Moore-Shafer Shoe Manufacturing Co.



This view is toward the west-northwest from Park Avenue.

1.
Moore-Shafer Shoe Co.
Park Avenue
Brockport, NY

Repository:
Emily L. Knapp Museum
(glass plate & scanned file)

Item:
Glass Plate #A051
~9.75"w x 7"h

Photographer:
George Guelph
Date:
Sleeve label:

Moore-Shafer Shoe Manufacturing Co.



This view is toward the west-northwest from Park Avenue.

2.
Moore-Shafer Shoe Co.
Park Avenue
Brockport, NY

Repository:
Jim Fallon collection

Item:
Original halftone postcard
~5.5"w x 3.5"h



3.
Back of card seen in Fig.2.

Moore-Shafer Shoe Manufacturing Co.

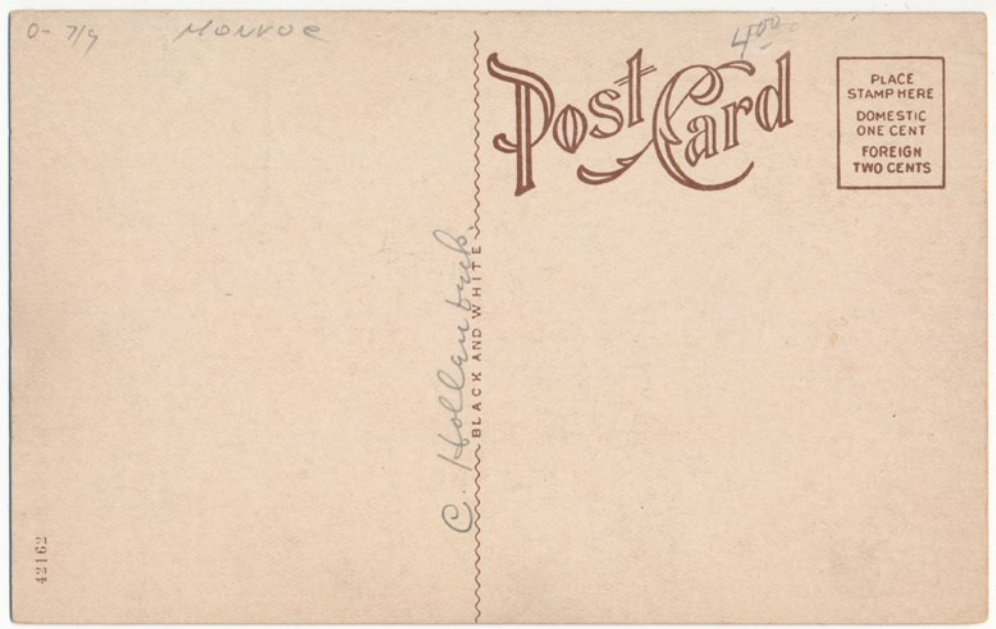


This view is toward the west-northwest from Park Avenue.

4.
Moore-Shafer Shoe Co.
Park Avenue
Brockport, NY

Repository:
Jim Fallon collection

Item:
Original halftone postcard
~5.5"w x 3.5"h



5.
Back of card seen in Fig.4.

Moore-Shafer Shoe Manufacturing Co.

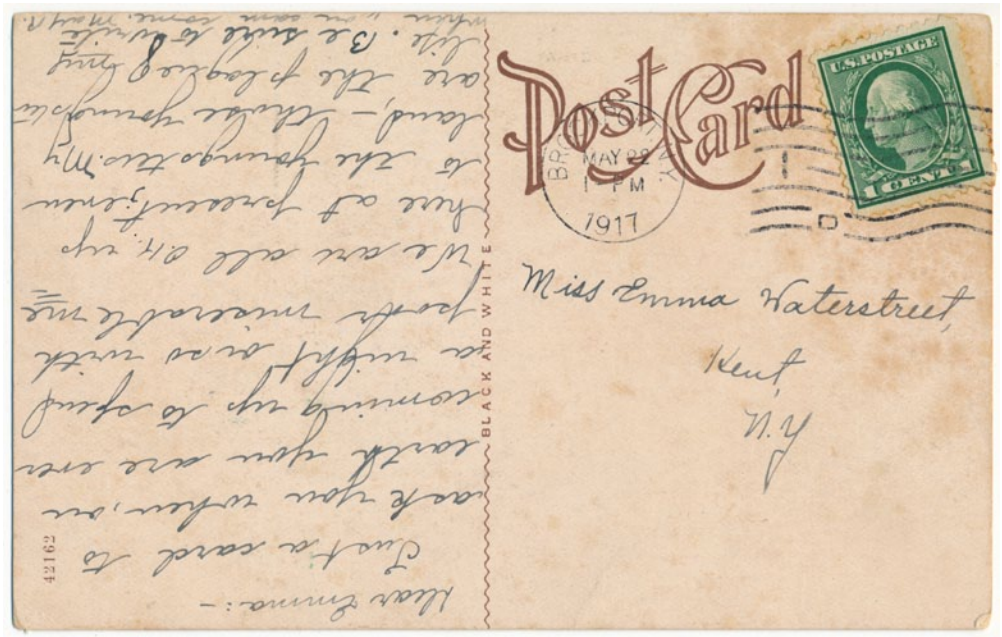


A different copy of the post card seen in fig.4.

6.
Moore-Shafer Shoe Co.
Park Avenue
Brockport, NY

Repository:
Jim Fallon collection

Item:
Original halftone postcard
~5.5"w x 3.5"h



7.
Back of card seen in Fig.6.

Moore-Shafer Shoe Manufacturing Co.



8.
Moore-Shafer Shoe Co.
Park Avenue
Brockport, NY

Repository:
Jim Fallon collection

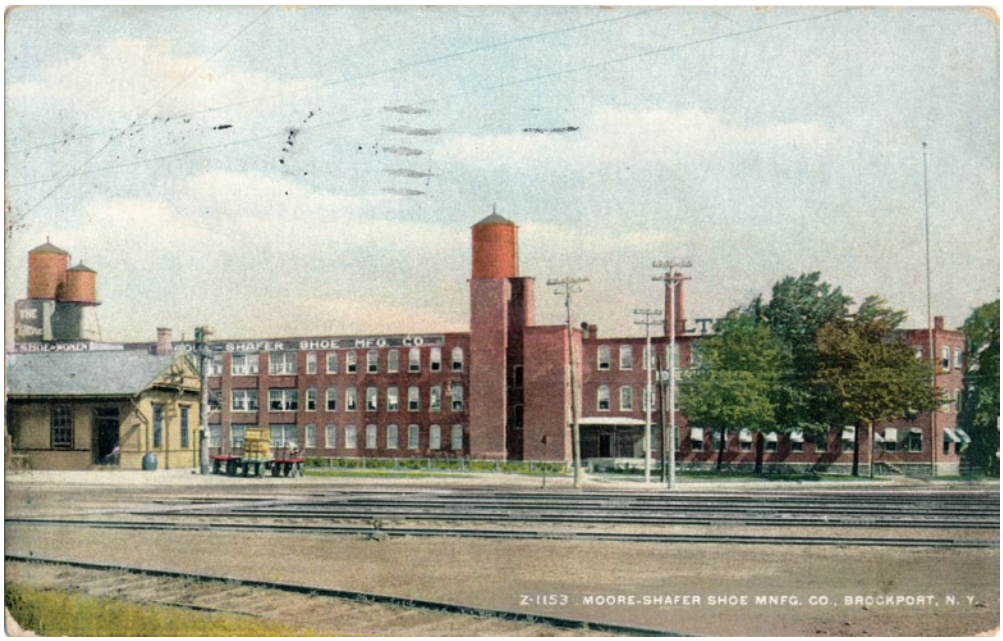
Item:
Original halftone postcard
~5.5"w x 3.5"h

This vew toward the north from the Park Avenue and railroad intersection includes the passenger depot on the left. Stull Lumber Company eventually occupied the space between these buildings. Of the entire Moore-Shafer building complex, the flagpole is all that remains in 2021.



9.
Back of card seen in Fig.8.

Moore-Shafer Shoe Manufacturing Co.

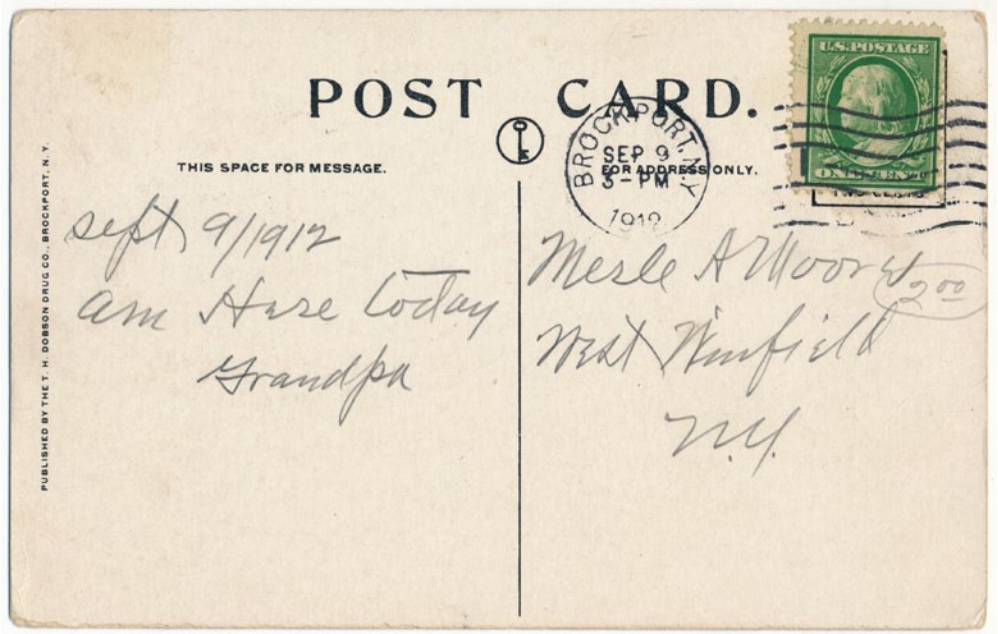


10.
Moore-Shafer Shoe Co.
Park Avenue
Brockport, NY

Repository:
Jim Fallon collection

Item:
Original halftone postcard
~5.5"w x 3.5"h

A different copy of the post card seen in fig.8.



11.
Back of card seen in Fig.10.

Moore-Shafer Shoe Manufacturing Co.



This view is toward the east from Main Street.

12.
Moore-Shafer Shoe Co.
Park Avenue
Brockport, NY

Repository:
Emily L. Knapp Museum
(glass plate & scanned file)

Item:
Glass Plate #A018
~9.75"w x 7"h

Photographer:
George Guelph
Date:
Sleeve label:

Moore-Shafer Shoe Manufacturing Co.



Post card view adapted from the image in Fig.12.

13.
Moore-Shafer Shoe Co.
Park Avenue
Brockport, NY

Repository:
Jim Fallon collection

Item:
Original halftone postcard
~5.5"w x 3.5"h



14.
Back of card seen in Fig.13.

Moore-Shafer Shoe Manufacturing Co.



15.
Shafer Shoe promotional handout.
Brockport, NY

Repository:
Emily L. Knapp Museum

Item:
Original four page promotional handout. Both sides shown here. Each of the two page spreads are about 8.5"w x 5 .5"h. Sometimes they are included in a traveling exhibit case sponsored by the Brockport Community Museum.

Photographer:
Norman Frisch
Date: 2014.08.26

Moore-Shafer Shoe Manufacturing Co.



Cutting Room of Moore-Shafer Shoe Company, Brockport NY, March 9, 1915



Enlarged section of above photo. Clockwise: Unknown, Charles Page, James Dalton, Harry Griffen, Henry Vosburg, Albert Templeton, Joe DeFazio, Gerald Fitz, Mike Shea, Wm Moore, Peter Harr, Henry Bement, Wm Leach

16.
Moore-Shafer Shoe Co.
Park Avenue
Brockport, NY

Repository:
Emily L. Knapp Museum
(print & scanned file)

Item:
Photo print
7"w x 5"h

Photographer:
Unknown
Date: 1915.03.09

Moore-Shafer Shoe Manufacturing Co.



17.
Moore-Shafer Shoes.

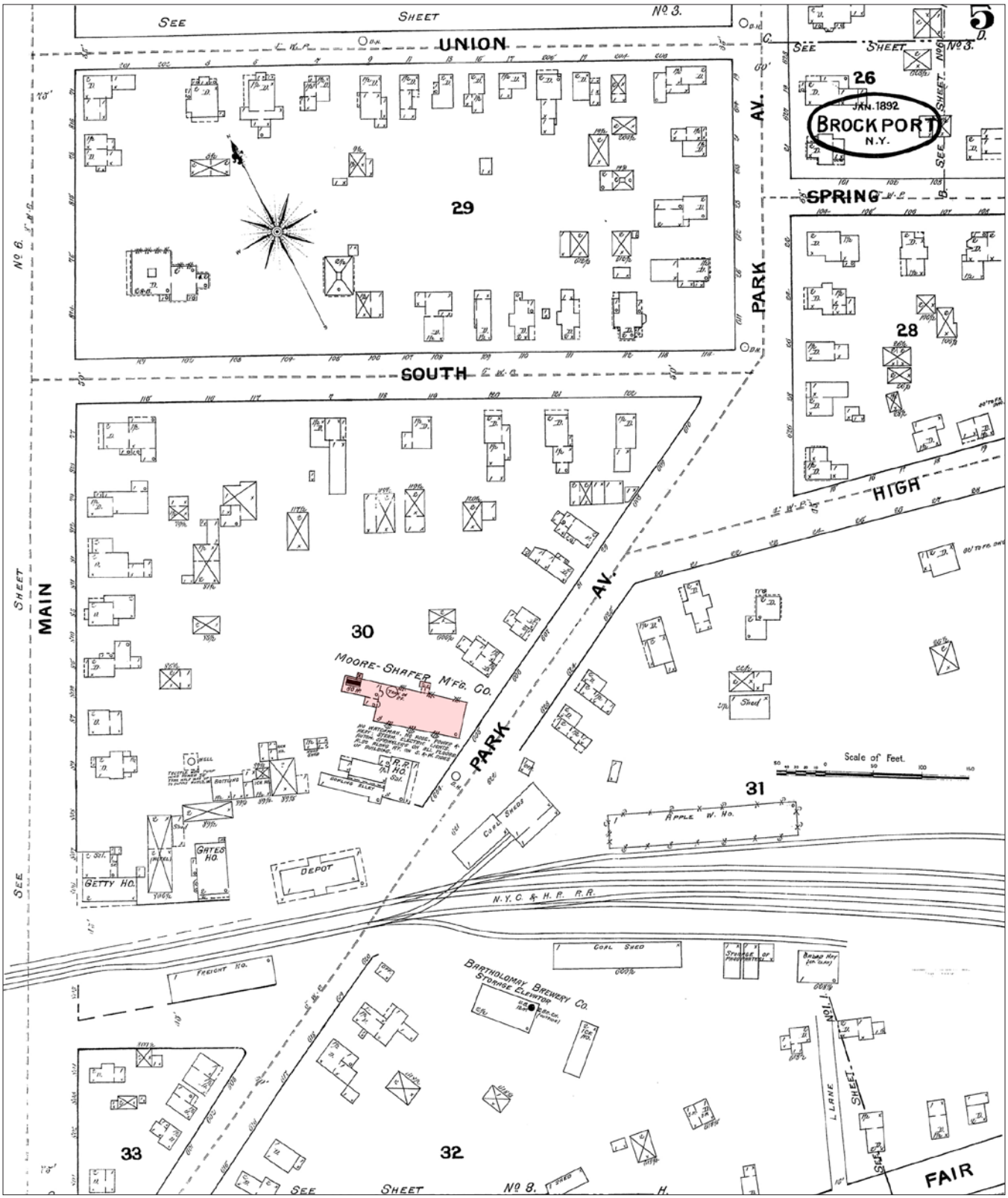
Repository:
Emily L. Knapp Museum

Item:
Lightly used shoes on display at the Museum. Sometimes found in a traveling exhibit case sponsored by the Brockport Community Museum.

Photographer:
Norman Frisch
Date: 2014.08.28

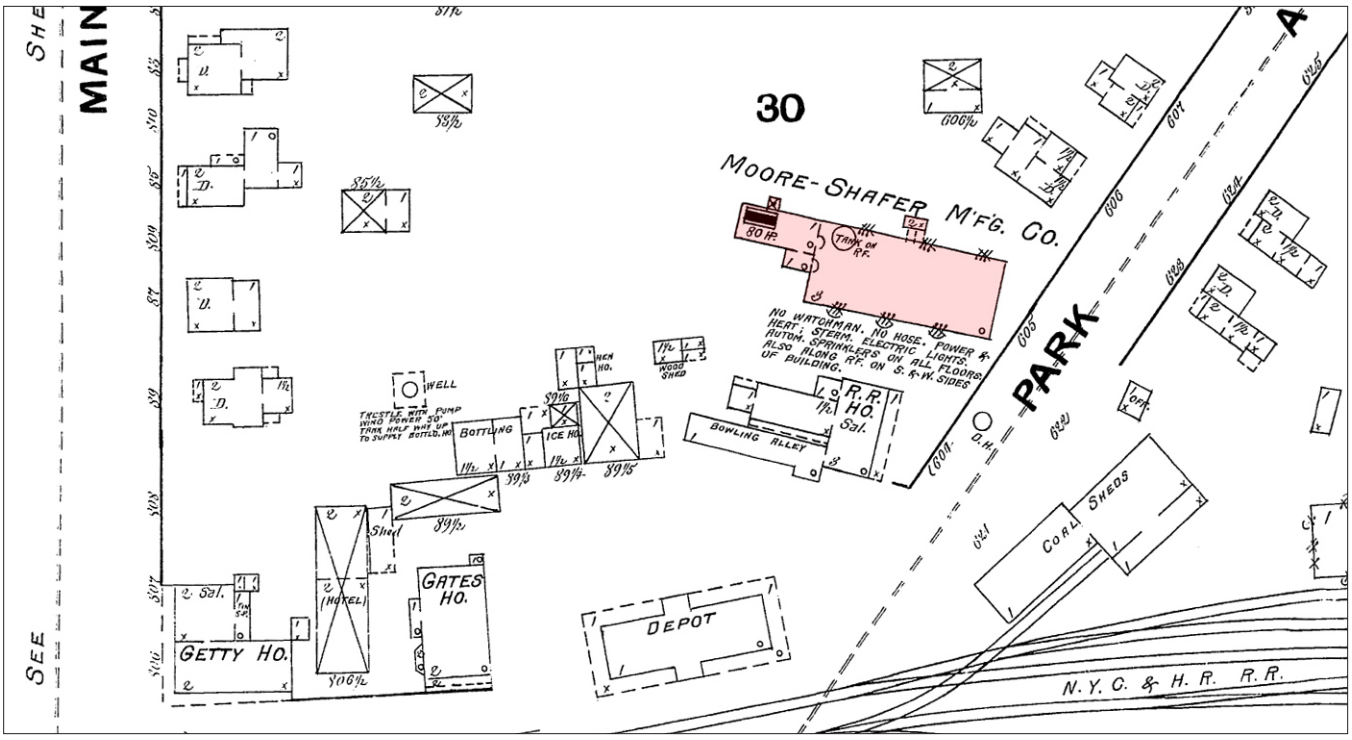


Moore-Shafer Shoe Manufacturing Co.

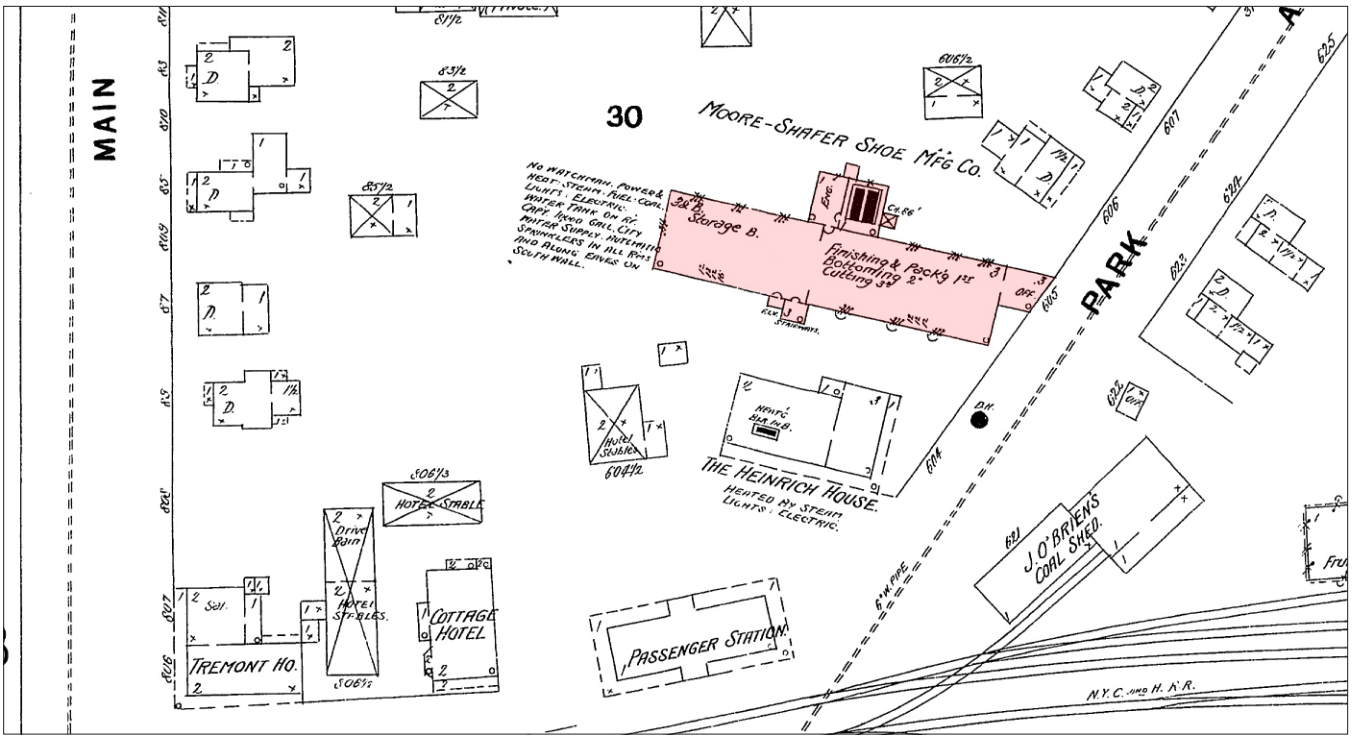


18. Sanborn map, January, 1892, sheet 5. A view showing the Moore-Shafer Mfg. Co. located in its larger neighborhood.

Moore-Shafer Shoe Manufacturing Co.

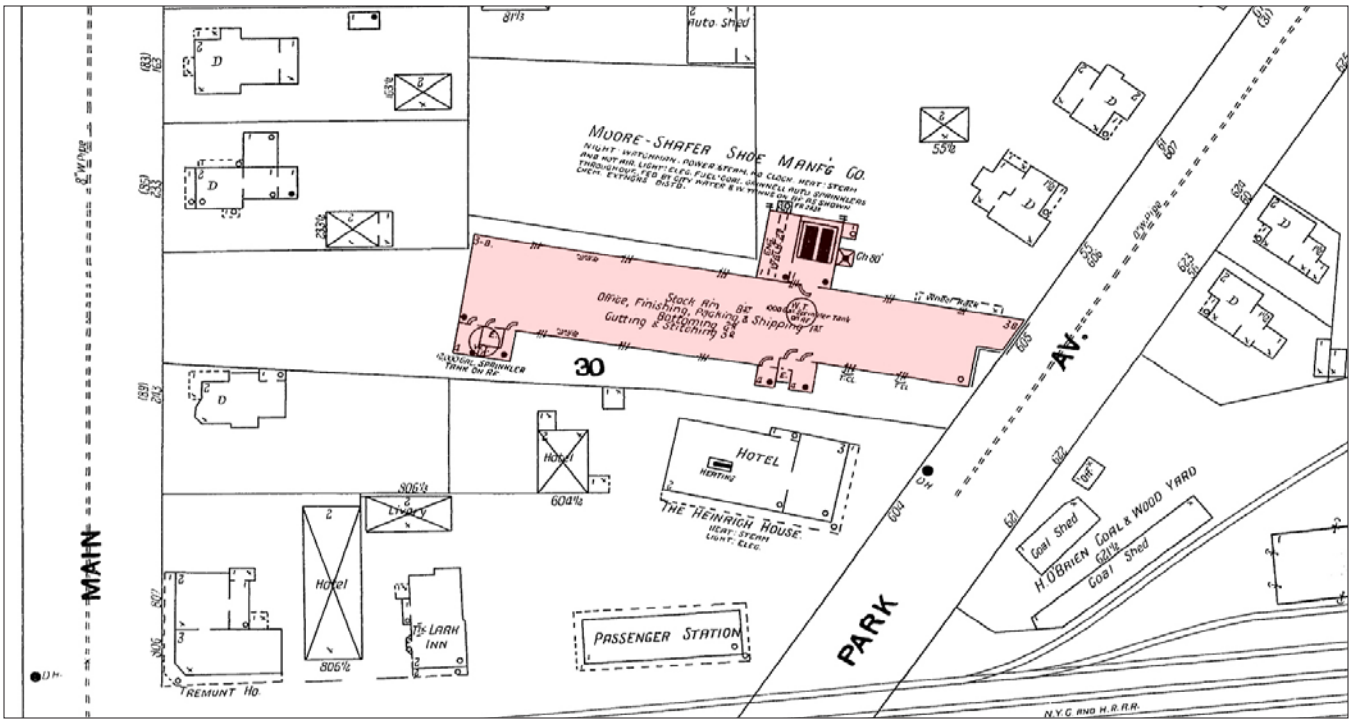


19. Sanborn map, January, 1892, sheet 5. A close-up view of the previous figure.

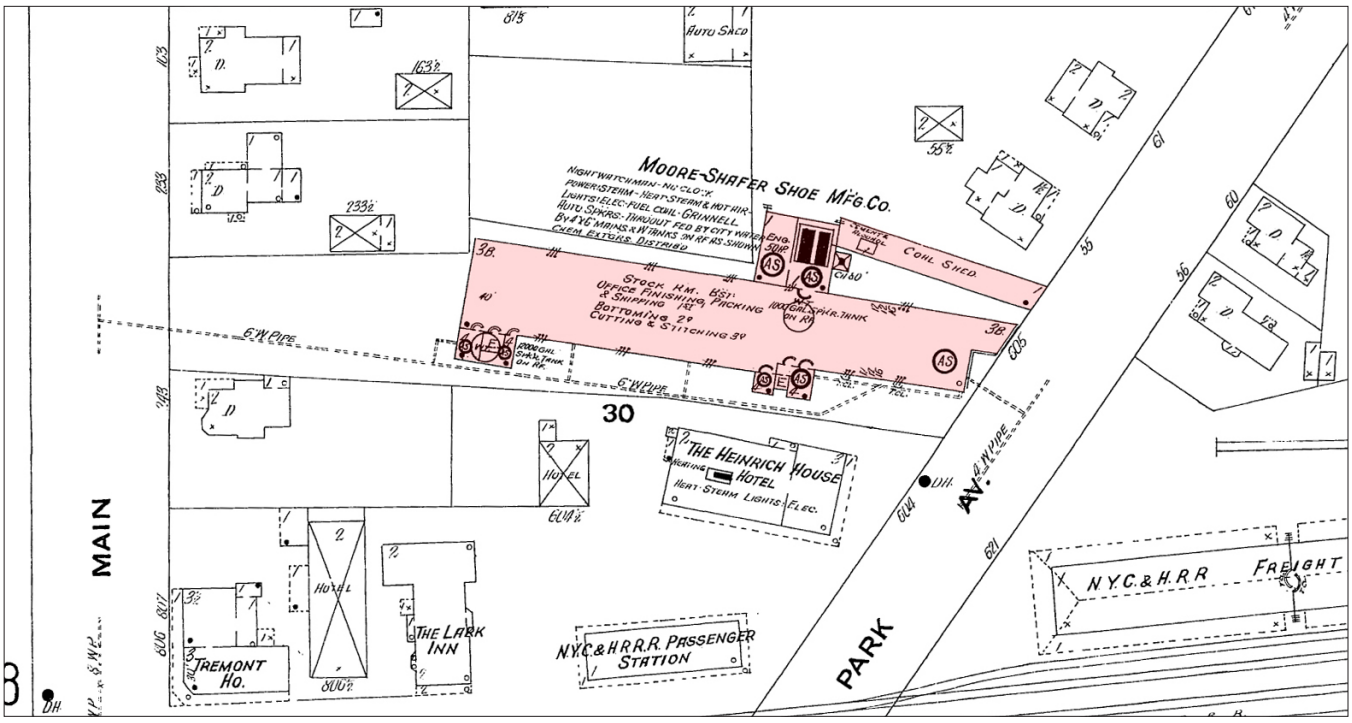


20. Sanborn map, February, 1898, sheet 5. Note the major expansion to the west (left) end of the building, but also all other sides.

Moore-Shafer Shoe Manufacturing Co.

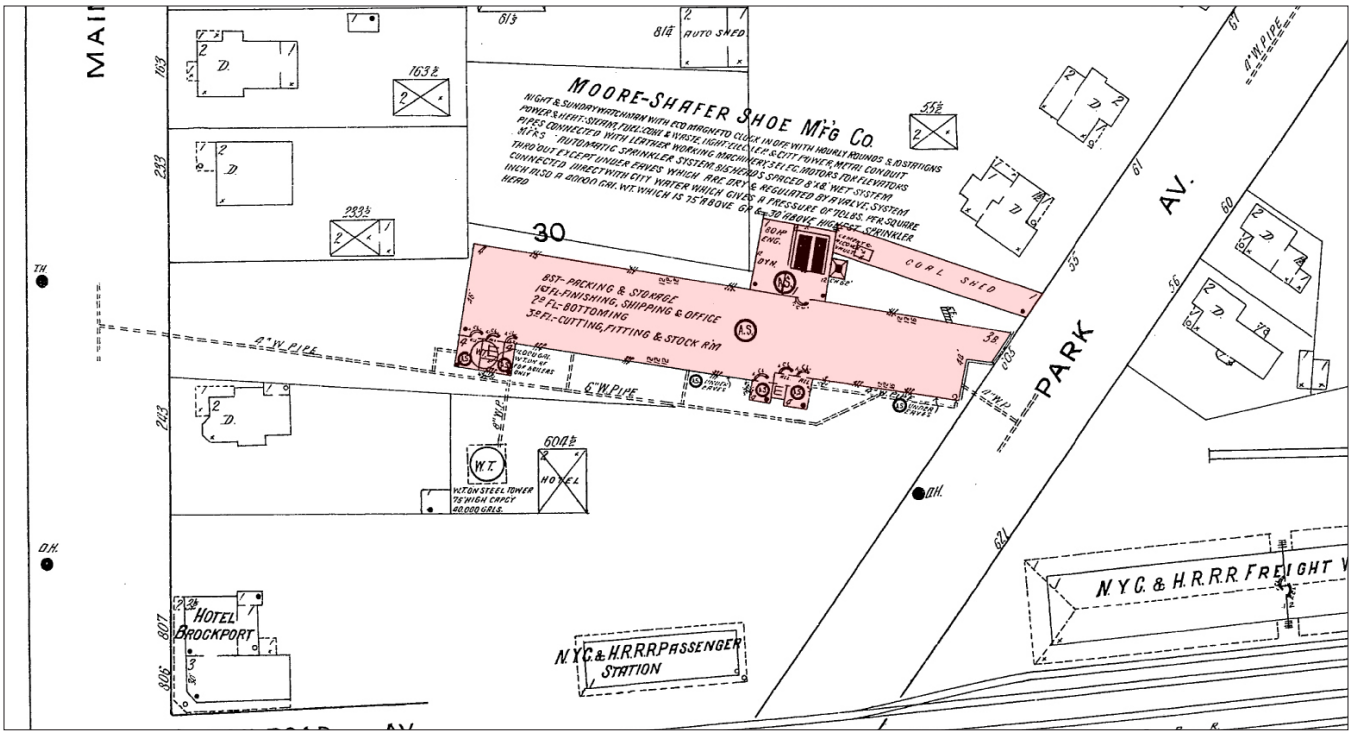


21. Sanborn map, December, 1904, sheet 9. Another major expansion is made to the west end of the building.

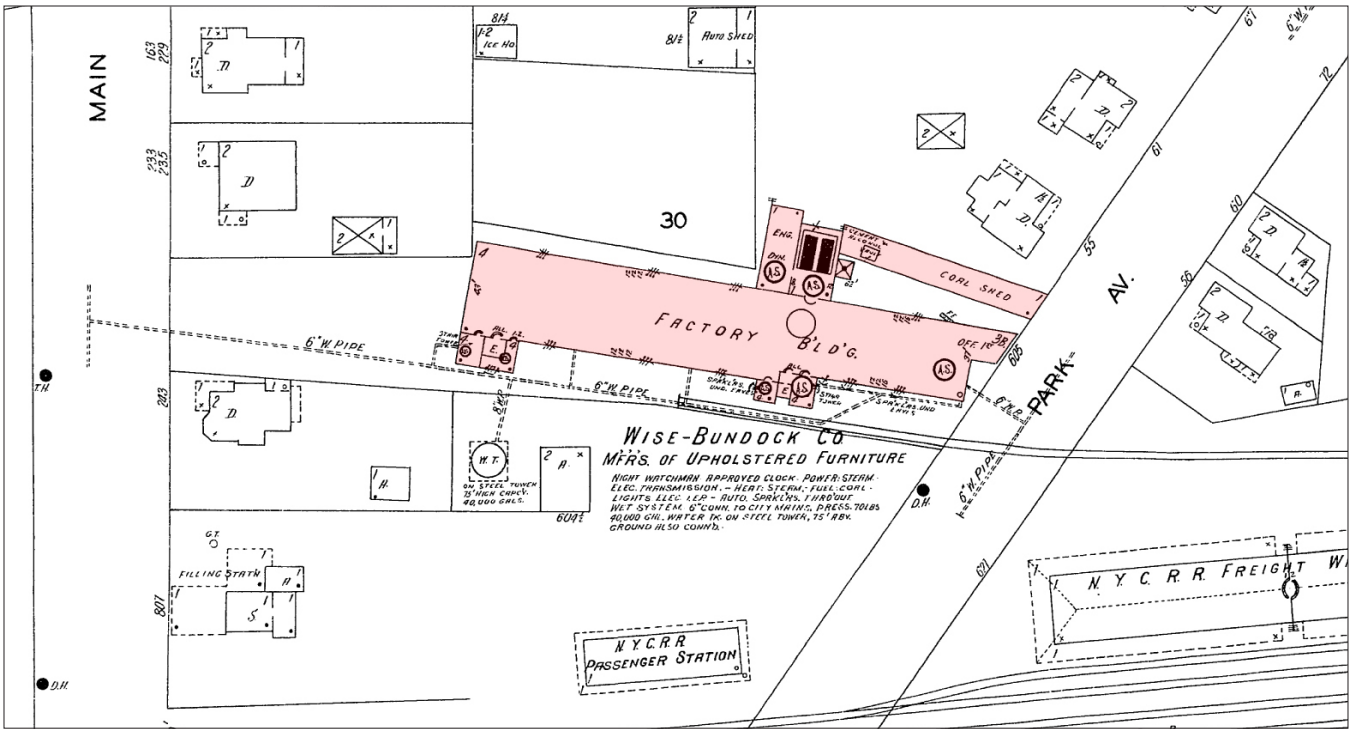


22. Sanborn map, August 1909, sheet 9. A coal shed is added.

Moore-Shafer Shoe Manufacturing Co.



23. Sanborn map, November 1914, sheet 8.



24. Sanborn map, November 1927, sheet 7. By this date Wise-Bundock Co., Mfrs. of Upholstered Furniture occupies the building.

Moore-Shafer Shoe Manufacturing Co.

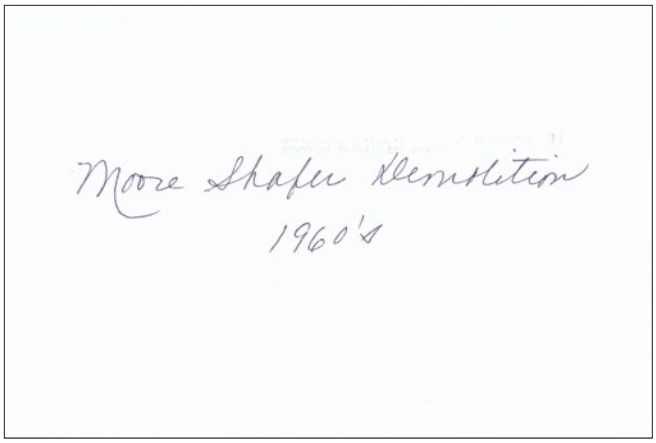


25.
Moore-Shafer Shoe Co.
Park Avenue
Brockport, NY

Repository:
Emily L. Knapp Museum
(photo print)
Note:
Print was in the railroad picture folder Sue Savard lent to NJF from ELK Museum.

Item:
Glossy borderless photo print
6"w x 4"h

Photographer:
Unknown
Date: 1960s



26. Reverse side of photo print seen in Fig.25.

Moore-Shafer Shoe Manufacturing Co.

Technical Notes

Figure 1.
Reproduction: Gregory Lawrence
Note: Need labeling info from original negative sleeve.

Figure 2.
Adjustment: Levels: 33, 1.39, 234

Figure 3.
Adjustment: None

Figure 4.
Adjustment: Levels: 17, 1.15, 239

Figure 5.
Adjustment: None

Figure 6.
Adjustment: Levels: 21, 1.15, 240

Figure 7.
Adjustment: None

Figure 8.
Adjustment: Levels: 10, 1.00, 251

Figure 9.
Adjustment: None

Figure 10.
Adjustment: Levels: 19, 1.00, 252

Figure 11.
Adjustment: None

Figure 12.
Reproduction: Gregory Lawrence
Note: Need labeling info from original negative sleeve.

Figure 13.
Adjustment: Levels: 30, 1.30, 248

Figure 14.
Adjustment: None

Figure 15.
Photo: Norm Frisch
Taken with a Canon 5D Mark II camera on location near one of the Brockport Community Museum exhibit cases. This is a compound photo combining both the front and the back of the card in Photoshop™. A green background was added.

Figure 16.
Reproduction and restoration: Gregory Lawrence May 2018.
The original was sepia toned and of surprisingly good quality for an available light photograph. I usually have to remove the color cast from many of these early photographs because of a number concerns, either the image and/or toning has faded, there are additional stains, or the sepia toning between a group of photographs is inconsistent. I add the sepia toning at the end of the restoration with Photoshop so that there is are B&W and Sepia options. So yes, I did add the sepia toning to this image. From the original image file, it was a 5 x 7 inch print adhered to a dark brown 1/16 inch thick mounting board. Because of the uneven edges it surely was a contact print from a 5 x7 inch glass plate negative.

Figure 17.
Photo: Norm Frisch
Taken with a Canon 5D Mark II camera on location near one of the Brockport Community Museum exhibit cases. The shoes were silhouetted and retouched to remove some scuffing. The position of one shoe was moved within the composition. A graded background added.Exposure levels and contrast was adjusted to taste.

Figures 13, 14, 2-11 scans:
2020.11.30 with a Canon CanoScan 9000F Mark II; 600 dpi; color and adjusted 2021.01.29 by Norm Frisch

Figures 18-24 are views of Sanborn maps provided in their entirety as greyscale electronic files by the Rochester Public Library, Local History and Genealogy Division. Individual maps were scaled, rotated and cropped as needed to provide visual uniformity — with relevant buildings tinted by Norm Frisch.

Figures 25, 26 scans:
2021.01.19 Received from Sue Savard.
2021.01.24 Canon CanoScan 9000F Mark II; 600 dpi; greyscale scan, 2021.02.14 Exposure adjusted to taste.2021.01.25 by Norm Frisch.
2021.01.25 Returned to Sue Savard.