

Good-Fitting Shoes for Every Member of the Family





Be Wise

Buy shoes for comfort as well as looks.

Help children to keep normal feet.

Relieve pressure—which causes corns, callouses and ingrowing toe nails—with good fitting shoes and hosiery.

Remember, a salesman wishes to make sales. Do not buy unless he has a shoe that fits.

Remember, a manufacturer changes the style of shoes to enlarge his market. You may help to control the style by always buying a shoe that is built on correct lines.

Keep shoe trees in shoes when they are not in use.

Protect the shoe in wet weather.

Buy stockings with broad toes and a good length.

Avoid stockings with seams on bottom of feet.

This applies to stockings made in the home as well as to those purchased.

Save time, prevent flat feet, and build strong arches by walking with toes pointed straight ahead.

Exercise muscles in feet.

Good Fitting Shoes

For Every Member of the Family*

GLADYS L. MELOCHE

FOR THE SAKE of what is called "good taste in dress," have you allowed the style of your shoes to control your choice? Is not the comfort resulting from good fitting shoes worthy of consideration?

When Uncle Sam called millions into service in the World War, 85 per cent of those examined were found to have foot trouble of one kind or another. The majority of these people could have had better feet, if they had had better shoes from childhood. Not more expensive shoes were needed, but shoes that fitted their feet. Have you foot troubles such as corns, bunions, callouses, ingrown toe nails, weak arches, or a number of other disabilities which cause you pain?

With the use of an X-ray machine, a survey of the fit of shoes was recently made. A thousand people of all ages and in all walks of life were examined at the Wisconsin State Fair in 1925 with the following results:

	Good Fit	Fair Fit	Poor Fit
Men	40.00%	46.00%	14.00%
Women	14.07%	55.02%	30.91%
Boys	45.00%	27.05%	27.05%
Girls	32.09%	40.59%	26.49%

Time did not allow for a thorough examination of the feet. Only the story as told by the X-ray machine could be written. All too often the big toe was shown pushed to one side, the big toe joint enlarged and the other toes pressed against the ends of the shoes, showing that the shoes were too short. This was more common among the women and girls than among the men and boys.

In many cases the bones of the toes were cramped or squeezed

*The author wishes to acknowledge the helpful criticism and generous approval of the officers of the State Board of Health and of Dr. F. J. Gaenslen of the Wisconsin General Hospital.



Fig. 1.—Poorly shaped foot due to pointed shoes



Fig. 2.—Well shaped foot in properly fitting shoe



Fig. 3—(Left) Straight inside line of shoe

(Right) Slanted inside line of shoe

slanted instead of straight. (Fig. 3.) This condition was found more often among adults than among children.

Over 10 per cent of the men examined had shoes that were too wide, giving the wearer the impression that the toe had plenty of room. In nearly every case the shoes were too short.

One great defect not shown by the X-ray but easily visible to the eye is the high heel. Often the remark is made, "My feet are not comfortable, unless I wear high heels," or "My instep needs a high arched shoe." If this is the case, the person has gradually

as if a band were held tightly around them like a close fitting vise. In other words, the shoes were too pointed and too narrow. (Fig. 1 and 2.) Again this was found more often among the women and girls than among the men and boys. There is nothing quite so sure to produce corns, bunions and callouses as shoes that are too short or too narrow, or both.

Many in all cases erred by having the inside line of the shoe

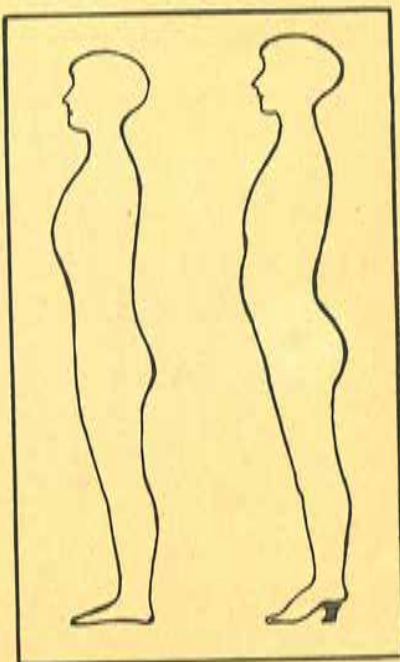


Fig. 4.—(Left) Normal outline of human body

(Right) Distorted outline due to high heel

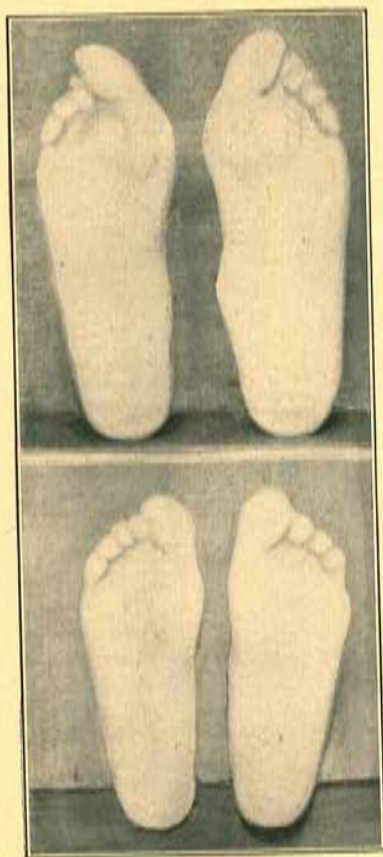


Fig. 5.—(Upper) Deformed
foot

(Lower) Normal foot

weakened mechanism which leads in time to the condition commonly called "flat foot," or to weak arches.

Not only is the health of the individual impaired, but freedom of action is hindered; and the person loses that grace, dignity, and assurance that comes only with proper support.

Perhaps you wonder how the normal foot should look. Have you ever examined a baby's foot? At first glance you will notice

accustomed herself to the high heel and could easily, if she so wished, accustom herself to a heel of moderate height, that is, one-half inch to one inch and a half.

The normal human body is so built that a plumb line dropped from the center of the head will fall through the ball of the foot. When high heels are used, the body is thrown out of line, or tilted forward at a false angle. If the body were not limber, it would fall. However, great muscular effort is exerted and the body is tilted back, making an ugly hollow at the waist line. (Fig. 4.) This distortion tends to throw the internal organs out of place and may cause a weak back and many times, unendurable pain.

High heels do even more harm. The foot is made up of 26 small bones held together by muscles and tendons. When put into a shoe with a high heel, the bones of the foot are distorted. Some muscles are stretched and other muscles contracted. The result is a

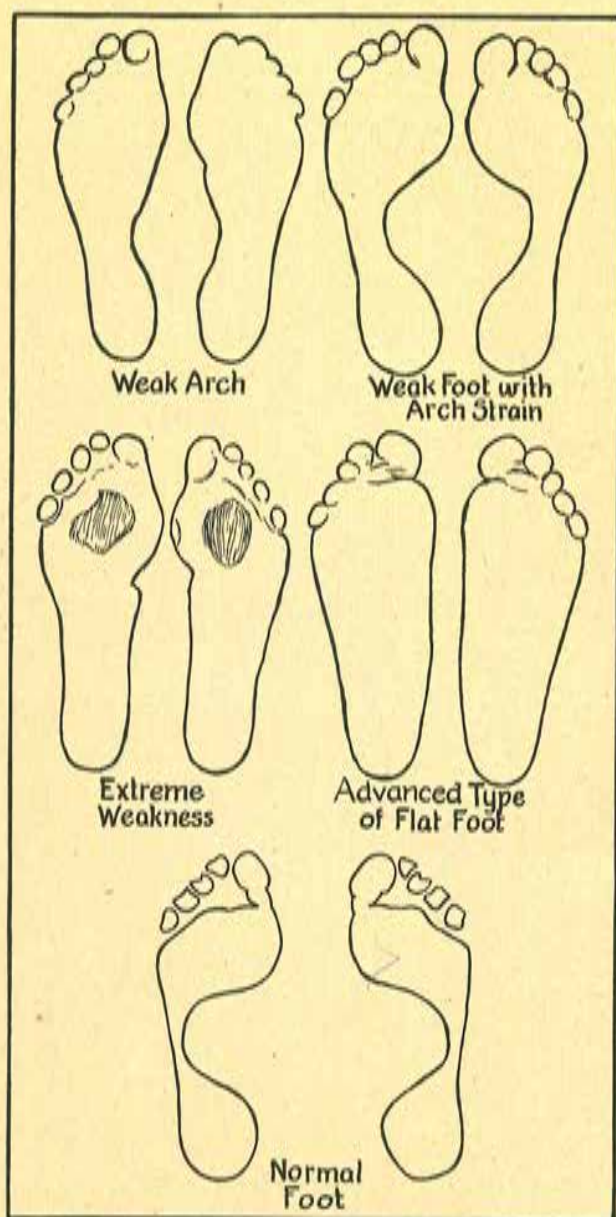
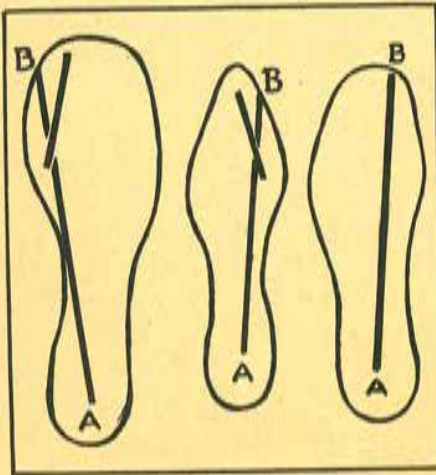


Fig. 6.—Imprints showing normal and deformed feet



Fig. 7—Pair of comfortable stylish shoes

Fig. 8.—Correct method for measuring length of shoe



*Fig. 9.—(Left and middle) Direction big toe may take in poorly fitting shoe
(Right) Direction big toe takes in well fitting shoe*

that the toes and the inside line of the foot are straight.

A deformed foot caused by wearing too short or too tight a shoe will show bent toes, toes overlapping, and the big toe forced to one side. (Fig. 5.) All this means corns, bunions and callouses.

Some deformities are not visible to the untrained eye, but may easily be detected. For example, the flat foot. Place the two feet

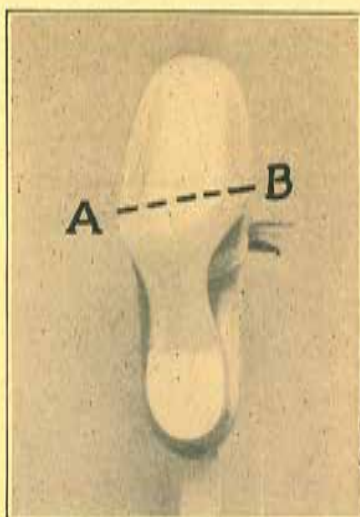


Fig. 10.—Large toe joint should fall at widest part of shoe

together with heel and toes touching. If the ankles touch you have flat feet. If the ankles do not touch, you have an arch.

The arch, however, may be weak. To determine this, remove shoes and stockings. Moisten the bottom of feet with water and shake off all excess. Step on a blotter and compare imprints with Figure 6.

Many of the retail shoe merchants are using methods similar to this, or a simple machine, to obtain the same results as those secured with blotters.



Fig. 11.—Examining feet for the survey



Fig. 12.—Child walking correctly

When buying a shoe naturally a person's thought is, "Does that shoe look well on my foot?" Or "Does it give a neat, trim appearance?" Before paying the price, settle another question, "Is the shoe comfortable?" Do not sacrifice comfort for looks, because both can be secured. (Fig. 7.)

What should one look for in a good fitting shoe?

First, shoes should be long enough. When a salesman is measuring for the length of a shoe, do not let him hold the ruler up in the air, but have him put the ruler on the floor and let the customer stand on it. (Fig. 8.) This is the only way to get the true length. The foot is longer when weight is

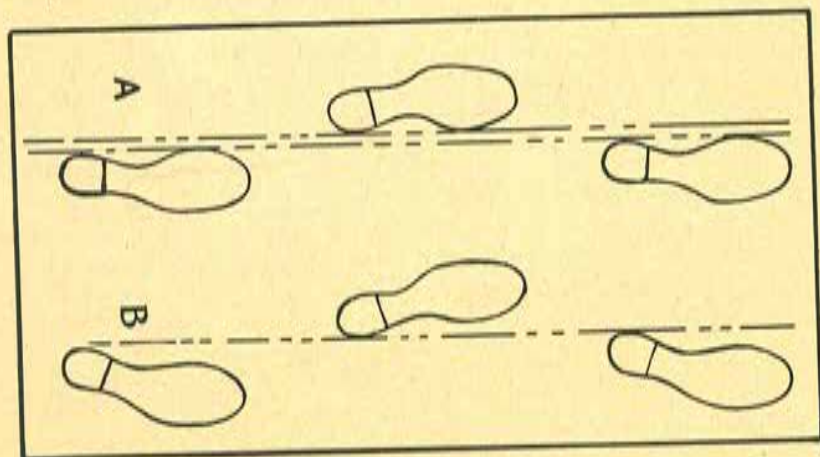


Fig. 13.—(A) Correct form in walking
(B) Incorrect form in walking

brought to bear upon it than when resting. There should be a half inch space between the end of the big toe and the end of the shoe inside.

Second, the shoe should be wide enough, yet not too wide. When the shoe is tried on, notice if you can move the toes freely, or if they feel as if they were held in a vise.

Third, the shoe should have a broad toe. If a toe is pointed, the big toe is forced out of line and bunions may develop. A good rule to follow is to draw a straight line from the center of the heel of a shoe through the ball. When extended, this line indicates the direction of the big toe. (Fig. 9.) In other words, the great toe should not be hampered in its work by being pulled out of its normal position. Not all broad-toed shoes fit, but if the rule is followed, there is little danger of selecting the wrong shoe.

Fourth, the inside line of the shoe should be straight. The reason for this is that the inside line of the normal foot is straight.

Fifth, the large toe joint should fall at the widest part of the shoe. (Fig. 10.)

Sixth, the shoe should fit snugly around the heel and waist of the foot. The waist is that portion just back of the ball of the foot.

Seventh, the shank of the shoe should be moderately flexible. If muscles are strong and feet in good condition, the flexible shank can be worn with comfort. If there is a tendency toward a weak arch, a moderately flexible shank is preferable since this prevents undue strain on the muscles. There is a wide range of usefulness in this type. The stiff shank is usually worn by stout or very heavy people and people doing heavy work, such as day laborers. Otherwise, a rigid shank should be avoided. It tends to weaken rather than strengthen the muscles.

Eighth, finally one of the surest ways of knowing that your shoe fits is to look at the foot in the shoe by means of an X-ray machine. As time goes on, more merchants are going to install a machine of this kind. A "good fit means a satisfied customer," and a satisfied customer means better business. (Fig. 11.)

A correctly fitting shoe has a tendency to make a person walk correctly with the toes pointing straight ahead instead of toeing out. (Fig. 13.)

A general was once asked why soldiers stood with heels together

and toes pointing out when the order "attention" was given. "I don't know," he said, "just orders." The custom in past ages has been to stand and walk with toes out.

It is estimated that eighteen to twenty per cent more steps are required when toeing out than if the person walks with feet pointing straight ahead. There is then a real saving of time in walking correctly, as well as giving the foot a chance to function properly. That is, the heel, ball and toe are brought into action. Small children walk correctly. Why not imitate them? (Fig. 12.)

But the shoe is not the only covering of the foot. The stocking is usually worn without questioning its shape. For many years stockings were knitted by the industrious housewife and she formed the toe by casting off so many stitches on each row. The result was a pointed toe which bound the foot. If the stocking shrank when washed and was too short for the wearer, the result was the same as wearing short, pointed shoes—corns, bunions and ingrown toe nails.

Then came the knitting machine. Its history is interesting. An English clergyman, who refused to conform to the rule of the established church, was expelled from his parish. He tried many different kinds of work in order to support his wife and baby. Finally, however, he had accumulated so many debts that he was thrown into prison. One day as he sat watching his wife knit, the thought came to him, "Why couldn't a machine be made to do that work?" With wire and strips of wood he fashioned the first crude knitting machine and made a stocking which conformed to the shape of the one his wife made. Strangely enough that shape has continued with little variation to the present day.

In buying hosiery, if a person cannot obtain any other than the pointed style, he should be sure to buy them long. A good rule to follow is to buy the hosiery a half size larger than the foot requires for adults, and a full size larger for children. In the former case, the extra length allows for shrinkage. In the latter case, it allows for shrinkage and growth of feet.



Shoe Trees

"The Daily Dozen"

To Strengthen Muscles in Feet and Back of Legs

1. Stand with feet parallel—rise on tip toes—return slowly to original position. Keep weight on end of toes during entire exercise.
2. Stand in bare feet—raise toes off floor, keeping heels and balls of feet on floor—return toes to floor slowly.
3. Walk with feet pointing straight ahead, keeping heels and toes on a straight line.
4. Stand with toes extending over edge of block of wood or book, bend toes down as far as possible.
5. Stand with feet parallel, roll feet over on the outer border and walk on side of feet and ends of toes.
6. Stretch legs out straight—bend feet toward body as far as possible.
7. Stretch legs out straight—bend feet away from body as far as possible.
8. Cross right leg over left knee—draw circle in air with big toe, making as large a circle as possible, make circle first to right and then to left.
9. Repeat "8", putting left leg over right knee.
10. Stand with heels turned out and toes turned in. Press toes down as hard as possible.
11. Place ball of one foot on book and heel on floor—take as long a step as possible with the other foot—repeat, reversing position of feet.
12. Place knees, ankles and feet together—separate ankles without separating knees or moving feet.

Published and distributed
under Act of Congress, May
8, 1914, by the Agricultural
Extension Service, College of
Agriculture of the University
of Wisconsin, K. L. Hatch,
Assistant Director, the United
States Department of Agricul-
ture co-operating.