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Circa July 1919

From the Delineator Fashion Magazine by Butterick Publishing Co.

This jaw dropping ad featuring a high fashion lady at a luncheon with her Chow is the epitome of where the breed's rightful place was at the decade rolled over into the Roaring 20's

The page is very large measuring 11 x 16

A TREASURE in my collections of original advertisements



# HOOD Leisure SHOES

## Smart Footwear Fashioned without Leather for Summer Comfort

The gossamer coolness of your summer frocks will be emphasized by the desirable lightness of Hood Leisure Shoes.

These shoes are made upon a new principle. A special process joins the snow-white canvas upper to the rubber sole in one continuous piece.

Every part of this most fashionable shoe is given a durable beauty and a glove-like fit, and a fibre insole insures that cool comfort to the foot so desirable in summer-time.

Hood Leisure Shoes have become a national vogue. They are "dainty," yet

foot-easy. They are ultra-smart, yet most reasonable in price. They harmonize with any toilette and are most correct for every occasion.

Hood Leisure Shoes are moisture proof and are easily cleaned. They never lose their shape. They are fashioned for durable wear in high boots, pumps or oxfords, with the French or Military heel. Perfect in fit, aristocratic in style, and economical, they will delight you.

They await your pleasure at your favorite shop.

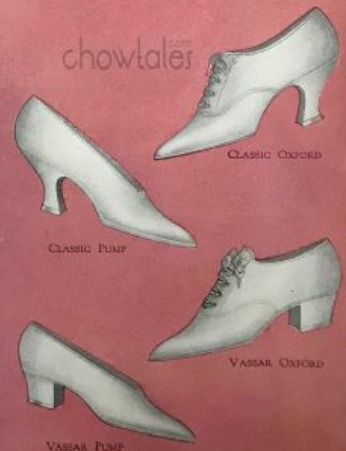
\$3.50 to \$4.50 the pair

Just ask your dealer

We will send you on request a beautiful Summer Style Booklet describing these remarkable shoes. Write for it.

HOOD RUBBER COMPANY

Watertown, Mass.



CLASSIC PUMP

CLASSIC OXFORD

VASSAR OXFORD

VASSAR PUMP

in the private collection of Sandra Miller



## 1919 Delineator Magazine - Hood Shoes Advertisement with Lady and Chow

As far as the world of antique Chow ephemera goes, in my book it just can't get more amazing than this 1919 advertisement from the beautiful large scale Delineator magazine , published by Butterick (yes, the pattern people). The magazine pages are so large that it wouldn't fit onto the scanner so I had to do a photograph instead. This jaw dropping ad featuring a high fashion lady at a luncheon with her Chow is the epitome of where the breed's rightful place was, as the decade rolled over into the Roaring 20's

To whisk you further back into the time machine, below I've included more ads to click on from the same magazine (as well as the cover) . Familiar brands such as Kellogg's, and Coca Cola were featured on these huge format pages. I paid a real premium for the entire magazine, just to get the chow ad, but am glad I have this publication to study and enjoy for many years to come. It is a fragile slice of history that deserves preservation and appreciation.





# 1919 Delineator Magazine - Hood Shoes Advertisement with Lady and Chow



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## 1919 Delineator Magazine - Hood Shoes Advertisement with Lady and Chow



Lord Desborough with a Chow 1938



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## 1919 Delineator Magazine - Hood Shoes Advertisement with Lady and Chow



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