



FOOTWEAR

HISTORY



C.N. Williamson and E.E. "Colonel" Dickie began their business careers in the "vehicle and harness" business in Bryan, Texas. In 1918, they made what turned out to be a momentous decision when they and a few friends established the U.S. Overall Company. Then, in 1922, C. Don Williamson joined with his father and cousin to buy 100% of the overall company on a one-third-each basis and renamed it Williamson-Dickie Manufacturing Company.

From its early years, Williamson-Dickie enjoyed steady growth, slowed only by the Great Depression, and during World War II, the company was sequestered to produce millions of uniforms for the nation's armed forces. In converting to civilian production after the war, C. Don Williamson began a strategy of geographical expansion and established new production facilities, warehouses, and sales territories throughout the United States.

DICKIES



Sewing Room 1922 | Texas

since its beginnings in 1922, every piece of Dickies workwear has stood for the quality, toughness, and pride that embodies the spirit of the American worker.

In the late 1950's, Williamson-Dickie became an international company by expanding into the European market and the Middle Eastern market - where Texas oilmen introduced Dickies to Middle Eastern oil fields. While Williamson-Dickie began as a bib overall company, today it has grown to be the number one manufacturer of work gear worldwide.

Don
JUVENILE SUITS
for young gentlemen

Williamson-Dickie Manufacturing Co.
1938

Don '38

1938 Spring Price List
WILLIAMSON-DICKIE MANUFACTURING CO.
Largest Garment Manufacturers in the Southwest - Fort Worth, Texas

MEN OF PRODUCTION

Dickies
JOB-MATCHED WORK CLOTHES
Fit you...fit your Job
For Men of Production **Dickies**

Dickies

Fit you...fit your Job
For Men of Production **Dickies**

Now Dickies also makes pants for the night shift.

Our double knit slacks.

Our Chinese jeans. An hour after guys try their first pair, they'll be hungry for more.

Dickies

LOOK LIKE A MILLION FOR ABOUT FOURTEEN BUCKS.

DICKIES SLACKS
The last pair you'll buy.

THIS GUY SPENT \$132.20 ON HIS BASIC WARDROBE. HOW THE DICKIES DID HE DO IT?

Dickies
WE'RE BASIC.

Dickies Job-Matched Work Clothes

Williamson-Dickie Manufacturing Co. Fort Worth, Texas

Wow, These Pair!

Stylish Back-Strap College Slacks

NEW! Dickies Studlies.

Dickies
Casual Clothes

CAMPUS TIGERS ENDORSE Dickies SLACKS

NO MORE ACTION

Dickies
NYLON FORTIFIED!

Hey Calvin Klein, Gloria Vanderbilt, Yves St Laurent-meet our jeans Designer.

CRAY THEY COST LESS, BUT WHEN IT COMES TO FIT, DICKIES WON'T TAKE A BACK SEAT TO ANYBODY.

The Dickies Gang. Toughest clothes on the block.

Go To The Head Of The Class With Dickies!

Dickies

scene in all the going places

Dickies
Slacks for Campus Tigers

ARE TEXANS TALLER?

Dickies

Remember Dickies

Scotchgard 3M

Introducing Nancy Riggs. She's out gathering ideas for our new collection of slacks.

Dickies (colored slacks)

Dickies

1950s

The ads in the 1950's illustrates Dickies' continuing emphasis on quality for the consumer. Now, as then, Dickies is renowned for the quality of the garments we produce, and also for our styles, our price, and our guarantee that you as our consumer will be satisfied

1960s

Dickies ads have not always been product driven. This ad from the 1960's pushes "the main man on campus" idea. A person who wears the Dickies brand knows and understands that they want quality assurance as well as the best price for the clothes they wear.

1980s

Dickies doesn't just produce work clothes. This ad from the 1980's illustrates our product line for the casual clothes wearer. We don't produce our Harbor One line anymore, but we do have a wide selection of Denim, Women's Wear and Kid's Wear for you to choose from.

1990s

Many ads in the 1990's have been focused on the career a person in the workforce may have. And how Dickies continues to make sure that whatever their job may be, if they are wearing the Dickies brand they are wearing more than 75 years of quality, durability, and comfort.

**FELGUEIRAS
PORTUGAL**



THE FACTORY



Dickies shoes are carefully manufactured in the renowned city of Felgueiras in Portugal. The north of Portugal has a long history of manufacturing shoes and is well-known for its tradition of craftsmanship and unique tailoring. The quality and commitment we found here, are paramount to us and a guarantee of the authenticity we aim for. We believe that employment should be increased in Europe. Working conditions in our continent are generally better than in other exporting countries and at Dickies, the well-being of our factory staff is an essential value in the production process.



**IT ALL
STARTS
WITH THE
RIGHT
LAST SHAPE.
FUSING
COMFORT
AND ELEGANCE**

EACH HIDE IS DIFFERENT

Each cow is different, each hide is different.

The best Italian leather was selected for Dickies by artisan tanneries.

Tanning leather involves a process which permanently alters the protein structure of skin so that it cannot ever return to rawhide.

It is a complex process and it takes a lot of expertise to pick the right part of skin for our shoes.







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CARLOS 1962 PATTERN MAKER

The craft of designing a shoe starts with a pattern. Mastering this art is visualize a draft into an object.

The knowledge of materials, shapes and designs is essential.

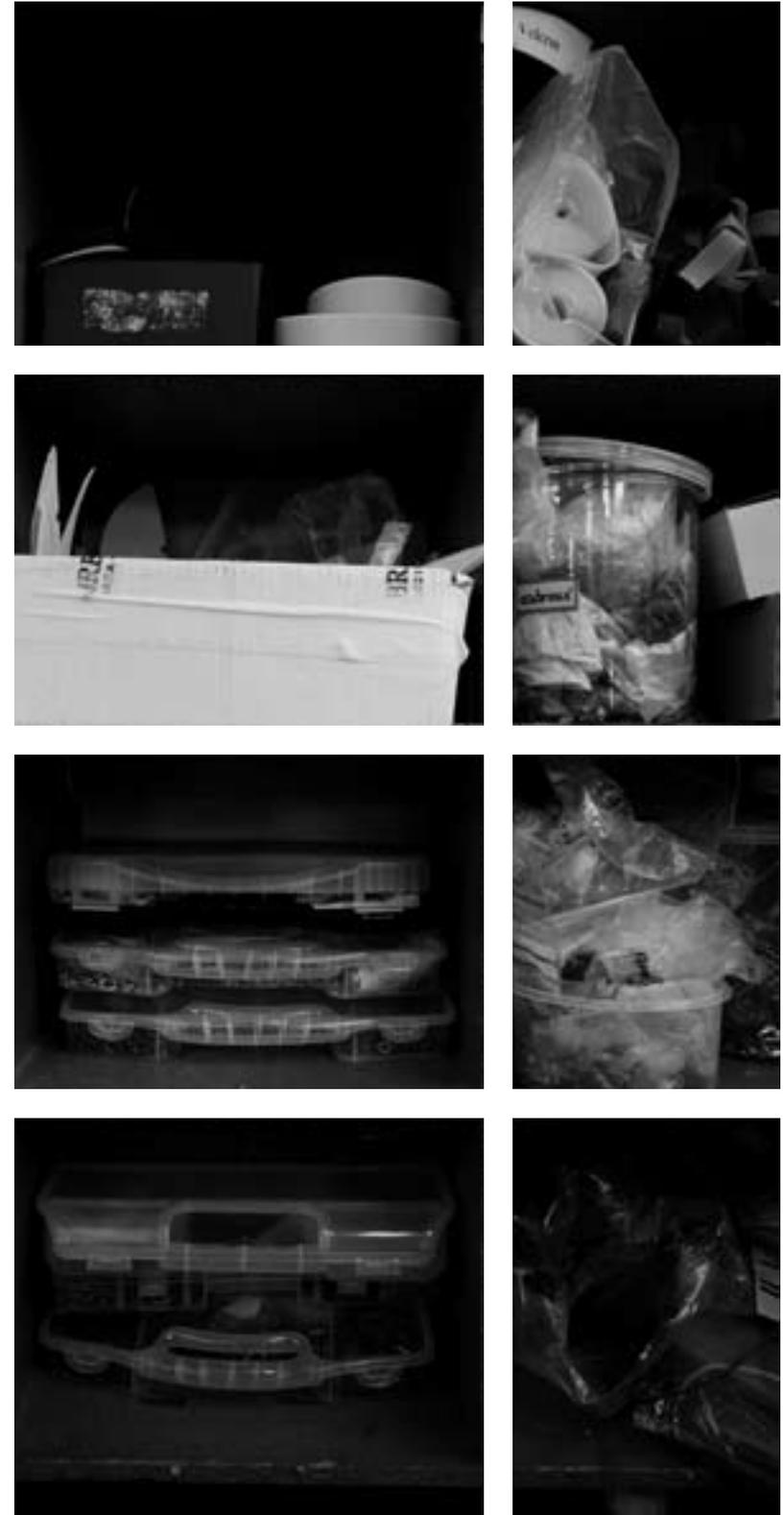
After years of experience he brings the shoe alive and that makes him the Master.

**THE SECRET
OF JOY IN WORK
IS CONTAINED
IN ONE WORD...
EXCELLENCE.**





These lovely ladies stitching the uppers.
 They perform their precise and delicate job giggling.
 It gives our shoe that soft and female touch.
 Energized by the smile of a lady.





Our controller in charge:
Checking the shoe in all stages of process to ensure ultimate perfection.

ULTIMATE PERFECTION



Stitching the upper and components.
 Stitching thread quality are measured by weight in ounces or grams.
 Functionality in mind, we use various thicknesses of stitching thread, depending on the part of the shoe.
 #10 thread for durability, #20 thread for bonding



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MARIA 1976

On the table of this seamstress the shoe gets more and more its final appearance.

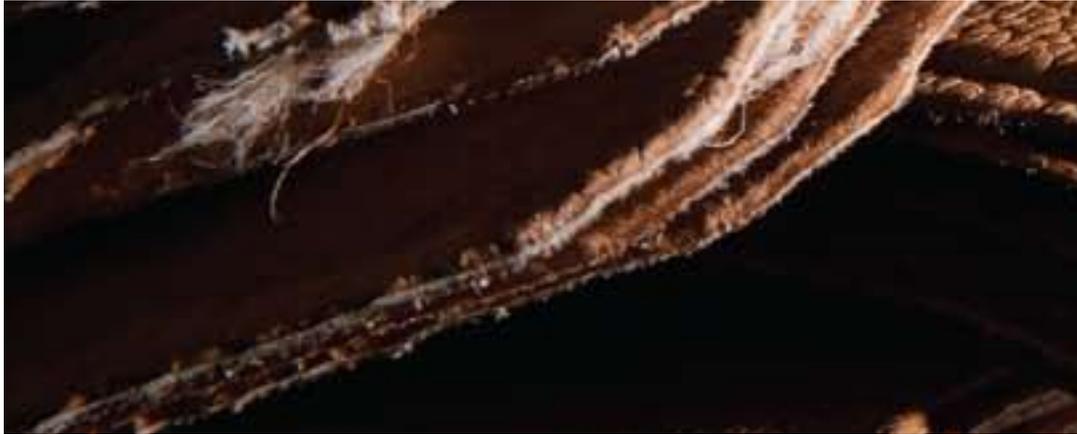
**BEST
QUALITY
AND
FUNCTIONALITY
IN MIND.**

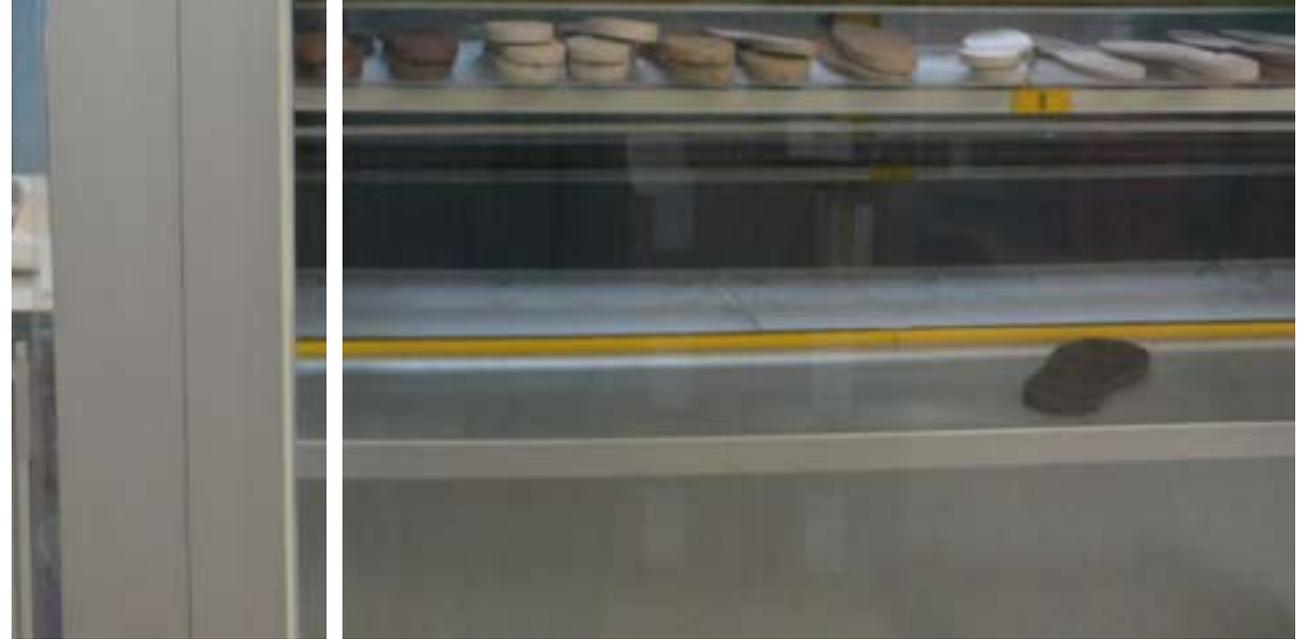
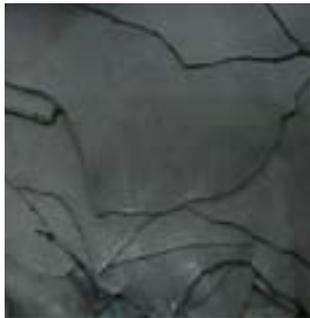
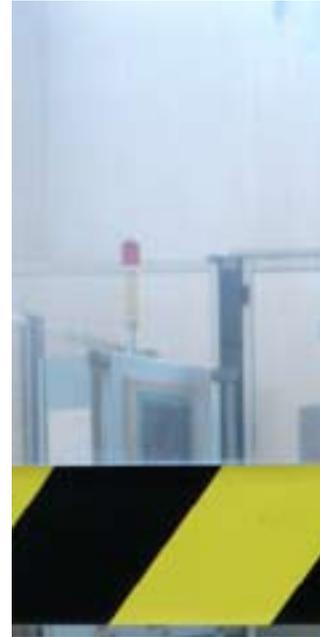


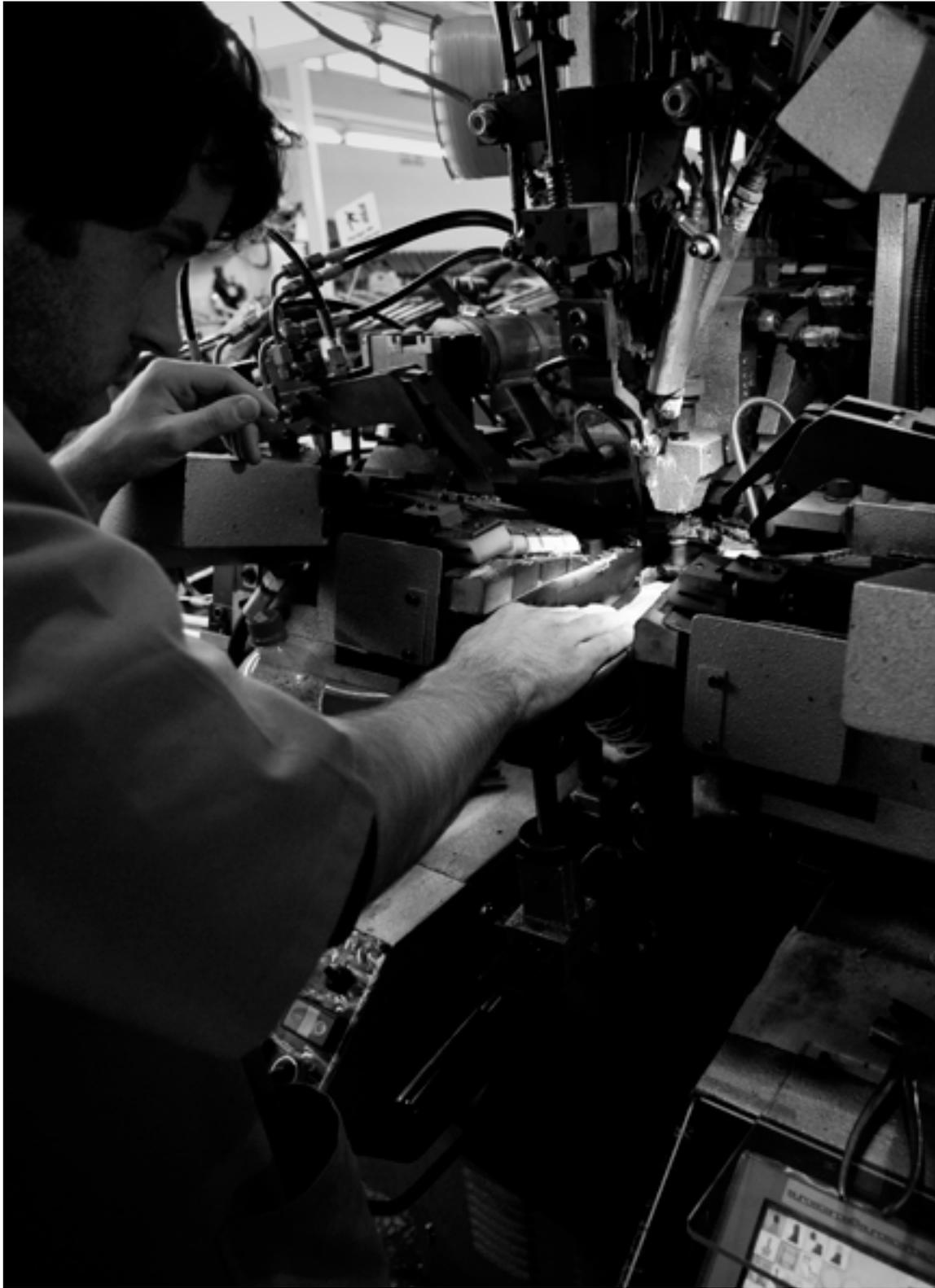
IT'S BORN, IT'S ALIVE

The leather gets pulled in its final position.

It get its shape and its individual Dickies character.













IT IS A MATTER OF INGREDIENTS, PRESSURE AND MOVEMENT;

The Master polisher

The art of polishing is to achieve a natural patina.



