

1919 Delineator Magazine – Hood Shoes Advertisement with Lady and Chow

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

chowtaler.com

HOOD Leisure SHOES

Smart Footwear Fashioned without Leather for Summer Comfort

The greater 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 heavy 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 "discoy," 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.**

in the private collection of Sandra Miller

CLASSIC OXFORD
CLASSIC PUMP
VASSAR OXFORD
VASSAR PUMP

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 Kelloggs, 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.



DELICIOUS AND REFRESHING

Coca-Cola is a perfect answer to thirst that no imitation can satisfy.

Coca-Cola quality, recognized in the public taste, is what holds it above imitations.

THE FOUNTAIN OF KNOWLEDGE

Unsurpassed Loveliness

FULL PLAY OF ARMS and **unrestrained action** are natural to the use of Delanoe. Unrestrained and simple grace is natural to the use of Delanoe. Use Delanoe and you can follow the proper fashion at the theatre, in the ballroom, at dinner parties—anywhere. It encourages unrestrained movement, unaffected elegance and feminine grace. That is why—

"they all use Delanoe"

Delanoe is an old and well-known scientific preparation for the quick and sure removal of body perspiration, so never lose touch or control.

Beauty specialists recommend Delanoe for removal of perspiration from face, neck, or arms. After application, Delanoe is clear, fine and lasting.

Delanoe and Delanoe are an original French product.

Mentholatum

Prepared by Wm. S. Merck & Co., Inc.

for insect bites

MENTHOLATUM quickly stops the itch and relief of insect bites.

It protects, by quickly soothing and relieving, against further irritation and—its best feature—helps of the skin to recover its tone.

"For when 'Stings like,' 'Itch like,' 'Biting,' 'Swelling,' 'Redness,' etc.—it is a dependable 'Sting' cure."

At all drug stores or write: The Merck & Co., Inc., The Mentholatum Co., Rahway, N. J.



—TREAT YOUR HAIR
WITH "DANDERINE"

July 25 (Cont'd) - Fisheries and Forestry Fair, Bristol
"Dandelion" Buttons, Quilts, and Quilt Ties
Bike Sale, Wally, and Lillian

