

Adidas – „Superstar“: Vom Sportschuh zum Lifestyle-Produkt

Quellen



Quelle: the adidas Archive, by Studio Waldeck



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adidas

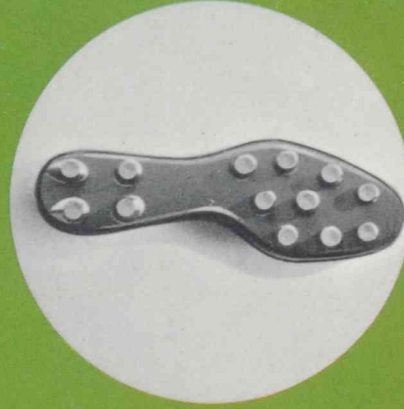
1970/71

adidas - Leaders in the sport shoe business

Beware of Imitations!
adidas is the original-stripe shoe. You may see other shoes with three stripes and you may see other shoes that appear similar in construction. adidas has pioneered all important developments and advances in track & field as well as football shoes. The highest quality is built into each and every adidas shoe and this cannot be imitated. Look for the 3 stripes and the word "adidas".



adidas brought out the first football shoes in the world with multi-studded soles.



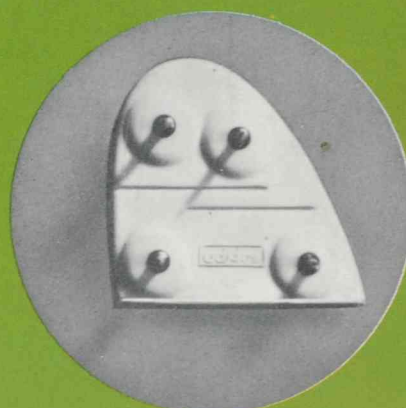
adidas developed the first grooved nylon relief sole for football shoes.

adidas made the first football shoe to have padded uppers, heel padding and new upper height.



adidas was the first to enterprise in football shoes with nylon soles.

adidas manufactured the first football shoes and track shoes to have nylon soles with moulded-in inserts.



adidas led the development of screw-in studs for football shoes.

adidas was the first sport shoe factory in the world to make the 4 spike track shoes.



adidas

FOOTBALL



The Sport Shoe
of the World's Best

adidas Football Shoes With Screw-in Cleats

The successful line of "adidas" American style football shoes with patented super-light and flexible relief nylon sole, Cleat-and-post system adaptable to all sizes and types of American cleats.



900 adidas University

The most demanded American Football shoe designed to the exacting requirements of the leading Pro and University teams. The revolutionary nylon sole is light yet strong and flexible and reinforced in the vital areas to relieve cleat pressure. American style cleat system, semi-soft toe, nylon heel counter and new soft Achilles heel and ankle padding. Finest kangaroo uppers.

903 adidas Star-Streak

Same model as University, but with oxford uppers. A very popular shoe.



11101 adidas Special

Padded oxford uppers, semi-soft toe and outside nylon reinforced heel counter. American style cleat system. Black nylon sole (straight shank). One of our best sellers.



111081 adidas TD

Similar to model Special, but with rubber shank portion to attain utmost flexibility. Sole and heel are of black nylon (not pictured).



111901 adidas Prep

Similar to model Special except that it has a small toe cap, oxford uppers, black nylon sole, white nylon cleats. The lowest priced adidas football shoe.



Posts for football cleats

829 Polyurethane football cleats 5/8"

805 adidas Combi cleats 1/2"

806 adidas Combi cleats 5/8"

The new white adidas Combi cleats are protected in many countries.

810 adidas aluminium cleats 1/2"

811 adidas aluminium cleats 5/8"

820 adidas leather cleats 3/8"

821 adidas leather cleats 1/2"

823 adidas leather cleats 5/8"

Spanner for football cleats.

850 Cleat spanner

840 Threaded sockets for soccer shoes

870 adidas miniature soccer shoes of plastic, size approx. 4"



adidas Football Shoes

The adidas multi-cleated rubber sole and by a heat process the uppers are welded into a single unit by a heat process. The sole is light and flexible and will not mark turfs. Traction is greatly increased by the new positioning of the thirteen cleats. Also adaptable to soft grounds.



150 adidas Wembley SL

The lightest soccer/football shoe ever made by adidas. Boxcalf uppers. Now with entirely new heel construction and padding around the Achilles tendon. Foot-form tongue. An excellent shoe with new white traction-sure, multi-cleated Adipan sole.

adidas Soccer Shoes

With Multi-Cleated Rubber Sole

160 adidas Rio

New model which meets the highest demands. Semi low-cut uppers and new Achilles padding. Made of the finest quality soft calf leather. The injection moulded multi-cleated Adipan sole is united seamlessly to the uppers.



152 adidas Laplata

A light and flexible shoe for speed and maneuverability. Black leather uppers with white trim, non-mark adidas Adipan sole, Achilles heel and ankle padding, adidas patent plastic lace-holder to ensure snugness, nylon heel counter insures shape-retention and non-stretch. The world's most popular multi-cleated shoe.



156 adidas Gemini

New model with semi low-cut uppers and elasticized ankle padding which insures perfect fit. Oxhide uppers with blue multi-cleated rubber sole which is vulcanized to the uppers by a heat process and is upswept in front. Very favorably priced.



110090 adidas Brasil

An ideal soccer boot at a very attractive price. Outfitted with a multi-cleated, injection-molded, white sole. Available from youth sizes 12 - 13 and men's sizes 1 - 12. Thirteen cleats, designed in the modern low-cut form.



adidas Football Shoes and Soccer Shoes With Multi-cleated Rubber Sole

155 adidas Superlight

An extremely light multi-cleated shoe of padded oxford uppers and gum rubber sole. This low-cut model features the soft toe and nylon heel counter and is excellent for both practice and games.



110051 adidas Speed

This low-priced model is nevertheless a top grade multi-cleated shoe with an extremely flexible sole and foam rubber cushioning throughout. The plastic lace-holders insure snug lacing. Oxhide uppers.



110081 adidas Lightning

The lowest priced multi-cleated football shoe. Excellent as well for Little League and Junior High School football, baseball, softball and other sports played on grass or hard grounds. Low-cut, soft toe. Oxhide uppers.



190 adidas Samba

The shoe which permits play to go on no matter what the condition of the ground! Sure-footing is provided by the new adidas ripple sole and possible injuries to the opponent are lessened considerably. A shoe especially for hard and frozen grounds, snow and ice, as well as for indoors. Made of the finest oxhide and featuring all the adidas qualities.



adidas Soccer Shoes

With the New adidas Relief Nylon Sole

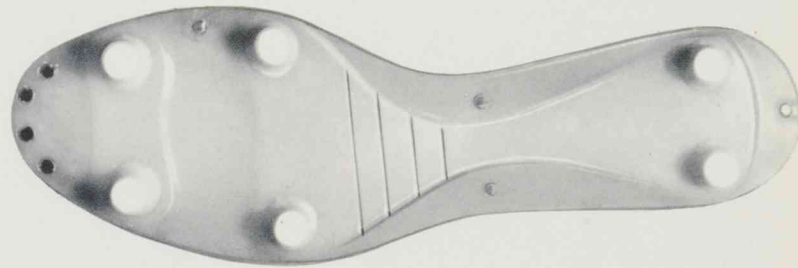
Patents in Many Countries. US-Patent No. 3,341,952

100 adidas 2000

This newly developed model is an accomplishment of the highest quality. A super-light model in new shape made of Adicalf, a leather especially tanned for us. The springy, form-fitting nylon sole gives wonderful support to the foot when kicking. The padding around the Achilles tendon together with the wide upper padding, enables a perfect fit without any pressure whatsoever. Through this advantage, heel injuries can be prevented as well as providing excellent support. Light as a feather and yet strong and durable!



Modell 2000 is a result of new ideas, practical experience and medical knowledge.



103 adidas Ranger

It does not always have to be the most expensive as we thought of everybody when we developed our new favorably-priced model adidas Ranger. Made of the highest grade boxcalf with the new adidas form-fitting nylon sole and new heel padding.



110160 adidas Santiago

The least expensive adidas soccer shoe with removable cleats. Uppers of boxcalf, padded top edge and lace holders. Sole is of white nylon. The adidas heel padding guarantees complete heel protection and a firm, comfortable, pressure-free fit.



adidas Soccer Balls

World Famous for Quality



210030 adidas Telstar

Top class model, 32 panels, flood-light ball white/black, hand-sewn with nylon thread. Special Durlast plastic coating.

210040 adidas Mundial

Similar to the Telstar ball with Elast rubber coating.



210050 adidas Apollo

Superior quality flood-light ball, tan and black, 32 panels, hand-sewn with nylon thread, water-proof by special Durlast plastic coating.

210130 adidas Rio

Eighteen panels, hand-sewn with nylon thread, straight cut, Durlast coating.



210110 adidas Oro

Similar to Wembley. Orange with Elast rubber coating.

210100 adidas Milano

Eighteen panels, hand-sewn with nylon thread, straight cut with small and big aperture.



210080 adidas Minime

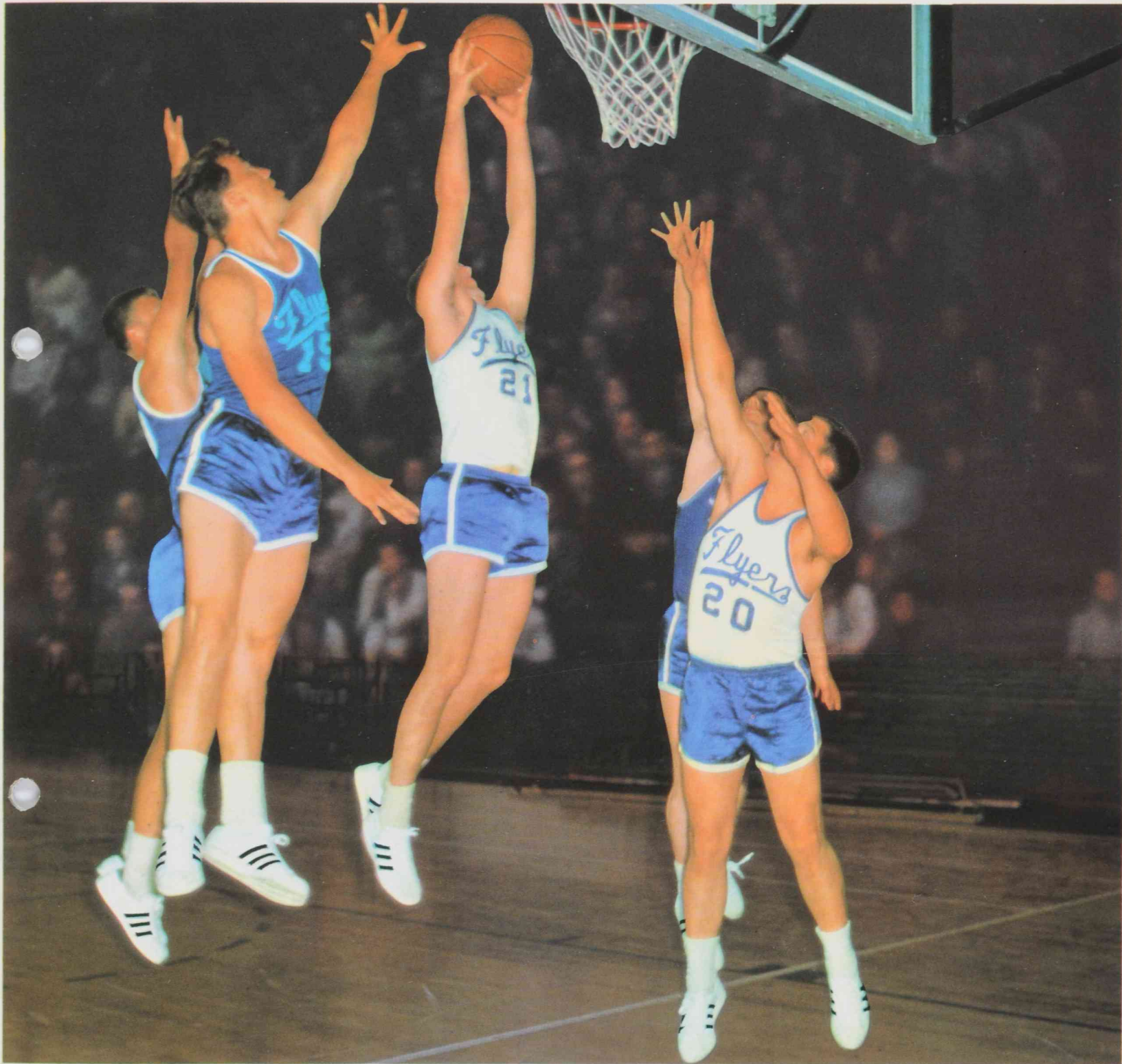
Eighteen panels, black/white, hand-sewn with nylon thread, Elast coating.

210090 adidas Telstar Junior

32 panels, black/white, hand-sewn with nylon thread. Elast coating. The ball for juniors.

adidas

BASKET



The Best Basketball Players
in the World

Prefer adidas

adidas Basketball Shoes



116010 adidas Superstar

Worn by the best basketball players in the World. The first really newly-developed basketball shoe made of the highest grade smooth white leather. As light as a feather. Wonderful grip and fits like a glove. Softprotect heel portion, padded tongue, special rubber toe piece.



116030 adidas Supergrip

A special model for High School and Colleges. Extremely durable form sole. Padded top edge, orthopaedical arch and instep support.



116040 adidas Pro Model

A high-cut shoe combining all of the excellent qualities of the Supergrip model. Revolutionary new ankle padding insures comfortable, snug fit and extra ankle protection.



116060 adidas Shooting Star

The only basketball shoe with air-net uppers, an amazing new woven Nylon material that breathes as no other textile shoe can do. Cools inside, as perspiration evaporates quickly through Nylon netting. Equipped with a very durable vulcanized gum rubber sole. A great game shoe for a moderate budget.



adidas

TENNIS



The Choice
of World Champions

adidas Tennis Shoes

adidas Coaches/Officials Shoe



115030 adidas Haillet

Tennis shoe in leather, derby cut, foam-padded top edge, Softprotect foam-padded heel cap, preformed sole, lighter, softer, more solid, more comfortable.



115070 adidas Rod Laver

Designed in collaboration with Rod Laver. Ventilated Nylon uppers. The only Tennis shoe with air-net uppers: an amazing new woven Nylon material that breathes as no other textile shoe can do. Cools inside, as perspiration evaporates quickly through Nylon netting. Equipped with a very durable vulcanized rubber sole. Light, comfortable, solid, washable, ventilated, absorbent new sole.



115060 adidas Lady

New attractive top-class model, especially designed for women tennis players. Uppers made of high-grade, soft white leather with new Achilles heel and ankle padding.

115010 adidas Set

Designed for young tennis players. The very moderate price makes it accessible for everyone. Light and elegant Nylon uppers, Softprotect heel portion, rubber sole ensuring excellent gripping qualities (not pictured).



115041 adidas Official

A wonderful, light and comfortable shoe for officials and coaches. All black leather uppers with cushioned heel counter and orthopaedical arch and instep support. Non-marking all black sole grips the floor well. Special wedge underneath heel relieves strain of standing on feet many hours each day.



adidas

TRACK & FIELD



adidas
the Most Successful Sport Shoe
in the World
Proven by 275 World Records

adidas Track Shoes

551 adidas Titan

Special model for synthetic tracks with first-class kangaroo velour uppers. The new six spike placement has been arranged to conform exactly to the conditions of synthetic tracks. The grippy rubber sole gives the runner an extra firm hold. Extremely thick padding from heel to ball-of-foot.



500 adidas Azteca-Gold

The best and latest adidas track shoe with screw-in spikes. Perfect fit. Top quality kangaroo leather with form-fitting tongue. A remarkable feature well worth taking notice of is the extremely thick padding from the heel to the ball-of-foot assuring against the feared disadvantages on hard and synthetic tracks. The fastest shoe in the world: 100 m in 9.9 sec.

With New Removable Spikes US-Patent No. 3,156,978

501 adidas Tokyo 64

Made of the finest quality reverse (velour) kangaroo uppers. This shoe offers a glove-like fit that is without equal. Padding in the heel and ball-of-foot, foot-form tongue and shoe horn are some of its many features. With removable spikes, of course. Blue with white stripes.



502 adidas 9.9

A great favorite now as always. Demanded by many top sprinters. Producer of World records. One-piece kangaroo uppers and velour sole insure the best possible glove-like fit. Removable spikes. White with blue stripes.



503 adidas Meteor

"Light enough for competition yet durable enough for training", tells the story of this top model. Favored by 400 meter hurdlers as well as steeplechasers and pole vaulters. Its rubber sole from ball-of-foot to heel provides excellent traction and footing. The most requested spike shoe for training because of its marvellous durability. Kangaroo uppers with removable spikes. White with black stripes.



505 adidas Comet

Similar to "Meteor" but with split leather uppers. The lowest-priced adidas shoe with removable spikes incorporating all of the famous adidas qualities including sponge padded heel. White with blue stripes. New: Special heel padding.



113060 adidas Avanti

A very moderately priced all-purpose school spike for the High School beginner. Elk uppers with rubber sole from ball-of-foot to heel as in the Meteor. Blue with white stripes. New: Special heel padding.



510 adidas Apollo

A favorably priced model which substitutes the famous old "Melbourne" track shoe. Now with removable spikes, of course. Boxcalf uppers. White with green stripes.



510 adidas Weltrekord

Demanded by the World's top long jumpers, this six-spike shoe provides excellent foot placement on the take-off board. Spikes are placed in a parallel position, and to the outside, to insure best results. Removable spike system adapts to all types of surfaces: wood, all-weather and cinder. Ideal, too, for the 110 meter hurdles. Lightweight yet durable kangaroo uppers. White with red stripes.



506 adidas Interval

An invaluable shoe that protects against injury and permits athletes to train while recovering. A thick heel-to-toe sole wedge (1/2 inch thick) elevates the heel thus guarding against heel, Achilles tendon, shin and hamstring muscle injuries. Kangaroo uppers with removable spikes. White with green stripes.



adidas Special Track and Field Models

adidas Special Track and Field Models

701 adidas High Jump Shoe

This special high-jump shoe features four removable spikes on the sole, two on the heel. Now made of the finest blue kangaroo velour leather. Available in pairs.



702/703 adidas Catapult High Jump Shoe

Nylon sole is 1/2" thick as per IAAF specifications. Four removable spikes on the sole and two placed parallel on the heel. The sole has a rubber coating ensuring a firm grip. Made of the finest quality kangaroo velour leather. Blue with white stripes. For the take-off foot only.

Model 702 left foot - Model 703 right foot



706 adidas Javelin Boot

Many new improvements have made this the best javelin boot adidas has ever made. Padded top-edge, flexible sole construction and the 3 stripe-support, giving the foot a firm hold. Removable spikes suitable for every type of track. Now made of the best quality blue velour kangaroo uppers with white stripes.



707 adidas Hammer Shoe

Made to the hammer thrower's exacting requirements. Black sole is long-wearing and grips well yet permits fast-turning. Holds firmly on the most slippery of surfaces. Sole turns up over the side, heel and toe. Favored by many of the World's top discus throwers, too. Kangaroo uppers. White with black stripes.



708 adidas Shot Put and Discus Shoe

A top model combining a traction-sure sole with long-lasting qualities. The sole has a "pyramid profile" and the solid heel insures the shot putter's balance when he plants his foot against the stop-board. A rubber toe-cap protects the toes and insures longer wear. Demanded by most of the World's top discus throwers, too. Kangaroo uppers. White with black stripes.



709 adidas Walking Shoe

A lightweight shoe suited not only to the needs of the walker, but favored as a training shoe as well. Sole is light yet durable. Upswept toe and built-up heel. Best quality reverse (velour) kangaroo uppers. Blue with white stripes.



710 adidas Marathon Shoe

A sensational shoe! Incorporates all of the requirements of the specialist: light-in-weight, comfortable-in-fit, long-wearing yet soft sole. Tested extensively for almost one year, this model is made on a track shoe last (for best possible fit and support) and is well-cushioned. Heel is 10 mm (³/₈") thick, sole is 5 mm (¹/₄"). Padded kangaroo uppers. White with black stripes.



308 adidas Antelope

A long-time favorite. After much testing adidas has come up with THE ripple sole: soft, durable, extremely comfortable and functional. Track shoe last for good fit and support. For cross-country, training, as well as distance running on all types of surfaces (especially all-weather tracks). Elk uppers. White with red and blue stripes.



adidas Training and Jogging Shoes

321 adidas Gazelle

Top class model made of soft blue kangaroo velour uppers. Padded top-edge, new heel padding, form-fitting tongue and orthopaedical arch and instep support. Soft non-slip adidas microcell sole with all-around rubber foxing.



322 adidas Mexicana

Especially made for athletes, this fine model of yellow kangaroo velour uppers is styled the same as model 321 and features the new heel padding. Made with orthopaedical arch and instep support. The new adidas microcell sole has been described as "excellent" by the World's best athletes. An extremely light yet durable training shoe. Ideal for jogging, too.



301 adidas Olympiade

A shoe in great demand and with good reason. Transparent sole grips well, especially on gymnasium floors. Extremely popular for handball and volleyball, as jogging shoe or just for leisure. Features oxhide uppers with new Achilles heel and ankle padding, foot-form tongue and arch support. White with black stripes.



302 adidas Italia

An old favorite and still a popular one. Includes semi-ripple Olympia sole, heel wedge, toe cap, arch support and Achilles heel and ankle padding. Kangaroo uppers. White with green stripes.





303 adidas Rome

A long-time bestseller still as popular as ever. Oxhide uppers, arch support and reinforced heel counter. Made with orthopaedical arch and instep support. With the new ripple sole. Excellent for training and competition. White with blue stripes.



304 adidas Vienna

Modestly priced yet extremely durable. Split uppers. Grippy and durable Stella sole and new Achilles heel and ankle padding. White with red stripes.



112100 adidas Gym

The most popularly priced adidas training shoe. Features: a non-slip rubber sole with white elk uppers and black stripes. Sizes 1 to 12. Also available in children's sizes 11 to 13.

112090 adidas Favorit

A real light-weight favorite. Porocrepe sole, foam rubber insole and split uppers. Blue with white stripes (not pictured).



872 adidas miniature track shoes of plastic, size approx. 4".

Spikes for every type of track

- 835 indoor/all-weather 1/4" (6 mm)
- 834 synthetic tracks 3/8" (9 mm)
- 836 hard tracks 1/2" (12 mm)
- 837 normal tracks 5/8" (15 mm)



851 Spike wrench

- 845 javelin spikes 1/2" (12 mm)
- 844 javelin spikes 5/8" (15 mm)
- 843 javelin spikes 7/8" (22 mm)
- 839 javelin spikes 1" (25 mm)



- 880** Shoe bag of transparent plastic
- 881** Plastic shoe bag for shoe boxes

adidas Special Shoes

adidas Bags

723 adidas Boxing Boot

A tremendous boxing boot favored by World Champions. Uppers are of white kangaroo with a durable chrome leather sole that will not slip. Padded tongue adds to the unexcelled comfort. White with red stripes.



726 adidas Champion Wrestling Boot

Developed to the exacting needs of wrestlers. Uppers made of smooth, white oxhide with black stripes. Features flexible transparent sole with crepe design that will not slip. Very favorably priced.



309 adidas Fencing Shoe

The lightest fencing shoe ever made with inside rubber guard on left and right shoe. Excellent footing. Uppers are of breathing nylon with non-slip rubber sole.

350/351 adidas Gym Pumps

Made of first-class Nappa leather with a non-slip rubber sole. An excellent gymnastic shoe. Number 350 is with black uppers, number 351 with white uppers.



360/361 adidas Gym Pumps

Nylon uppers with a non-slip rubber sole. Number 350 is with black uppers, number 361 with white uppers.



Bag 890

A very handy bag that holds two pairs of shoes, towel etc. Measures 5 1/2 x 10 1/2 x 15 1/2"

Bag 331060

Good-looking bag of white skai material. Very durable. Measures 5 1/4 x 10 1/4 x 15 1/2"

Bag 311040

In white skai material. Excellent design makes it easy to remove the smallest article. New, heavy-duty handles, will not break off. Measures 7 x 12 1/2 x 19 3/4" (not pictured)

890



331060
311040



313320



Bag 313320 new

New adidas bag with colored stripes. Available in your school colors. Measures 7 x 12 1/2 x 19 3/4"

Bag 898 new

A very handy all-purpose carry bag in beige skai material. Measures 9 1/2 x 11 x 20 1/2"

Bag 311080

White skai material, very handy, durable and long-lasting. Measures 6 x 10 1/2 x 18 3/4"

Bag 312010

A very roomy bag made of black skai. Heavy-duty no-break handles. Measures 8 2/3 x 13 1/3 x 24" (not pictured)

311080



898



Hughesco, Inc.
 5602 Dyer
 Dallas, Texas 75206
 (214) 303-7404
 (Territory: Alabama, Arkansas,
 Kansas, Louisiana, Mississippi,
 Oklahoma, Texas).

Van Dervoort's
 1515 N. Grand River Ave, P. O. Box 89
 Lansing, Michigan 48901 (517) 485-9415
 (Territory: Florida, Georgia,
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 Michigan, Minnesota, Missouri,
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 North Dakota, Ohio, South Carolina,
 South Dakota, Tennessee,
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 365 Reed Street, P. O. Box 299
 Santa Clara, Calif. 95050
 (408) 246-8350
 (Territory: Alaska, Arizona,
 California, Colorado, Idaho,
 Montana, Nevada, New Mexico,
 Oregon, Utah, Washington,
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Carlson Import Shoe Corp.
 76, Franklin Street
 New York, N. Y. 10013
 (212) 962-4958
 (Territory: Delaware, Connecticut,
 Maine, Maryland, Massachusetts,
 New Hampshire, New Jersey,
 New York, Pennsylvania,
 Rhode Island, Vermont).

adidas-Sporting Goods Ltd.
 66-68 Colville Road
 Toronto 15, Ontario, Canada
 (416) 241-4644/45
 (Territory: All of Canada).



**adidas 3 Stripe Training Suits,
 Model "Nylstretch"**
 The adidas training suit is made of
 first-class quality material. The outside
 is of double threaded stretch-nylon
 and the inside of the finest quality cotton.
 The finely woven mesh is light, airy and
 the wearer always feels fresh. The
 adidas training suit is easy to care for
 and the world famous 3 stripes make this
 training suit most attractive and
 stylish. Patent pending.

The jacket has a dividing front zipper from top to bottom. The trousers are cut in the smart stretch V-form with elastic instep strap, zippers on the legs and two zipper pockets. The jacket is not only available in the basic color, but also in white, with strips, collar and arm-bands in the basic color. The adidas training suits model "Nylstretch" are available in eight different combinations:
 Article No. 950 plain navy blue
 Article No. 951 white/navy blue
 Article No. 952 plain royal blue
 Article No. 953 white/royal blue
 Article No. 954 plain red
 Article No. 955 white/red
 Article No. 956 plain green
 Article No. 957 white/green

Size Table

Size	0	1	2	3	4	5	6	7	8
Stature	5'1"	5'3"	5'5"	5'6"	5'7"	5'8 1/2"	5'10"	5'11"	6'0"

Printed in West Germany

Look for the 3 stripes
the distinctive heel patch
and the word „adidas”.
adidas is the original
3-stripe-shoe.

SUPERSTAR
– still No. 1
in lightness
comfort and
performance.

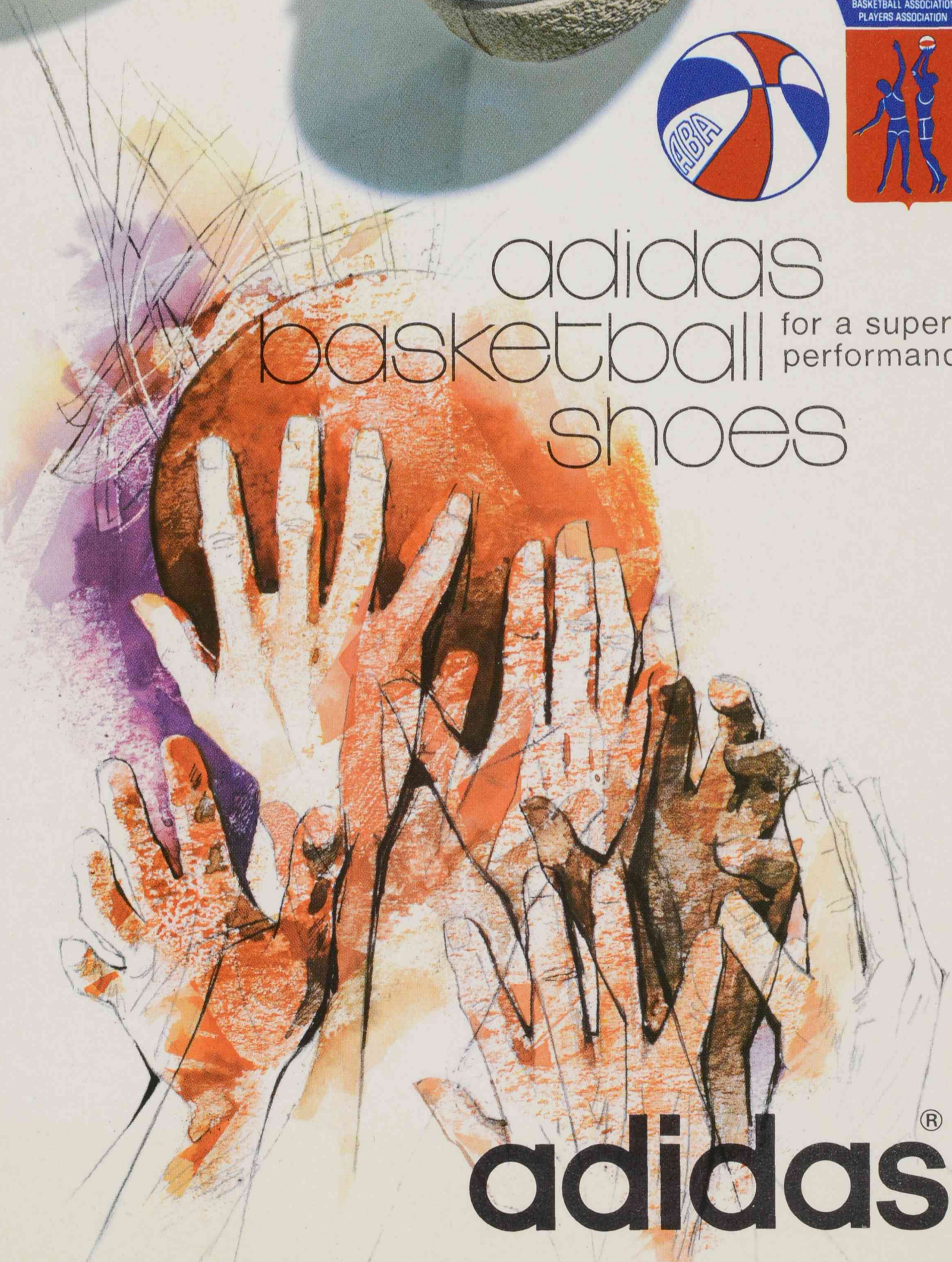


AMERICANA –
the official shoe
of the ABA.



adidas
basketball shoes for a super
performance

adidas®





Entscheidende Punkte

adidas — der Schuh des Weltmeister-Teams 1969



Modell „Shooting Star“

Ein Schuh mit luftdurchlässigem Schaft aus abwaschbarem Netz-Nylon, einem erstaunlichen, neuen Material, das „atmet“
Die Fersenpolsterung gibt „Halt ohne Druck“. Garantiert sicherer Stand durch haltbare, vulkanisierte Gummisohle.

Modell „Superstar“

Neuentwickelter, leichter Basketballsuh. Hochwertiges, weißes Leder. Gepolsterter Fersenabschluß und orthopädische Gelenkstütze.
Außergewöhnlich haltbare Schalensohle verleiht sicheren Stand und weichen Auftritt.

adidas

Alle oben aufgeführten Materialien stammen aus: the adidas Archive

Run-DMC, My Adidas: <https://www.youtube.com/watch?v=JNua1IFDuDI> (zul. gepr.: 18.03.2019)