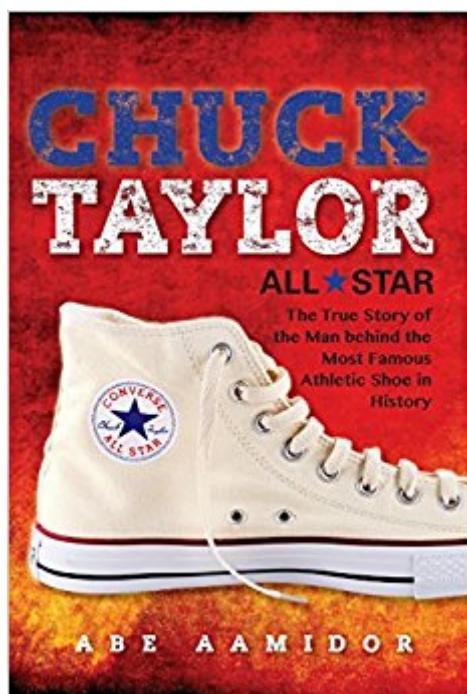


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Chuck Taylor, All Star: The True Story Of The Man Behind The Most Famous Athletic Shoe In History



Synopsis

In 1921, Converse hired 20-year-old Chuck Taylor as a salesman, sparking a nearly 50-year career that defined the Converse All Star basketball shoe. Although his name is on the label of the legendary All Stars, which have been worn by hundreds of millions, little is known about the man behind the name. For this biography, Abe Aamidor went on a three-year quest to learn the true story of Chuck Taylor. The search took him across the country, tracking down leads, separating fact from fiction, and discovering that the truth—parts and all—was much more interesting than the myth. Chuck Taylor was a basketball player who also served as a wartime coach with the US Army Air Forces and organized thousands of high school and college basketball clinics. He was a true "ambassador of basketball" in Europe and South America as well as all over the United States. And he was, to be sure, a consummate marketing genius who was inducted into the Sporting Goods Hall of Fame and the Naismith Memorial Basketball Hall of Fame. Chuck Taylor, All Star is the true story of a man, a company, a sport, and a nation.

Book Information

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Customer Reviews

Chuck Taylor, known best as the namesake of a shoe, made his fame with the help of great skill in both basketball and marketing. Called "the most famous name in sports that no one knows anything about," Taylor was known in the 1930s, '40s and '50s as a pro basketball player, a clinician who taught basketball in high schools and colleges across the country, as coach of the Army Air Force's "Air-Tecs" basketball team and as a salesman. Legend, which Aamidor has found is mostly true, tells of his taste for expensive cars and hotel rooms and his overzealous use of his Converse

expense account. "Chucks," the canvas high-top shoes bearing his name, have held their place in youth pop culture for decades as the cool, everyday sneaker. Although Aamidor does well to reinsert Taylor's name in basketball history, he also shows that Taylor will remain most well-known for his shoes: the biography ends with the history of the Converse shoe company, and the "Chucks" logo and shoes are pictured throughout. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

"...a fascinating study on a pioneer... and an instructive look at the roots of a billion-dollar industry." -- American Way, Fort Worth, TX --This text refers to an out of print or unavailable edition of this title.

good! no problems....

i guess the person i gave it to liked it, i heard no complaints!

I thought this was a great read! Here is an article I found about the book from the August Gannettteer:"Indy staffer bares basketball player's 'sole'"Probably the only thing you know about Chuck Taylor is that his name appears on a shoe. Abe Aamidor wants you to know why. The Indianapolis Star reporter has penned "Chuck Taylor, All Star"(Indiana University Press), a biography of the man whose name became synonymous with the Converse basketball shoe that bears his signature."I learned that Chuck Taylor was the most famous name in sports no one knew anything about," Aamidor says. "There had been no biographies written about him, and some people thought the name was fake, like Betty Crocker or Juan Valdez. I felt there had to be a story to tell."Aamidor was granted access to Converse's corporate archives and Taylor's stepson gave him permission to visit the Port Charlotte, Fla., home and estate of Taylor's second wife to collect materials. He discovered correspondence between Taylor and legendary University of North Carolina coach Dean Smith, as well as UCLA's John Wooden. Smith wrote the foreword for Aamidor's book and Wooden "was by far my best living source."The three-year project also took Aamidor to the Naismith Memorial Basketball Hall of Fame in Springfield, Mass., Wright Patterson Air Force Base in Dayton, Ohio - Taylor was coach of the Wright Field Army Air Force "Air-Tecs" basketball team during World War II - and the National Archives in Washington, D.C.The book, Aamidor's third, has brought him national attention, with interviews on ESPN2's "Cold Pizza" and syndicated radio shows "Sports Byline USA" and "The Bob and Tom Show." Aamidor has also

penned two college-level journalism texts, "Real Feature Writing" and "Real Sports Reporting."

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