



Photograph by Bruce Smith

LIZARD · SHARKSKIN · KID · SUEDE

amazingly reproduced in the new

Shuglovs
BY GOODRICH

SHUGLOVS MADE OF LIZARD? Sharkskin? Kid? or Suede? No... the most supple of rubber, really. But they look exactly like these smart shoe leathers, don't they? The reproductions* are so perfect that you must take a pair of Shuglovs in your hands and feel their extraordinary lightness and flexibility... to be sure! • There are ankle-high models in Sharkskin, Kid or Lizard for stormy weather. There are delightful low styles for showery days... a Lizard and Shark-

skin oxford or a graceful suede pump. (These look just like fine shoes on your feet!) • Don't submit to obvious, regulation "galoshes" or shiny old-fashioned "rubbers" this year. Choose Goodrich Shuglovs in the amazing new leather-effects, instead! You'll want at least one high and one low style in your wardrobe. Ask to see them at your favorite shoe shop or department store. In spite of their exclusive styles, they are moderately priced. B.F. Goodrich Footwear Corp., Watertown, Mass.

LIGHT AS AN EVENING SLIPPER · FIT LIKE A KID GLOVE

Zwei Inserate für Überziehschuhe

Schlagworte:

Die Mode spiegelt sich im Schuhwerk für Regentage

Und wieder ist Shuglovs tonangebend

Leicht wie ein Hausschuh, anliegend wie ein Glacéhandschuh

Two advertisements for rubbers

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FASHION FLASHES IN RAINY DAY FOOTWEAR

AGAIN *Shuglovs*
SET THE STYLE

The new fall Shuglovs are as carefully styled as fine shoes. Thoroughly of and in the Mode with their emphasis on detail—graceful decorative "stitchery" and tiny contrasting underlays.

And now what are the new Shuglovs made of? Your eyes tell you "expensive English Calf or supple Kid," these fashionable leathers are reproduced* in perfectly in light, flexible rubber.

Again Shuglovs—the style leaders since 1920—set the fashion! If your rainy day footwear says "Shuglovs" on the sole, you may be sure that you have the latest style. Ask to see the new Shuglovs whenever smart shoes are sold.

*Made by the patented Texmac process.

THE B. F. GOODRICH FOOTWEAR DIV.
Watertown Massachusetts