Abstract
The United Shoe Machinery Company dominated world market for footwear machinery in the first half of the twentieth century. This article analyzes the company’s strategy, its penetration in Latin America and the rest of the world, and the impact on the company of antitrust lawsuits in the United States. Despite its practical monopoly, the company had an efficient performance, which fueled technological innovation and modernization of footwear industry in many countries.

Keywords
Monopoly, footwear industry, contestable markets, antitrust laws, business strategy.