

JOHN TESH RADIO

Welcome Back Galoshes

After decades in hiding, galosh sales are up 65% this year – enough for some experts to declare it a “galosh revival.” For those who don’t know: Galoshes – or overshoes - are a type of rubber boot that you slip over your shoes to keep them from getting muddy or wet. They first became popular in the 1930s, after Fred Astaire sang about wearing them in the movie “A Fine Romance.” However, they slowly disappeared as more people switched to wearing sneakers and boots. It didn’t help that most trendy people thought wearing galoshes was “dorky.”

So why the comeback? Jim Towe is marketing manager for Tingley Rubber, a company that’s been selling galoshes for more than 80 years. He says nothing moves galoshes like bad weather, and this winter has given us some of the worst in a while.



Experts say you can also credit a company called Pawz, which has been selling disposable rubber “booties” for dogs since 2007. As those caught on, other companies began selling alternatives to galoshes for humans.

For example: Women can now buy portable folding boots, known as Shuellas – or “shoe umbrellas.” Fashionable guys can buy Swims, which is a type of overshoe that automatically shines your shoes while you walk. However, while those cost big bucks, a typical pair of galoshes costs only \$25, and unlike some other options, galoshes are simple to put on and take off. As one wearer put it: “You just bend and yank!”