 NYU School of Retailing: Changing Characteristics of Shoe Business and Impact on Industry, 1964 (01/20/1964)
- Folder 67 Brown Shoe Retailers Seminar, Chicago: Growth From Within, 1964 (03/08/1964)
- Folder 68 NYU School of Retailing: Grow or Else, 1964 (06/20/1964)
- Folder 69 NSTA Seminar, Chicago: The New Breed of Shoe Traveler, 1964 (10/09/1964)
- Folder 70 International Shoe Repairers Congress, NY, 1964 (10/10/1964)
- Folder 71 NYU School of Retailing, 1965 (01/18/1965)
- Folder 72 Greb Shoe Co., Kitchener, Ont.: The Changing Character of Shoe Business, 1965 (02/11/1965)
- Folder 73 Brown Shoe- New England "SAGA", (Shoe Retailers) Cambridge, MA, 1965 (04/26/1965)
- Folder 74 Penna. Shoe Travelers, Pittsburgh, MA, 1965 (04/30/1965)
- Folder 75 Converse Rubber Co., Staff Meeting, Poland Springs, ME, 1965 (06/18/1965)
- Folder 76 Georgia Medical College, Augusta, GA: Can We Make and Market a Functional Shoe?, 1965 (07/19-20/1965)
- Folder 77 The Medical College of Georgia Seminar: Talk on Shoe Sizes, 1965 (07/20/1965)
- Folder 78 Dupont Corfam Group, Chicago, 1965 (10/08/1965)
- Folder 79 Delaware Valley Shoe Show, Philadelphia, 1965 (10/26/1965)
- Folder 80 A.P.A. Meeting, Washington DC, 1965 (11/07/1965)
- Folder 81 Volume Footwear Retailers Assoc., 1965 (11/13/1965)
- Folder 82 NYU School of Retailing: Retailing in the Iron Curtain Countries, 1966 (02/12/1966)
- Folder 83 South Shore Superintendent and Foremen's Assoc., Brockton, MA, 1966(02/24/1966)
- Folder 84 Dupont Sales Meeting, Pocono Manor, PA, 1966 (05/2-4/1966)
- Folder 85 Rubber Footwear Manufacturer's Assoc., Portland, ME: Talk on Trip to Eastern Europe, 1966 (06/20/1966)
- Folder 86 Canadian Shoe Fair, Montreal: The New Era of Scientific Management in Shoe Retailing, 1966 (10/03/1966)
- Folder 87 Talk to International Mgmt. Group, Toronto: Shoe Marketing and Retailing Trends in America, 1966 (10/17/1966)
- Folder 88 Dupont Group, Wilmington, DE, 1966 (11/03/1966)

- Folder 89 National Retail Merchants Assoc., 56th Annual Convention, NY: Department Store Shoe Business, 1967 (01/12/1967)
- Folder 90 NYU (Brown Shoe Seminar): Retailing Productivity- The New Thrust and Direction of Shoe Business, 1967 (02/10/1967)
- Folder 91 Lowell Shoe Co., 1967 (03/17/1967)
- Folder 92 Jumping Jack's Sales Meeting, Cincinnati, 1967 (03/23/1967)
- Folder 93 Brown Shoe, St. Louis, 1967 (03/29/1967)
- Folder 94 Podiatry Group, Taunton, MA, 1967 (05/01/1967)
- Folder 95 Bata Shoe Co., Toronto: Modern Scientific Management in Shoe Management, 1967 (11/1/1967)
- Folder 96 Arthur Anderson + Co., 1968 (05/22/1968)
- Folder 97 Rogers Corp (Poron). Harvard Club, Boston, 1970 (01/16/1970)
- Folder 98 Brauer Bros., St. Louis: The Marketing Approach to Selling, 1970 (07/14/1970)
- Folder 99 Poron Meeting, Atlantic City, 1970 (10/26/1970)
- Folder 100 Genesco-Rogers, Nashville, 1971(01/14/1971)
- Folder 101 Lowell Shoe Co., 1971 (01/29/1971)
- Folder 102 Sterling Last, NY, 1971 (01/31/1971)
- Folder 103 Sears-Rogers, Chicago: Juvenile Footwear, Women's Duty Shoes, Women's Shoes, 1971 (05/06/1971)
- Folder 104 AG Talk, Norwood, MA, 1972 (03/17/1972)
- Folder 105 Poron Sales Group, Rogers, CT., 1972 (08/25/1972)
- Folder 106 Shoe Suppliers of America, Newton, MA, 1973 (02/07/1973)
- Folder 107 Stride Rite dealers, Boston, MA, 1973 (10/03/1973)
- Folder 108 New England Shoe Retailers Assoc.: Newton, MA: Win With Fundamentals, 1975 (03/16/1975)
- Folder 109 NESRA Seminar, 1975 (09/21/1975)
- Folder 110 How to Sell Fashion, NESRA Seminar Bentley College, 1976 (03/14/1976)
- Folder 111 Canadian Shoe Fair, Montreal, 1976 (08/30/1976)
- Folder 112 Poron Talk "Sex Life of Foot & Shoe", 1976 (10/12/1976)
- Folder 113 Poron Sales Meeting, 1976 (10/12/1976)
- Folder 114 Prison Talk, Hingham Rotary Club, 1977 (01/27/1977)
- Folder 115 NESRA, Conn. Shoe Retailers, Stratford, Conn., 1977 (05/11/1977)
- Folder 116 NESRA, Seminar Workshop, Bentley College, 1978 (11/05/1978)
- Folder 117 Shoe Suppliers Association of America, 1979 (08/26/1979)
- Folder 118 American Podiatric Association Talk, Atlantic City, 1979 (05/03/1979)
- Folder 119 NESRA, Portsmouth, NH Retailers, 1979 (10/19/1979)
- Folder 120 BSTA Talk, 1979 (10/15/1979)
- Folder 121 PFA Atlantic Conference, 1980 (02/02/1980)
- Folder 122 Stanbee Co., New Jersey, 1980 (03/25/1980)
- Folder 123 PFA Seminar, Princeton, New Jersey, 1980 (05/18/1980)
- Folder 124 NESRA Seminar, Bentley College, 1980 (10/26/1980)
- Folder 125 Nike Talk, Jaffrey, NH Meeting, 1981 (01/17/1981)
- Folder 126 PFA Annual Meeting, Las Vegas, 1981 (02/22/1981)
- Folder 127 PFA Regional Talk, NY, 1981 (04/16/1981)
- Folder 128 Poron Sales Meeting, Sturbridge, MA, 1981 (11/14/1981)
- Folder 129 Shoe Suppliers Association, 1982 (01/10/1982)

- Folder 130 PFA- Future of Pedorthics, New Orleans, LA, 1982 (11/19/1982)
- Folder 131 Mossen's Shoe Stores, Indianapolis, IN, 1983 (09/12/1983)
- Folder 132 Uniform Manufacturers and Retailers, Las Vegas, 1983 (10/30-31/1983)
- Folder 133 Irving Leather Co., Andover, MA, 1984 (08/18/1984)
- Folder 134 Attleboro, MA Rotary Talk: Welcome to the 3rd Industrial Revolution, 1984 (09/26/1984)
- Folder 135 South East Retailers, Athens, GA, 1984 (11/04/1984)
- Folder 136 SGMA Seminar, NY, 1985 (09/28/1985)
- Folder 137 Shoe Suppliers Talk, Lynnfield, MA, 1986 (05/04/1986)
- Folder 138 NY Kangaroos Press Group, 1986 (10/05/1986)
- Folder 139 Poron Sales Meeting, Stockbridge, 1987 (10/02/1987)
- Folder 140 Shoe Supplies Association (Note: Served as moderator), 1987 (11/1987)
- Folder 141 NESRA Seminar, Bentley College, 1987 (11/09/1987)
- Folder 142 Gryden's, Biloxi, MS: How to Move the Merchandise (Selling, Marketing, Merchandising), 1987 (11/15/1987)
- Folder 143 New York Talk (Susan Bennis/ Warren Edwards), 1988 (09/28/1988)
- Folder 144 NESRA Talk, 1988 (12/13/1988)
- Folder 145 Talk to Podiatrists, UMass Medical Center, 1990 (01/13/1990)

5 Appearances

This series includes programs for events where Rossi was scheduled to speak. The largest grouping is labeled programs and are arranged chronologically by event. Events include shoe fairs, shoe shows and conventions. Programs usually include title and schedule for talk. Some programs include photographs and/or descriptions of topic.

- Box 1 A-Z
- Folder 1 Annual Maine Safety Conference 1955
- Folder 2 Dunna dn McCarthy Sales Meeting- "Your New Market", 1963
- Folder 3 Programs [no dates]
- Folder 4 Programs, 1949-1959
- Folder 5 Programs, 1961-1962
- Folder 6 Programs, 1963-1966
- Folder 7 The Role of the Medical Professions and the Shoe Industry In America's "Youth Foot-Health Fitness Program" at Annual Convention of American Podiatry Association, 1958 (08/25/1958)

6 Patents

In addition to his research on the shoe industry, Dr. Rossi also researched how shoes fit feet. As part of this research he applied for several patents. Arranged alphabetically by patent, files include but are not limited to correspondence, applications, research and design specifications.

- Box 1 A-Z
- Folder 1 Biomechanical Conforming Shoe, 1995
- Folder 2 Biomechanical Conforming Shoe, 1996

- Folder 3 Biomechanical Conforming Shoe, 1997
- Folder 4 Biomechanical Conforming Shoe, 1998
- Folder 5 Biomechanical Conforming Shoe (Revised), 1998
- Folder 6 Hinge Sole, 1986-1987
- Folder 7 PedoShoe System, 1995 (1 of 2)
- Folder 8 PedoShoe System, 1995 (2 of 2)
- Folder 9 PedoShoe System - Sketches
- Folder 10 Saucer Heel, 1995-1999
- Folder 11 Saucer Heel, 1995-2003
- Folder 12 Search

7 Reports

This series includes reports about the shoe industry. Arranged alphabetically, the reports were published by various organizations and include statistics and other information relating to the shoe industry. It does not appear Dr. Rossi contributed to these reports. Rather it seems they were used for research.

- Box 1 A-Z
 - Folder 1 Adjustment Assistance Diversification Opportunities for Applicant Footwear Firms, Summary Report [ND]
 - Folder 2 Chilton Annual Report, 1965
 - Folder 3 Current Highlights of the Non Rubber Footwear Industry, by Footwear Industries of America, 1995
 - Folder 4 Current Highlights of the Non Rubber Footwear Industry, by Footwear Industries of America, 1997
 - Folder 5 Facts and Figures on Footwear, by National Shoe Manufacturers Association, 1955
 - Folder 6 Facts and Figures on Footwear, by National Shoe Manufacturers Association, 1958
 - Folder 7 Facts and Figures on Footwear, by National Shoe Manufacturers Association, 1960
 - Folder 8 Facts and Figures on Footwear, by National Shoe Manufacturers Association, 1961
 - Folder 9 Facts and Figures on Footwear, by National Shoe Manufacturers Association, 1962
 - Folder 10 Facts and Figures on Footwear, by National Shoe Manufacturers Association, 1963
 - Folder 11 Facts and Figures on Footwear, by National Shoe Manufacturers Association, 1964
 - Folder 12 Facts and Figures on Footwear, by National Shoe Manufacturers Association, 1968
 - Folder 13 Facts and Figures on Footwear, by National Shoe Manufacturers Association, 1973
 - Folder 14 Footwear Market by national Shoe Manufacturers Association, 1964
 - Folder 15 Footwear Market 1966-1975, by National Footwear Manufacturers Association, 1965
 - Folder 16 Footwear Market Insights: High End Market Management Summary Report, 1996
 - Folder 17 Footwear Market Insights: High End Women's Market Management Summary Report,
 - Folder 18 Footwear Market Study By American Footwear Industry Association, 1972
 - Folder 19 Footwear News Fact book, ca 1959
 - Folder 20 Footwear News Fact book, 1969
 - Folder 21 Footwear News Fact book, ca 1973
 - Folder 22 Footwear News Fact book, ca 1974
 - Folder 23 Footwear News Fact book, ca 1975
 - Folder 24 Footwear Trends by Morton Research Corporation, 1970

- Folder 25 New Era of Shoe Dynamic-A Market Report by William Rossi
- Folder 26 Outlook for New England's Shoe Industry to 1970, 1959
- Folder 27 Priceline Study by National Shoe Manufacturers Association, 1963
- Folder 28 Report of a Preventative Podiatry Study of Genesco-DFC- Graded Men's Footwear Council on Footwear- American Podiatry Assoc. 1966, August
- Folder 29 SATRA Annual Report, 1985
- Folder 30 PORON Market Report, March 18th, 1987
- Folder 31 Shoe Facts For Editors by National Shoe Institute, N.D.
- Folder 32 The Shoe Industry: A Financial Analysis by Morton Research Corporation, 1971
- Folder 33 Statistical Reporter, by National Footwear Manufacturers Association, 1970-71
- Folder 34 United Shoe Machinery Corp.-Visitation of Shoe Trade Magazine, 1954
- Folder 35 Walking Shoes: A Market Analysis by Poron and Composites Division, N.D.
- Folder 36 World Footwear Markets, by SATRA, 1983
- Folder 37 World Footwear Markets, by SATRA, 1986

8 Audio Visual

This series includes a variety of audio visual materials including photographs, videos and calendars of shoe prints. Arranged by type of media, this series includes but is not limited to photographs of Dr. Rossi's research, videos of shoes and a series of Sterling Last Calendars.

- Box 1 Photographs/Slides
 - Folder 1 Elderly Japanese Women's Feet (Shoes Never Worn) photographs
 - Folder 2 Elderly Japanese Women's Feet (Shoes Never Worn) photographs and slides
 - Folder 3 High Heels -Photographs and Negatives
 - Folder 4 Jarma High Heel Article Photographs-negatives
 - Folder 5 Slides of Various Foot and Shoe Subjects
 - Folder 6 Rossi-Photographs
 - Folder 7 Rossi w/others -Photographs
- Box 2 Videos
 - Folder 1 All About Shoes, Friedman
 - Folder 2 California Close
 - Folder 3 Cement Welt & Bottom Filler
 - Folder 4 The Comfort Insole With the High-Tech Advantage
 - Folder 5 "Corcoran" Stoughton Mass. Outside of Buildings
 - Folder 6 Electronic Foot Sizing Sales Training
 - Folder 7 Foot Documentary, The Journal Sept. 20/91
 - Folder 8 Professional Shoe Fitting, Friedman
 - Folder 9 U-Trim, R4B, Flange Mold, Welt Butt
- Box 3 Calendars
 - Folder 1 A.B. Hastings, Brockton, MA 1906
 - Folder 2 Leather Manufacturer
 - Folder 3 Shoes 1998
 - Folder 4 Shoes 1999
 - Folder 5 Sterling Last 1959

	Folder 6	Sterling Last 1963
	Folder 7	Sterling Last 1964
	Folder 8	Sterling Last 1972
	Folder 9	Sterling Last 1973
	Folder 10	Sterling Last 1974
	Folder 11	Sterling Last 1976
	Folder 12	Sterling Last 1977
	Folder 13	Sterling Last 1982
Box 4		Oversize A-Z
	Folder 1	Advertisement Layout
	Folder 2	Photographs (Oversize)
	Folder 3	Photograph/x-rays- Manning Quads
	Folder 4	Shoe Sketches/Drawings

9 Research Files

Arranged by subject this series contains notes on a variety of subjects relating to the shoe industry and Dr. Rossi's writings on the subject. Files contain handwritten notes, clippings, articles and other information relating to a specific subject. Many of the subjects relate to Rossi's Book, "The Sex Life of the Foot and Shoe." Arranged alphabetically, folders include mostly notes ranging from a few words to a few paragraphs. In addition to the handwritten notes, folders also include clippings relating to the subject. Researchers should be aware that most of the handwritten notes and the clippings do not include dates or source references. [Note: Originally housed in legal size envelopes, items were placed in folders and labeled with the same name assigned by Dr. Rossi.]

Box 1		A-D
	Folder 1	Abdomen
	Folder 2	Advertising (Shoes)
	Folder 3	Age le Foot Ills
	Folder 4	Age le Gait
	Folder 5	Aging Shoes
	Folder 6	Amputations (Toes, Feet)
	Folder 7	Anatomy: Foot
	Folder 8	Anecdotes: Foot le Shoe
	Folder 9	Anecdotes: Gait
	Folder 10	Animals le Gait
	Folder 11	Animals: Shoes
	Folder 12	Ankle
	Folder 13	Apes le Evolution
	Folder 14	Apes le Gait
	Folder 15	Arches
	Folder 16	Armless People and Prehensile Feet
	Folder 17	Arms
	Folder 18	Art: Foot le Shoe (le Gait)

Folder 19	Athletic Footwear
Folder 20	Athletic Footwear (2)
Folder 21	Athletic Footwear (3)
Folder 22	Athletic: Women's
Folder 23	Back Interest
Folder 24	Back/Spine
Folder 25	Balance (& Gait)
Folder 26	Balance le Gait
Folder 27	Ballet
Folder 28	Barefoot (le Gait)
Folder 29	Beauty: Beauty Pageants
Folder 30	Beauty: Foot (also Beauty le gait)
Folder 31	Biomechanics
Folder 32	Blind le Gait
Folder 33	Biblical
Folder 34	Bigfoot
Folder 35	Bipedalism
Folder 36	Bisexual Shoes
Folder 37	Body Language
Folder 38	Body Height
Folder 39	Body Images
Folder 40	Bondage
Folder 41	Boots: General
Folder 42	Boots: Men
Folder 43	Boots: Western
Folder 44	Boots: Women
Folder 45	Brain
Folder 46	Brain le Intelligence (Related to Erect Gait)
Folder 47	Brands: Shoes
Folder 48	Brand Names: Sexy (Shoes le Leather)
Folder 49	Breaking in Shoes
Folder 50	Breasts
Folder 51	Breathability
Folder 52	Breathing in Gait
Folder 53	Bronzing Shoes
Folder 54	Broques
Folder 55	Burial Shoes
Folder 56	Buttocks
Folder 57	Bottoms le Shoes
Folder 58	Castration
Folder 59	Catalogs
Folder 60	Celebrities le High Heels
Folder 61	Celebrities le shoes
Folder 62	Censored: Feet le Shoes
Folder 63	Censored: Gait
Folder 64	Chemicals le Shoes

Folder	65	Children: Foot Growth
Folder	66	Children: Foot Ills
Folder	67	Children le Heels
Folder	68	Children: Shoes
Folder	69	Chinese Footbinding (1)
Folder	70	Chinese Footbinding (2)
Folder	71	Chopine
Folder	72	Cinderella
Folder	73	Circulation
Folder	74	Clicking Heels (Also Slapsoles)
Folder	75	Clogs
Folder	76	Clothing le Gait
Folder	77	Clothing: General
Folder	78	Clothing: Men
Folder	79	Clothing: Modesty
Folder	80	Clothing le Status
Folder	81	Clothing le Sex
Folder	82	Clothing: Tight Fit
Folder	83	Clothing: Women
Folder	84	Club Foot
Folder	85	Codpiece
Folder	86	Comfort: Shoes
Folder	87	Conformability: Shoes
Folder	88	Consumer Shoe Buying
Folder	89	Copulation (Upright Posture)
Folder	90	Corns
Folder	91	Corrective Shoes
Folder	92	Cosmetics
Folder	93	Counter
Folder	94	Cushioning le Shoes
Folder	95	Custums le Superstitions (Feet and Shoes)
Folder	96	Dancing (1)
Folder	97	Dancing (2)
Folder	98	Dancing: High Heels
Folder	99	Dear Abby/Ann Landers
Folder	100	Deformation: Body, Foot
Folder	101	Dental
Folder	102	Department Stores
Folder	103	Designers (Shoes)(1)
Folder	104	Designers (Shoes)(2)
Folder	105	Designs (Heel Styles)
Folder	106	Designs (Shoe Styles):7 Basic
Box	2	E-HIP
Folder	1	Ecology le Shoes
Folder	2	Elevator Shoes
Folder	3	Emotions le Gait

Folder 4	Endorsements (Footwear)
Folder 5	Energy Return
Folder 6	Erogenous Features(Mobility and Sensuality of Gait
Folder 7	Eroticism: Foot
Folder 8	Eroticism: Shoes
Folder 9	Ethnology/Race
Folder 10	Eunuch
Folder 11	Evolution: Anatomy
Folder 12	Evolution le Apes
Folder 13	Evolution: Cultural
Folder 14	Evolution: Facial Features
Folder 15	Evolution: Foot
Folder 16	Evolution: Gait
Folder 17	Evolution: General
Folder 18	Evolution le Human Sexuality
Folder 19	Evolution (Human Origin)
Folder 20	Evolution: Man
Folder 21	Exercise: General
Folder 22	Exercise: Walking
Folder 23	Extra: Depth Shoes
Folder 24	Exports (Shoes-USA)
Folder 25	Famous People Shoes
Folder 26	Fashion Cycles
Folder 27	Fashion: Foot Health
Folder 28	Fashion: Flappers 1920
Folder 29	Fashion: General
Folder 30	Fashion: Historical
Folder 31	Fashion le Sex
Folder 32	Fashion: Models
Folder 33	Fashion: Neuter
Folder 34	Fashion: Psychology
Folder 35	Fashion Quips le Quotes
Folder 36	Fashion: Shoes
Folder 37	Fashion: Shoes Men's
Folder 38	Fatigue
Folder 39	Feet
Folder 40	"Feats of Foot"-Unusual Walking Records
Folder 41	Fertility le Foot
Folder 42	Fetish: Foot
Folder 43	Fetish le Gait
Folder 44	Fetish: General
Folder 45	Fetish: High Heels
Folder 46	Fetish: Leather
Folder 47	Fetish: Shoe
Folder 48	Firewalking
Folder 49	First: Shoe Industry (Historical)

Folder 50	Flashing
Folder 51	Flexibility: Shoes
Folder 52	Foot Flexion
Folder 53	Foot: Hygiene
Folder 54	Foot: Kissing
Folder 55	Foot: Postures
Folder 56	Foot: Sexy
Folder 57	Foot Sizes: General
Folder 58	Foot Sizes: Men/Women (Large)
Folder 59	Foot Stances
Folder 60	Footsies
Folder 61	Frauds: Foot le Shoe
Folder 62	Frottage: Frission
Folder 63	Fur-Trimmed Shoes
Folder 64	Gait: Anecdotes
Folder 65	Gait: Bondage
Folder 66	Gait: Brain
Folder 67	Gait le Celebrities
Folder 68	Gait le Cultures
Folder 69	Gait: Energy Expended
Folder 70	Gait: Evolution
Folder 71	Gait: Evolutionary Origins
Folder 72	Gait: Fetish
Folder 73	Gait: Foot
Folder 74	Gait: General
Folder 75	Gait le Genetics
Folder 76	Gait: Male/Female
Folder 77	Gait Forms: Animal-Human
Folder 78	Gait and High Heels
Folder 79	Gait Labs
Folder 80	Gait Mechanics le Engineering
Folder 81	Gait and Sex
Folder 82	Gait Styles: Females
Folder 83	Gait Styles: General
Folder 84	Gait Styles: Male
Folder 85	Gait Styles: Strange Styles
Folder 86	Gaiters
Folder 87	Genitals
Folder 88	Geta (Tabi)
Folder 89	Goring
Folder 90	Gulliver's Travels le High Heels
Folder 91	Gravity (le Gait)
Folder 92	Hair
Folder 93	Hand
Folder 94	Heel Anatomy (Structure)
Folder 95	Heels (Anecdotes)

	Folder 96	Heels: Dynamics
	Folder 97	Heels: General
	Folder 98	Heels: Height
	Folder 99	Heels: Historical
	Folder 100	Heel Speak
	Folder 101	Heel: Word Origin
	Folder 102	High Heels
	Folder 103	High Heels: Adolescence to Maturity
	Folder 104	High Heels: Age
	Folder 105	High Heels: Anti
	Folder 106	High Heels: Hell On
	Folder 107	High Heels: Humor
	Folder 108	High Heels: In Bed
	Folder 109	High Heels: Internet
	Folder 110	High Heel as Lethal Weapon
	Folder 111	High Heels le Medical Critics
	Folder 112	High Heels: Medical Defense of
	Folder 113	High Heels le Men
	Folder 114	High Heels le Movies
	Folder 115	High Heels le Related Words
	Folder 116	High Heels le Self-Image
	Folder 117	High Heels: Sexual le Anatomical Effects
	Folder 118	High Heels le Sneakers
	Folder 119	High Heels: Stats
	Folder 120	High Heels: Types
	Folder 121	High Heels: Ultra
	Folder 122	High Heels le Women Execs
	Folder 123	Hiking
	Folder 124	Hips
Box 3		HIS-SEN
	Folder 1	Historical: Foot Ills
	Folder 2	Historical: New England-Shoes
	Folder 3	Historical: Shoes
	Folder 4	Historical: Shoe Retailing
	Folder 5	Homosexuals
	Folder 6	Hookers le Gait
	Folder 7	Hose
	Folder 8	Humor: Feet and Shoes
	Folder 9	Humor le Quips (Shoes and Feet)
	Folder 10	Hygiene (Foot, Shoe)
	Folder 11	Infants
	Folder 12	Infants: Foot
	Folder 13	Infants and Gait
	Folder 14	Infants: Shoes
	Folder 15	Inventions (Footwear)
	Folder 16	Japan

Folder 17	Kicking off Shoes
Folder 18	Kissing: Foot
Folder 19	Kissing le Lips: Sex le Posture
Folder 20	Knees
Folder 21	Laces: Shoes
Folder 22	Language: Origins
Folder 23	Language: Speech
Folder 24	Lasts
Folder 25	Laws: Lawsuits
Folder 26	Laws: Shoes le Feet
Folder 27	Leather: Historical, etc.
Folder 28	Leather: Tactile Response
Folder 29	Lefts le Rights (Shoes)
Folder 30	Legs
Folder 31	Libido
Folder 32	Loafers
Folder 33	Male/Female
Folder 34	Man-Made Shoe Materials
Folder 35	Manolo Blahnik
Folder 36	Marching
Folder 37	Masochism: Women
Folder 38	Massage
Folder 39	Materials: Shoes
Folder 40	Medicare/Medicaid (Feet and Shoes)
Folder 41	Men's Shoes
Folder 42	Military (Shoes/Feet)
Folder 43	Miniature Shoes
Folder 44	Miscellaneous
Folder 45	Mismatched Feet
Folder 46	Moccasins
Folder 47	Modesty
Folder 48	Molded Shoes
Folder 49	Musical Shoes
Folder 50	Mythology: Foot, Shoes
Folder 51	Nader, Ralph
Folder 52	Navel
Folder 53	Neck
Folder 54	Neotony
Folder 55	Nude Shoes
Folder 56	Old News Items
Folder 57	Odors: Smell
Folder 58	Open Shoes (le Toes)
Folder 59	Origins: Footwear Terms
Folder 60	Ornaments (Shoes)
Folder 61	Oxfords
Folder 62	Pairs Owned (1)

Folder 63	Pairs Owned (2)
Folder 64	Partialism
Folder 65	Pedicure
Folder 66	Pedocosmetics
Folder 67	Pedolinguistics
Folder 68	Pedometers
Folder 69	Pedophilia (Link to ped, pod)
Folder 70	Pelvis
Folder 71	Personality le Gait
Folder 72	Perspiration
Folder 73	Phallic: General
Folder 74	Phallic: High Heels
Folder 75	Phantom Foot/Toes le Sex
Folder 76	Platforms
Folder 77	Podiatrist: Education
Folder 78	Podiatrists le Footwear
Folder 79	Podiatrists: General
Folder 80	Podiatrists: Historical
Folder 81	Podiatry: Stats
Folder 82	Podistry
Folder 83	Podogeriatrics
Folder 84	Podolinguistics
Folder 85	Pointed Toes
Folder 86	Polygamy
Folder 87	Population
Folder 88	Posture
Folder 89	Poulaine
Folder 90	Presidents (USA): Foot/Shoe
Folder 91	Prices: Shoes (Extreme)
Folder 92	Prices and Costs: Shoes
Folder 93	Pronation: Knees/Heels
Folder 94	Prostitutes
Folder 95	Psychology: Foot le Shoe
Folder 96	Psychology: Shoes
Folder 97	Psychosomatics
Folder 98	Public Relations: Shoe Industry
Folder 99	Pulses: Foot
Folder 100	Pump Bumps
Folder 101	Pumps
Folder 102	Quips le Quotes
Folder 103	Red Shoes
Folder 104	Recycling: Shoes le Materials
Folder 105	Reflexes
Folder 106	Religion le Footwear
Folder 107	Reptile Leathers
Folder 108	Research: Shoe Industry

	Folder 109	Research Sources
	Folder 110	Romance: Foot le Shoe
	Folder 111	Rubber Footwear
	Folder 112	Running
	Folder 113	Running v. Walking
	Folder 114	S-M/Bondage
	Folder 115	Sadomasochism
	Folder 116	Sandals
	Folder 117	Sayings: Foot le Shoe
	Folder 118	Seal of Approval
	Folder 119	Self-Service le Discount Shoes
	Folder 120	Sensible Shoes
	Folder 121	Senses
	Folder 122	Sensory Foot Connection
Box 4		SEX-Z
	Folder 1	Sex
	Folder 2	Sex le Foot
	Folder 3	Sex Life of the Foot and Shoe
	Folder 4	Sex: Male vs. Female
	Folder 5	Sex: History
	Folder 6	Sex: Shoes le Heels
	Folder 7	Sexless Shoes
	Folder 8	Sexual Confrontation
	Folder 9	Sexuality
	Folder 10	Sexuality: Human
	Folder 11	Sexy Shoes: Men
	Folder 12	Sexy Shoes: Women
	Folder 13	Shank
	Folder 14	Shock Absorption
	Folder 15	Shoe Care
	Folder 16	Shoe Horns
	Folder 17	Shoe Industry: General
	Folder 18	Shoe Polishes le Cleaners
	Folder 19	Shoe Repair
	Folder 20	Shoe Retailing
	Folder 21	Shoe Roses
	Folder 22	Shoe Salespeople: Stories
	Folder 23	Shoe Stories
	Folder 24	Shoe Styles: Basic
	Folder 25	Shoe Styles: Historical
	Folder 26	Shoe Trees
	Folder 27	Shoes: Used
	Folder 28	Sizes: Coding (Shoes)
	Folder 29	Sizes: General (Shoes)
	Folder 30	Sizes: Large
	Folder 31	Sizes: Small

Folder 32	Sizes: Standardization
Folder 33	Sizes: Volume Fit
Folder 34	Sizes: Widths
Folder 35	Skin
Folder 36	Skirts
Folder 37	Sleepwalking
Folder 38	Slippers
Folder 39	Snakes le Snakeskin
Folder 40	Sneakers
Folder 41	Social Causes: Footwear Industry
Folder 42	Soles (Shoe)
Folder 43	Soviet Union
Folder 44	Spats
Folder 45	Spine and Back
Folder 46	Springolator
Folder 47	Standing
Folder 48	Status (1)
Folder 49	Status (2)
Folder 50	Status (3)
Folder 51	Step Shock
Folder 52	Stilts: Stilt Walking
Folder 53	Stomping (High Heels)
Folder 54	Stores
Folder 55	Stretching Shoes
Folder 56	Stride
Folder 57	Superstition: Foot le Shoe
Folder 58	Support: Foot le Shoe
Folder 59	Surveys
Folder 60	Surveys (Walking)
Folder 61	Swagger
Folder 62	Sweatshops
Folder 63	Swelling: Foot
Folder 64	Tails
Folder 65	Talk of Walk
Folder 66	Tattooing
Folder 67	Teens
Folder 68	Temperature: Feet/Shoes
Folder 69	Terminology Origins: Foot/Shoe
Folder 70	Terminology: Sexual Terms
Folder 71	Terminology: Shoeman's Slang
Folder 72	Terms le Phrases: Shoes le Feet
Folder 73	Terrain/Ground Surfaces
Folder 74	Testicles
Folder 75	Theatre le Shoes
Folder 76	Thermal: Foot and Shoe
Folder 77	Thigh

Folder 78	Throatlines
Folder 79	Tickling: Foot
Folder 80	Tight Shoes
Folder 81	Toes
Folder 82	Toe Ills
Folder 83	Toes: General
Folder 84	Toes: Prehensile
Folder 85	Toes le Sex
Folder 86	Toe Styles: Shoes
Folder 87	Toenails
Folder 88	Tongue: Shoes
Folder 89	Toplift
Folder 90	Touch
Folder 91	Traction: Soles
Folder 92	Trade Marks
Folder 93	Transsexuals
Folder 94	Transvestites: High Heels
Folder 95	Tread
Folder 96	Trousers
Folder 97	Ultra Heels
Folder 98	Unisex: Fashion
Folder 99	Unisex: Shoes
Folder 100	USMC
Folder 101	Verse: Foot le Shoe le Gait
Folder 102	Voyeurism
Folder 103	Waist
Folder 104	Walking
Folder 105	Walking: Clubs
Folder 106	Walking: Diet/Weight
Folder 107	Walking: Distances
Folder 108	Walking the Dog
Folder 109	Walking: Escorts
Folder 110	Walking: General
Folder 111	Walking: Health
Folder 112	Walking: Malls
Folder 113	Walking: Pace
Folder 114	Walking le Posture
Folder 115	Walking: Power
Folder 116	Walking: Quip le Quotes
Folder 117	Walking: Racing
Folder 118	Walking: Shoes
Folder 119	Walking: Space
Folder 120	Walking: Sticks
Folder 121	Walking: Styles
Folder 122	Walking: Swagger
Folder 123	Walking: Treadmill

Folder 124	Washing of Feet
Folder 125	Waterproofing Shoes
Folder 126	Wedging: Shoes
Folder 127	Weight
Folder 128	Weight Bearing By Foot
Folder 129	Weight: Body le High Heels
Folder 130	Weight le Shoes
Folder 131	Wheels vs. Legs
Folder 132	Willow Walk
Folder 133	Wood Shoes

10 Subject Files

Created by Dr. Rossi over several decades these reference files contain a wealth of information about various subjects related to the shoe industry. Arranged alphabetically by subject, files include but are not limited to clippings, journals, photographs and reports.

Researchers should be aware files do not have a specific organization and most items do not include source citations.

Box 1	A
Folder 1	Accessories: Shoe Stores
Folder 2	Acupuncture
Folder 3	Ad Mats
Folder 4	Advertising: Business Papers
Folder 5	Advertising: Co-Op
Folder 6	Advertising: Costs/Spending
Folder 7	Advertising: Evaluation
Folder 8	Advertising: General
Folder 9	Advertising: Retail
Folder 10	Advertising: Seasonal
Folder 11	Advertising: Shoe Manufacturing
Folder 12	Advertising: Shoe Retailing
Folder 13	Advertising: Techniques
Folder 14	Aerobics
Folder 15	Africa
Folder 16	Afro-American Shoe Market
Folder 17	Aging Shoes
Folder 18	Alaska
Folder 19	Albania
Folder 20	Allied Trades
Folder 21	Anecdotes: Shoes, etc
Folder 22	Anniversaries
Folder 23	Annual Reports
Folder 24	Anthropology: Foot
Folder 25	Antiquing
Folder 26	Argentina

	Folder 27	Armless People
	Folder 28	Armless People and Foot use
	Folder 29	Art: Ad Layouts/Display Ideas
	Folder 30	Asia
	Folder 31	Astronauts and Shoes
	Folder 32	Athletic Footwear (1)
	Folder 33	Athletic Footwear (2)
	Folder 34	Athletic Footwear (3)
	Folder 35	Athletic Shoes (1)
	Folder 36	Athletic Shoes (2)
	Folder 37	Athletic Shoes (3)
	Folder 38	Athletic Shoes (4)
	Folder 39	Athletic Shoes: Women
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11.1 About Rossi

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11.2 About Rossi Appearances

Arranged alphabetically by publication, this series includes published articles about speaking engagements and other appearances by Dr. Rossi, where he discussed local and international topics relating to the shoe industry. [Note: articles contain only mentions of where Rossi was to speak or summaries

of his remarks. Full text transcripts are not available.]

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11.3 Mentions of Rossi

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11.4 Articles by Rossi

This series includes copies of articles written by Dr. William A. Rossi over a forty year period. Publications include both shoe industry and podiatry publications with topics on shoes, the shoe industry, shoe fitting, materials and feet to name a few. The series is arranged chronologically by publication. [Note: Oversize issues of "Footwear News" are filed separately and arranged

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11.5 Newsletters

This series includes newsletters kept by Dr. Rossi over a fifty year period. All newsletters relate to the shoe industry. Arranged alphabetically, titles include but aren't limited to "The Poron Insider," "Stanbee-Shoegram," and "Walk-Over Mantalk." Researchers should note that this series usually includes one to five

*issues of newsletters with the exception of "The Poron Insider"
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11.6 Subject

This series includes books and other materials collected by Dr. Rossi as part of his research on the shoe industry. Materials include books that were not catalogued, advertisements and

subject specific publications on topics including but not limited to lasts, military shoes, and sales and marketing techniques. [Note: Researchers should also check the Stonehill Library Catalog where 211 books have been catalogued to better aid researchers (<http://www.stonehill.edu/library>).]

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11.7 Serial

This series includes miscellaneous issues of various serial publications kept by Dr. Rossi. Titles are arranged alphabetically. Publications appear to be special reports or anniversary issues.

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	Folder 9	Boot and Shoe Recorder "Tell the Consumer what a national brand means" 1962, April 15
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12 Artifacts

In addition to the printed materials found in series 11, the William A. Rossi Collection also includes 232 artifacts accumulated by Mr. Rossi during his lifetime. Artifacts include but are not limited to prints, ceramic figurines, shoes. A separate finding aid has been created for this series.

- Box 1-32
- Folder 0 See Separate Finding Aid

13 Materials

This series include information and samples about various materials used to create shoes.

- Box 1 A-Z

	Folder 1	Cambrelle's - Cambrelle's Superior Performance, Secret is in the Fiber Structure N.D.
	Folder 2	Corfam - Marketing Plan: Corfam Porometric Material, Domestic Footwear ca 1969
	Folder 3	Corfam - Technical Information on Shoemaking N.D.
	Folder 4	Corfam - Technical Information on Shoemaking: Bottoming N.D.
	Folder 5	Corfam - Technical Information on Shoemaking: Cutting N.D.
	Folder 6	Corfam - Technical Information on Shoemaking: Fitting N.D.
	Folder 7	Corfam - Technical Information on Shoemaking: Lasting N.D.
	Folder 8	Corfam - Technical Information on Shoemaking: Receiving and Storage N.D.
	Folder 9	Corfam - Technical Information on Shoemaking: Treeing N.D.
	Folder 10	Dri-Lex
	Folder 11	Dri-Lex - Advertisement
	Folder 12	Poron - Physical Properties, Data Sheet
	Folder 13	Poron - Samples
Box 2		Leather
	Folder 0	Leather