

Skate and Annoy



Vans: World's Number One Skateboard Shoe



A seemingly mundane ad, but hold on there... Is style 36 shoe actually the birth of the distinct VANS "fancy side leather racing stripe" and what is referred to as the modern "Old School" model? Also, the introduction of **Van's "Off The Wall" wheels**, made of exclusive "Van-A-Thane?" I don't think I've ever seen a set of these in real life. Did they ever actually produce them?



Vintage Skateboard Ad Copy

Van's world's number one skateboard shoes

Style #36 "Off The Wall" Shoe Van's, the world's number one skateboard shoe, has added a NEW style to its popular "Off The Wall" shoe line. Available in 3 colors: Red, Blue or Gold only, with leather toe cap, leather heel, leather eyelets and a fancy side leather racing stripe PLUS... the same outstanding construction features as style #95

Style #95 "Off The Wall" Shoe Our most popular shoe, this top quality shoe is hand made in the U.S.A. of super duck canvas with Van's exclusive waffle designed super grip pure crepe sole. Other outstanding features include cushioned insole and arch support with reinforced heel and padded collar... Available in 9 colors, colors may be combined, style #95 only.

Style 36 – Style 95

NEW! Van's "Off The Wall" Wheels Designed for speed, made of exclusive "Van-A-Thane"
Available in Red or Blue, 2 5/8 high x 2 1/8 wide.
Suggested retail \$16.95 per set.

VANS Off the Wall

Dealers order as little as 12 pairs
Available in Narrow, Medium and Wide widths
Sizes — Boys 2 1/2 to 6
Mens 6 1/2 to 16

Available in leather and canvas
Suggested retail—\$15.95 to \$29.95

Terms available upon proven credit to established accounts. DEALERS
(Except in Calif.) For Detailed Information Please Write or Call Rich
Jacobson

VAN DOREN RUBBER COMPANY, INC. 704 E Broadway, Anaheim Calif
92805 (714) 772-8270

Company/Brand: **Vans**

Product Type: **Shoes**

Decade: **70's**

Year: **1978**

Magazine: **Skateboard Industry News**

Issue: **Skateboard Industry News v1 N4**

Country: **USA**

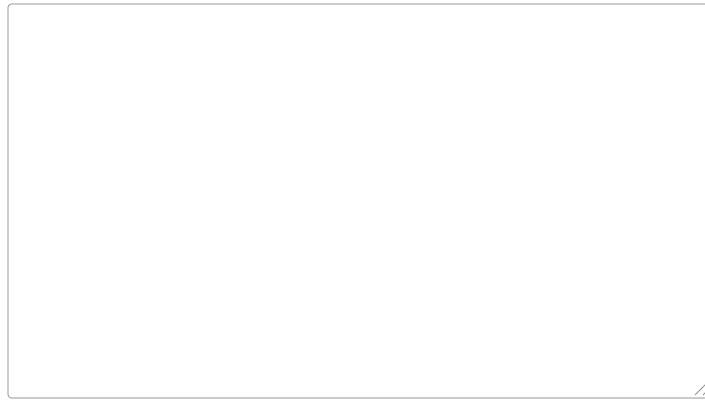
PREVIOUS: [Vans: Introducing New Ankle Guard](#)

NEXT: [Panther Wheels](#)

Discussion

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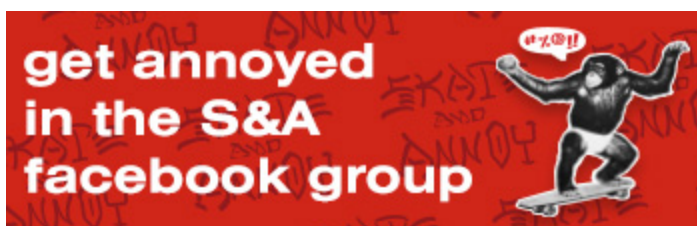
Recent Comments

Kilwag: I thought that was joke Lance Mountain or Neil Blender made, can't recall....

Kilwag: Fudge, link busted...

Bobcat: Yee haw! I skated it last week - awesome mission. It's beyond crusty but there are some workable spots. For anyone asking for the location, I was able to find it using the clues in this blog post. ...

Sean Landry: Tucker...I used to email and talk with Ellen many times before she passed away from COVID...killed me to find out and I'm trying to learn where she is buried now....i am terribly sorry that your s...



Noise

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