

CURATE MY COMMUNITY AT XAVIER UNIVERSITY (INSTALLATION JUNE 2017)

Invertebrate Paleontology Case – Conaton Learning Commons (Circle Entrance)

The layered strata that can be seen along the numerous road cuts and in streambeds in the vicinity of Cincinnati are among the most fossil rich regions in North America. These outcrops of strata represent muds and limestones that were deposited over the course of millions of years on an ancient shallow tropical ocean bottom 450 million years ago during the Ordovician Period. At this time, the majority of life on Earth was in the oceans - representing most major phyla of organisms known today. Brachiopods and bryozoans comprise the greatest proportion of the biomass, but crinoids, trilobites, bivalves, corals, and gastropods are abundant and diverse. These fossils are exquisitely preserved. Rapid burial by submarine mudflows at the bottom of the ocean provided protection from wave energy and scavengers that might otherwise destroy animal remains. The numerical abundance of fossils is also amazing. Try to pick up a rock from this region without a fossil in it – it's hard to do!

Our incredible rocks and fossils have attracted much worldwide attention for well over 100 years. A long legacy of scientific research in American paleontology and stratigraphy was accomplished here. Cincinnati fossils are displayed in museums all over the world. Scientists regularly visit Cincinnati Museum Center's research collections – one of the largest Late Ordovician collections in the world.

The specimens in this case have been collected from Ohio and Indiana.

Archeology Case – Alter Hall (1st Floor South Lobby)

Prehistoric Adena Artifacts

Circa 1,000 – 200 B.C.

Adena Culture, Norwood, Ohio

In celebration of Norwood Mound, this case displays diagnostic artifacts from the tristate-area that are attributed to the Adena culture. Located in close proximity to Xavier University, the Norwood Mound (see photo) represents one of the best preserved Woodland mounds in southwestern Ohio. Measuring approximately 15 feet tall and roughly 130 feet long, the mound is elliptical in shape and is the highest elevation in Norwood, Ohio. Although the Norwood Mound has not been systematically excavated by trained archaeologists, the shape and size of the mound suggest that it was constructed by the Adena culture as a burial structure during the Early Woodland Period.

Goldsmith Sporting Goods Company Case – Conaton Learning Commons (Adjacent to Kennedy Auditorium)

Goldsmith Sporting Goods Company

Before there was the Wilson Sporting Goods in Chicago, there was Goldsmith Sporting Goods in Cincinnati. The Goldsmith Sporting Goods Company was established in the late 1890's and grew to become one of the largest and most successful athletic goods companies in the United States.

Philip Goldsmith and his brother Henry arrived in Cincinnati from Chicago in 1869 and established a small general store. Philip's wife Sophia and their children followed a few months later. In 1875 Philip went into business with Wolf Fletcher, a doll and baseball manufacturer in Covington, Kentucky, but the partnership lasted only three years and the men went their separate ways.

Although times were hard, the Goldsmiths continued to manufacture dolls, baseballs and other toys. Sophia would sew doll bodies, doll clothes and leather covers for baseballs – she would also design and patent an hour-glass shaped doll body that became the company’s hallmark toy. In 1880 the Goldsmiths opened the American Toy Company on the corner of Russell & Harvey Streets in Covington.

Philip Goldsmith died suddenly in 1894 and his four sons took control of the business under the name P. Goldsmith & Sons. When doll sales declined because of European imports in the late 19th century, the Goldsmiths decided to manufacture sporting goods exclusively. The company would eventually move across the Ohio River to Cincinnati. By the early 20th century the company had grown to more than 500 employees making a wide variety of sporting goods: baseballs, footballs, basketballs, bats, gloves and uniforms. It was Hugo Goldsmith who invented the first lace-less basketball. The Company grew throughout the 1920’s & 30’s to become one of the premier sporting goods companies in the United States.

Goldsmith acquired the McGregor Company of Dayton, OH as part of their golf equipment line in the 1930’s and eventually changed the company name to McGregor-Goldsmith. By 1950 the name was again changed to simply McGregor.

US Shoe Corporation – McDonald Library

United States Shoe Corporation

In the late 19th Century Cincinnati was a leader in the manufacturing of high quality shoes and boots. German immigrant families had established several successful shoe factories in the city, the Stern-Auer Shoe Company (est. 1879) and the Krohn-Fechheimer Company among them. Following the boom years of the First World War, when shoe manufacturers prospered from U.S. Army boot contracts, the shoe industry suffered from widespread economic inflation and recession. In 1921, the Krohn-Fechheimer Co. merged with several other Cincinnati shoe manufacturers to establish the United States Shoe Company. U.S. Shoe, however, failed to gain a market share in the highly competitive shoe business and foundered.

In 1929, Joseph S. Stern of the Stern-Auer Company, sensing the untapped potential of the U.S. brand, proposed that Stern-Auer merge with U.S. Shoe Co. to form the United States Shoe Corporation. Throughout the Great Depression of the 1930’s, U.S. Shoe cut the retail cost of their famous Red Cross shoes nearly in half and sales soared. The company grew rapidly during the 1930 and 1940’s to become one of the largest shoe manufacturers in the country. During World War Two U.S. Shoe designed and produced the official shoe of the U.S. Woman’s Army Corps (WAC).

U.S. Shoe continued to grow throughout the 1950’s & 1960’s, and expanded their brand to include woman’s fashion and eyewear. In 1989-1990 the company sold its shoe division to concentrate on its highly successful Lens Crafters business, the largest optical chain in the United States and Canada.
