RED WING SHOES

LIFESTYLE NORTH AMERICA
FALL/WINTER 2009
The Red Wing Shoe Company was built on America’s great promise; if one worked hard enough, one could achieve anything. The founder of our company, Charles Beckman, was a big believer in this promise. As a prosperous main street shoe merchant in Red Wing, Minnesota, he saw firsthand the need for durable and comfortable boots. When he couldn’t find boots that met his needs, he did what any hard-working businessman would do; he decided to make his own. In 1905, Mr. Beckman and his partners founded the Red Wing Shoe Company. Working ten hours per day, his skilled employees soon were turning out 110 pairs per day. Word of the quality and comfort built into every pair of Red Wing boots spread quickly and the company prospered.

Today a third generation of employees, located just down the road from the original factory, continues this tradition by using the same premium craftsmanship and attention to detail. Triple-stitched seams, sturdy welt construction and rich leathers are signature elements of a Red Wing boot. For over a century, this commitment to excellence has been handed down to these generations of shoemakers.

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CHARLES BECKMAN
Charles Beckman, a successful Main Street shoe merchant creates the Red Wing Shoe Company with 14 other local business investors. Their goal; build a better work boot.

1905

PLANT 1
The original Red Wing Shoe plant located at the corner of Main Street and Potter. Today the location is used by the company for new product development.

1909

INDIAN HEAD LOGO
The original Red Wing Shoe Company logo commemorates Chief Red Wing, the leader of the original inhabitants of the upper Mississippi River territory.

RED WING CITY
View of Main Street in 1900 from Barn Bluff.

ORIGINAL WORK BOOT
The original work boot from the first year of Red Wing production combined leather, buckles and laces for a secure fit.

CUTTING ROOM
The first generation of shoe making craftsmen cut Red Wing’s heavy weight, high quality leather by hand.
HORSE DRAWN WAGON
Finished shoes, packed in wooden crates, are loaded on wagons headed to the nearby Mississippi riverfront for loading onto trains and riverboats destined to retailers throughout the upper Mississippi valley.

ARMY SHOE
To support the war effort, Red Wing re-directs their boot production to support America’s doughboys serving their country in World War I.

OIL KING BOOTS
With the introduction of boots for oil field workers, Red Wing begins developing specialty work boots to meet specific occupational needs.

BROWN CHIEF
Introduced in 1919 as a farmer’s boot. The boot used special leathers, tanned to withstand harsh farming conditions. This boot expands Red Wing’s reputation of quality across more of America.

BILLY BOOT
Built to meet the demands of America’s adventurous youths, the style featured a side snap pocket for a pocket knife. It would be one of the company’s top selling styles.

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FITTING ROOM
The signature triple-stitch sewing pattern is used to sew the pieces together.

QUALITY AD
Outstanding quality was the essence of Red Wing products. This 1919 ad highlights the quality of hand-nailed Red Wing boots.

RED WING LOGO
The Red Wing winged logo from 1928 is introduced. The logo is modeled after the feathers used in Chief Red Wing’s ceremonial headdress.

J.R. SWEASY
J.R. Sweasy becomes president of Red Wing Shoe Company. He would be the first of three generations of the Sweasy family to lead the company.
STEEL TOE
Red Wing introduces its first steel toe work boot.

IRISH SETTER
The model # 877 hunting boot is introduced. The unique red color of the leather mirrors the distinctive coat of a classic upland bird dog; the Irish Setter. This match leads to the boot’s unique name and dog logo.

PLANT 2
A second plant is opened in Red Wing, MN to keep up with the growing worldwide demand. It is located 3 miles down the road from the original Plant 1 facility.

MOBILE SHOE SALES
Red Wing introduces its first mobile shoe sales service. Now the shoe store could be brought to the factory location for workers to buy shoes.

1934

2268 ENGINEER
In the 30’s trains were America’s transportation backbone. The engineer boot was created to serve the needs of the men who piloted these steam puffing behemoths.

1950

IRISH SETTER 877
Designed as a Red Wing upland game hunting boot, their unique red leather matched the coat of another famous upland game. The match leads to the boot’s Irish Setter name and logo.

1960

ROCKWELL AD
The renowned illustrator Norman Rockwell, recognized for his unique style of capturing life of main street America is hired to create advertising images for the company.

PECOS BOOTS
In 1953 PECOS boots were the first to combine durability, comfort and western styling. They would soon be worn on oil rigs, farms and job sites around the world.
S.B. FOOT TANNING
Opened in 1887, the Red Wing, Minnesota based business, S. B. Foot Tanning has been supplying Red Wing with premium leathers since 1905.

CUTTING ROOM
Today the cutting room operates much as it did in 1905. Skilled craftsmen still hand-cut the leather to yield premium parts for Red Wing's high quality footwear.

FITTING ROOM
Skilled sewers piece together the hand-cut leather parts. Original machines from 1905 are still used, along with our signature triple-stitched sewing pattern.

CORK FILLING
Cork filling is applied to the insole. The durable cork material will mold to the individual's foot shape providing all day comfort and long lasting durability.

BECKMAN 9010
A dress leather boot with work boot styling, the Beckman boot uses premium Featherstone leather to create a dress boot that is still true to its work boot roots.

RED WING LOGO UPDATED
True to its original shape and color the Red Wing Shoes mark is updated for the times, but remains true to its heritage.
HERITAGE COLLECTION

The Heritage Collection is inspired by Red Wing’s work boot legacy. They deliver comfort in a timeless fashion by combining classic Red Wing work styles, rich leathers, durable welt construction, and comfort features. Together they create a style that is uniquely Red Wing.

Photo Credits:
Iron workers at Dayton’s Department Store in Minneapolis, MN.
CLASSIC WORK / Moc Toe

Our Classic Work boots were made to withstand the rigors of hard work and the brutality of harsh weather. These boots earned their reputation on the farms and cities of America’s heartland. Today, these American classics feature the highest quality materials, craftsmanship and signature Red Wing leathers.

Style No. 1907
6” CLASSIC MOC
LEATHER
Copper Rough & Tough
SOLE
Traction Tred
CONSTRUCTION
Goodyear Welt
LAST No.
45
PRODUCT CARE
Leather Cleaner, Mink Oil
USA MEN’S SIZES
D 7-12,13

Style No. 8130
6” CLASSIC MOC
LEATHER
Black Chrome
SOLE
Traction Tred
CONSTRUCTION
Goodyear Welt
LAST No.
23
PRODUCT CARE
Leather Cleaner, Black Leather Conditioner
USA MEN’S SIZES
D 7-12,13

Style No. 8131
6” CLASSIC MOC
NEW
LEATHER
Oro Russet Portage
SOLE
Traction Tred
CONSTRUCTION
Goodyear Welt
LAST No.
23
PRODUCT CARE
Leather Cleaner, Leather Conditioner
USA MEN’S SIZES
D 7-12,13

Style No. 8138
6” CLASSIC MOC
LEATHER
Briar Oil Slick
SOLE
Traction Tred
CONSTRUCTION
Goodyear Welt
LAST No.
23
PRODUCT CARE
Leather Cleaner, Boot Oil
USA MEN’S SIZES
D 7-12,13,EE 8-12,13

NEW
Style No. 8146
6” CLASSIC MOC LUG
LEATHER
Briar Oil Slick
SOLE
Vibram® Lug
CONSTRUCTION
Goodyear Welt
LAST No.
23
PRODUCT CARE
Leather Cleaner, Boot Oil
USA MEN’S SIZES
D 7-12,13

CLASSIC WORK / Moc Toe
CLASSIC WORK / Round Toe

Inspired by our classic work boots, the round toe design uses one piece of leather versus two to form the work boot toe. As seams are the weakest point of a work boot, eliminating the need to stitch two pieces of leather made an already tough boot even tougher. Classic white crepe soles and Red Wing signature leathers complete the unique look.
NEW
Style No. 8181
6” CLASSIC ROUND
LEATHER
Hawthorne Muleskinner
SOLE
Traction Tred
CONSTRUCTION
Goodyear Welt
LAST No. 8
PRODUCT CARE
Nubuck/Suede Cleaner Kit, Mink Oil
USA MEN’S SIZES
D 7-12,13

NEW
Style No. 9111
6” CLASSIC ROUND
LEATHER
Copper Rough & Tough
SOLE
Traction Tred
CONSTRUCTION
Goodyear Welt
LAST No. 8
PRODUCT CARE
Leather Cleaner, Mink Oil
USA MEN’S SIZES
D 7-12,13
Chelsea Rancher

The Chelsea Rancher boot was developed for American sheep ranchers. They needed boots which, when their sheep were threatened, could be easily pulled on to get to the pasture in a moment’s notice. Today these same boots are made with premium soles and Red Wing Shoe Company leathers.
Work Chukkas

Inspired by our rugged work boot heritage, our Work Chukkas are casual in appearance, but ruggedly handsome. They employ Red Wing’s signature white crepe sole, premium leathers and Goodyear welt construction. The result is a lightweight and comfortable casual boot that is uniquely Red Wing. They’re the perfect shoe for looking busy while not doing anything.
In far northern Minnesota, lies the Mesabi Iron Range, a rugged, remote area from which raw iron ore was mined. The local residents proudly became known as Iron Rangers, individuals with a sense of adventure and a determined personality. Those same attributes are what makes the Iron Ranger Collection so appealing. These boots are as impressive as they are rugged.

Photo Credits:
Fayal underground mine, Number Two Station.
Style No. 8111
6” IRON RANGER

LEATHER
Amber Harness

SOLE
Nitrile Cork

CONSTRUCTION
Goodyear Welt

LAST No.
8

PRODUCT CARE
Leather Cleaner, Boot Oil

USA MEN’S SIZES
D 7-12, 13, EE 7-12

NEW

Style No. 8112
6” IRON RANGER

LEATHER
Oroiginal

SOLE
Nitrile Cork

CONSTRUCTION
Goodyear Welt

LAST No.
8

PRODUCT CARE
Leather Cleaner, Boot Oil

USA MEN’S SIZES
D 7-12, 13

Style No. 8113
6” IRON RANGER

LEATHER
Hawthorne Muleskinner

SOLE
Nitrile Cork

CONSTRUCTION
Goodyear Welt

LAST No.
8

PRODUCT CARE
Nubuck/Suede Cleaner Kit, Mink Oil

USA MEN’S SIZES
D 7-12, 13, EE 7-12

NEW

Style No. 8114
6” IRON RANGER

LEATHER
Black Harness

SOLE
Nitrile Cork

CONSTRUCTION
Goodyear Welt

LAST No.
8

PRODUCT CARE
Leather Cleaner, Boot Oil

USA MEN’S SIZES
D 7-12, 13
The Red Wing Engineer style was originally developed for engineers working on America’s railroads. The all leather boot, pull-on styling and minimal stitching protected the engineer and his boots from the occasional hot ember that fell from the locomotive’s firebox. They were tough enough to protect against tough locomotive floors and the buckle added a touch a class to match an engineer’s status.

Photo Credits:
Worker polishing railroad engine light.
NEW
Style No. 2990
11” ENGINEER
LEATHER
Black Harness
SOLE
Nitrile Cork
CONSTRUCTION
Goodyear Welt
LAST No.
522
PRODUCT CARE
Leather Cleaner, Boot Oil
USA MEN’S SIZES
D 7-12,13

NEW
Style No. 2991
11” ENGINEER
LEATHER
Amber Harness
SOLE
Nitrile Cork
CONSTRUCTION
Goodyear Welt
LAST No.
522
PRODUCT CARE
Leather Cleaner, Boot Oil
USA MEN’S SIZES
D 7-12,13

NEW
Style No. 2992
11” ENGINEER
LEATHER
Burnt Orange Muleskinner
SOLE
Nitrile Cork
CONSTRUCTION
Goodyear Welt
LAST No.
522
PRODUCT CARE
Nubuck/Suede Cleaner Kit, Mink Oil
USA MEN’S SIZES
D 7-12,13
Engineer Collection

The Engineer collection offers superior craftsmanship with the Red Wing standard of durability and comfort stitched into every boot. Using Red Wing Shoe Company leathers with a rough scratched in feel, these boots are built for hard work in tough demanding conditions just like when America ran on the rails.

Style No. 2970
11" ENGINEER
LEATHER
Briar Oil Slick
SOLE
Traction Tred
CONSTRUCTION
Goodyear Welt
LAST No.
522
PRODUCT CARE
Leather Cleaner, Boot Oil
USA MEN'S SIZES
D 4-12,13

Style No. 2971
11" ENGINEER
LEATHER
Copper Rough & Tough
SOLE
Traction Tred
CONSTRUCTION
Goodyear Welt
LAST No.
522
PRODUCT CARE
Leather Cleaner, Mink Oil
USA MEN'S SIZES
D 4-12,13
THE BECKMAN COLLECTION

Our Beckman Collection is named after the Red Wing Shoe Company founder; Charles Beckman. Mr. Beckman operated a shoe store at Main and Bush streets in Red Wing.

In his advertising and store signage, he promoted himself as: Beckman, The Shoe Man. Over 100 years later the company he founded continues to prosper. Naming our finest dress boots after Mr. Beckman seems more than appropriate. We are confident the shoe man would appreciate the endorsement.
Beckman Collection

Harkening back to a time when a gentleman wore functional footwear with a touch of class, the Beckman Collection is named after the founder of the Red Wing Shoe Company; Charles Beckman. Navigating the muddy streets of Red Wing as part of his daily routine, he wore sturdy boots that could be polished to match his status as a successful Main Street merchant. Today the Collection consists of classically styled, boots made with Red Wing’s finest Featherstone Leather. These boots are built to impress.
NEW

Style No. 9012
6" CLASSIC MOC
LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN'S SIZES
Chestnut Featherstone
Roccia
Goodyear Welt
23
Leather Cleaner, Neutral Shoe Creme
D 7-12

NEW

Style No. 9013
6" CLASSIC ROUND
LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN'S SIZES
Chestnut Featherstone
Roccia
Goodyear Welt
8
Leather Cleaner, Neutral Shoe Creme
D 7-12

Style No. 9014
6" CLASSIC ROUND
LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN'S SIZES
Black Featherstone
Roccia
Goodyear Welt
8
Leather Cleaner, Neutral Shoe Creme
D 7-12

NEW

Style No. 9015
6" CLASSIC MOC
LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN'S SIZES
Black Featherstone
Roccia
Goodyear Welt
23
Leather Cleaner, Neutral Shoe Creme
D 7-12
THE WABASHA COLLECTION
Downstream from Red Wing, the Mississippi River at Wabasha, Minnesota runs swift and rugged - not content to flow in a predictable channel. The river valley offers a unique terrain of islands, bluffs and prairie that is home to soaring bald eagles and hard-working people. Rugged and diverse, yet appealing and comfortable, made in America with Red Wing leathers.

Photo Credits:
Man standing on steamer
Red Wing on Mississippi River.
NEW

Style No. 9171
BOAT
Available Spring 09

LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN'S SIZES
Mahogany Oro-iginal
Boat Sole
Handsewn Littleway
516-2
Leather Cleaner, Boot Oil
E 6-12

NEW

Style No. 9174
BOAT
Available Spring 09

LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN'S SIZES
Oro Russet Oro-iginal
Boat Sole
Handsewn Littleway
516-2
Leather Cleaner, Boot Oil
E 6-12

NEW

Style No. 9177
BOAT
Available Spring 09

LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN'S SIZES
Navy Portage
Boat Sole
Handsewn Littleway
516-2
Leather Cleaner, Leather Conditioner
E 6-12

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Wabasha Collection

The quality built into the Wabasha Collection is evident the moment you touch the shoes. Handsewn by skilled shoemakers, every pair is comfortable by design, featuring durable, rugged soles and thick leathers that soften and improve with age. Every component and every stitch reflect the quality generations of customers have come to expect from the Red Wing Shoe Company.
NEW
Style No. 9173
Chukka
Available Spring 09

LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN’S SIZES
Mahogany Oro-iginal
Vibram® Mini Lug
Goodyear Welt
516-2
Leather Cleaner, Boot Oil
E 6-12

NEW
Style No. 9176
Chukka
Available Spring 09

LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN’S SIZES
Oro Russet Oro-iginal
Vibram® Mini Lug
Goodyear Welt
516-2
Leather Cleaner, Boot Oil
E 6-12

NEW
Style No. 9178
Oxford
Available Spring 09

LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN’S SIZES
Hawthorne Muleskinner
Vibram® Mini Lug
Goodyear Welt
516-2
Nubuck/Suede Cleaner Kit, Mink Oil
E 6-12

NEW
Style No. 9179
Chukka
Available Spring 09

LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN’S SIZES
Hawthorne Muleskinner
Vibram® Mini Lug
Goodyear Welt
516-2
Nubuck/Suede Cleaner Kit, Mink Oil
E 6-12
HERITAGE WORK WOMEN’S

Red Wing Shoes is known worldwide for making work boots for men. What isn’t as well known is we are equally skilled at making boots for women, too. In the early years of our company, we made as many boots for women as we did men. Our Heritage Work Collection for Women recreates some of our classic work and outdoor styles.

Photo Credits:
Barn Bluff, Red Wing, MN. 1935.
Style No. 2970
11” ENGINEER
LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN’S SIZES
Briar Oil Slick
Traktion Tred
Goodyear Welt
522
Leather Cleaner, Boot Oil
D 4-12,13
(for women’s sizes, see conversion chart)

Style No. 2971
11” ENGINEER
LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN’S SIZES
Copper Rough & Tough
Traktion Tred
Goodyear Welt
522
Leather Cleaner, Mink Oil
D 4-12,13
(for women’s sizes, see conversion chart)

Style No. 2974
11” ENGINEER
LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN’S SIZES
Black Lumberjack
Traktion Tred
Goodyear Welt
522
Leather Cleaner, Boot Oil
D 4-12,13
(for women’s sizes, see conversion chart)

Style No. 2975
11” ENGINEER
LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA MEN’S SIZES
Concrete Rough & Tough
Traktion Tred
Goodyear Welt
522
Leather Cleaner, Mink Oil
D 4-12,13
(for women’s sizes, see conversion chart)
ENGINEER & PECOS

Since 1905 women have been a part of the Red Wing Shoe Company, working in our Main Street factory making our boots with their skilled hands. Today women are still making our boots the same way as the women who came before them, using hand-crafted leather and stitching the pieces to sturdy durable soles. Someone’s great, great grandmother would be very proud.
NEW
Style No. 9066
PECOS

LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA WOMEN'S SIZES
Tan Calico
Roccia
Goodyear Welt
952
Leather Cleaner, Neutral Shoe Creme
D 5-10,11

NEW
Style No. 9068
PECOS

LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA WOMEN'S SIZES
Brownstone Rough & Tough
Roccia
Goodyear Welt
952
Leather Cleaner, Mink Oil
D 5-10,11

NEW
Style No. 9069
PECOS

LEATHER
SOLE
CONSTRUCTION
LAST No.
PRODUCT CARE
USA WOMEN'S SIZES
Sand Bruiser
Roccia
Goodyear Welt
952
Leather Cleaner, Mink Oil
D 5-10,11
WOMEN’S HERITAGE WORK

Mr. Beckman’s original quest when he started the company was to make a work boot that was comfortable and could stand up to the harsh Minnesota climate. Today that same promise of quality is built into our women’s styles and like all Red Wing shoes they are built to last.
**NEW**

**Style No. 9055**
PRAIRIE BOOT

**LEATHER**
Brownstone Rough & Tough

**SOLE**
Roccia

**CONSTRUCTION**
Goodyear Welt

**LAST No.**
806

**PRODUCT CARE**
Leather Cleaner, Mink Oil

**USA MENS SIZES**
D 5-10,11

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**NEW**

**Style No. 9056**
PRAIRIE BOOT

**LEATHER**
Sand Bruiser

**SOLE**
Roccia

**CONSTRUCTION**
Goodyear Welt

**LAST No.**
806

**PRODUCT CARE**
Leather Cleaner, Mink Oil

**USA MENS SIZES**
D 5-10,11

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**NEW**

**Style No. 9057**
PRAIRIE BOOT

**LEATHER**
Brown Bruiser

**SOLE**
Roccia

**CONSTRUCTION**
Goodyear Welt

**LAST No.**
806

**PRODUCT CARE**
Leather Cleaner, Mink Oil

**USA MENS SIZES**
D 5-10,11
S.B. Foot Tanning Co.

Located in Red Wing, Minnesota the S.B. Foot Tanning Co. has been crafting a raw, natural material into a perfect piece of finished leather since 1872. Over the years the tannery has built a reputation for tanning the highest quality and the most durable leathers. As every hide is unique, it takes a watchful eye and a sensitive feel for the leather, skills that only come from years of experience. Red Wing Shoe Company has been using S.B. Foot leather since our inception in 1905. It is a partnership which has endured, just like our world famous work boots.

Red Wing Leather

Crafting a raw, natural material into a perfect piece of finished leather is no easy task. To craft leather which will stand up to the day-to-day demands of the job site is equally hard. Our S.B. Foot Tanning Co. creates exclusive leathers for our work boots, leathers which possess a natural beauty and unmatched durability. These exclusive Red Wing Shoe Company Leathers are the most important material in building the work boots which make Red Wing famous around the world.

Featherstone Leather

Featherstone Leather is Red Wing Shoe Company's finest dress leather. Its name is derived from Featherstone Township, the location of the original S.B. Foot Tanning Co. Today the tannery is located just down the road from its original site, still along the banks of Trout Brook in Featherstone Township. There our master tanner hand-selects only the finest hides, to produce leather that's not only beautiful, but also abrasion resistant. The result is a work boot that can be worn for any occasion.

SIZE COMPARISON CHART

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36 RED WING LIFESTYLE NORTH AMERICA 2009