



Nodin Press

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Measure Their Feet

The Story of Schuler Shoes

John Schuler

Schuler Shoes, the oldest family-owned and operated shoe retailer west of the Mississippi, is a surprising success story. Now one of the top independent shoe retailers in the country by sales volume, the company recovered from near bankruptcy to grow and thrive during an era when the majority of the country's independent shoe retailers went out of business. This growth has been built on the foundations of measuring feet in detail, customer service, depth of inventory, a conservative financial approach, and taking care of employees.

The author, John Schuler, started working part-time in the family shoe store in 1960 as a high school sophomore. He worked his way up in the company, became a store manager, and bought the chain from his father in 1973. Since that time he has opened and closed stores, battled cancer and drug addiction, and developed an abiding religious faith that has guided him in the development of his business and the growth of his expanding network of loyal employees and customers. John and his crew have also developed a number of charitable initiatives to share with the community the prosperity he has experienced.

It's a fascinating—and wide-ranging—story, told with character and gusto by the man who lived through it all. And it all starts with “measuring their feet.”

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