BACKGROUND INFORMATION ON MORTON WILLIAMS COMPANY

1. When was Morton Williams founded? Where? By whom?

   Dec 25/1934   *Tampa Fla*   *Morton Williams*

2. How long was the company in operation?

   1934 to 1985

3. Biographical information on Morton Williams and other family members associated with the company:

   Individually owned

4. How many stores were in Florida? What were their locations? What were their dates of operation? *6*

   Tampa, Jacksonville, St Petersburg, Sarasota

5. Were there stores outside of Florida? If so, where and when?

   NO

6. Are there any written descriptions (i.e., newspaper articles, publicity) of the stores or company that could be borrowed for copying?

   ?

7. What kind of merchandise did the stores specialize in? What were the most popular brand, types, etc.?

   Top Grades only –

8. How was merchandise selected?

DIRECT from Mfg.

9. Did any of the stores carry men's or children's footwear or other clothing?

_No_

10. Who designed the newspaper advertisements?

_?_

11. Who compiled the scrapbooks? For what purpose?

Photographs of Frontages to Some —

12. Please describe any significant events, activities, products, customers, etc. associated with the stores.

FLORIDA DEPARTMENT OF STATE
Jim Smith
Secretary of State

DIVISION OF HISTORICAL RESOURCES
R.A. Gray Building
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Tallahassee, Florida 32399-0250

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March 31, 1993

Mrs. Janice Williams
Post Office Box 3404
St. Augustine, Florida 32085

Dear Mrs. Williams:

As we discussed over the telephone, I enclose a list of questions regarding the background and history of the Morton Williams stores. Any information you and your family might provide would be helpful. I left some space for answers to the specific questions, but please feel free to add any other information you think might be important to record.

We have enjoyed looking through and copying the scrapbooks. They provide an invaluable dating guide for footwear of the 1950s and 1960s and an excellent overview of styles carried by a Florida store. This information will be useful for our collections and exhibit research. We photocopied each page on to 8 1/2 x 11 paper and organized them into a notebook. If there are any earlier scrapbooks available, we would also be interested in copying those, too.

On behalf of the Museum of Florida History, I thank you for allowing us to copy the scrapbooks and for sharing background information on the Morton Williams stores. I invite you to visit the Museum the next time you are in Tallahassee and look forward to hearing from you.

Sincerely,

Jeana Elizabeth Brunson

Jeana Elizabeth Brunson
Senior Curator
Museum of Florida History

Enclosure

Thursday, June 17th., 1993
252 Laguna Ct.
StAugustine, Fla 32086

It was X-Mas morning, December 25th., 1934.
We rolled into Tampa, Fla.
We had spent the night in Jacksonville, Fla., after
driving from Charleston, S.C..
It was 1918 I graduated from high school, and with a
scholarship, I started further education @ the College
of Charleston. I am still an Alumni of the College of
Charleston, class of 1922.

The reason for my trip to Tampa was the opening of my
first leased shoe department in the specialty womens
store of Ernest Mass.
I have said 'we' meaning me, my wife, three small boy
children, and a maid.
From college I went into my fathers shoe business
which was discontinued as he became incapacited, and
I had learned of an opportunity to start out for myself.
As a point of interest, my father started a shoe business
in Charleston in 1893.
As stated above, I began my own career in Florida in 18
1934 in Tampa. Four years later I opened my second
leased department in Jacksonville, in a womens fine retail
operation, Purcells.
From there on, the style and plan of business operation
was set, and many leased departments followed.

From leased departments I moved on to independent stores.
First on Flanklin St. In Tampa, then Jacksonville, then
StPetersburg, and finally in Sarasota. In all, there were 5
6 units in operation.

You want shoes?