

1955

## EC55-407 How to Buy Shoes that Fit

Elsie DeLunger

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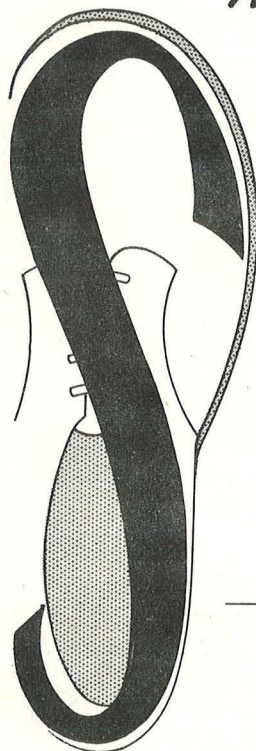
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**E.C. 55-407**

*How To Buy*



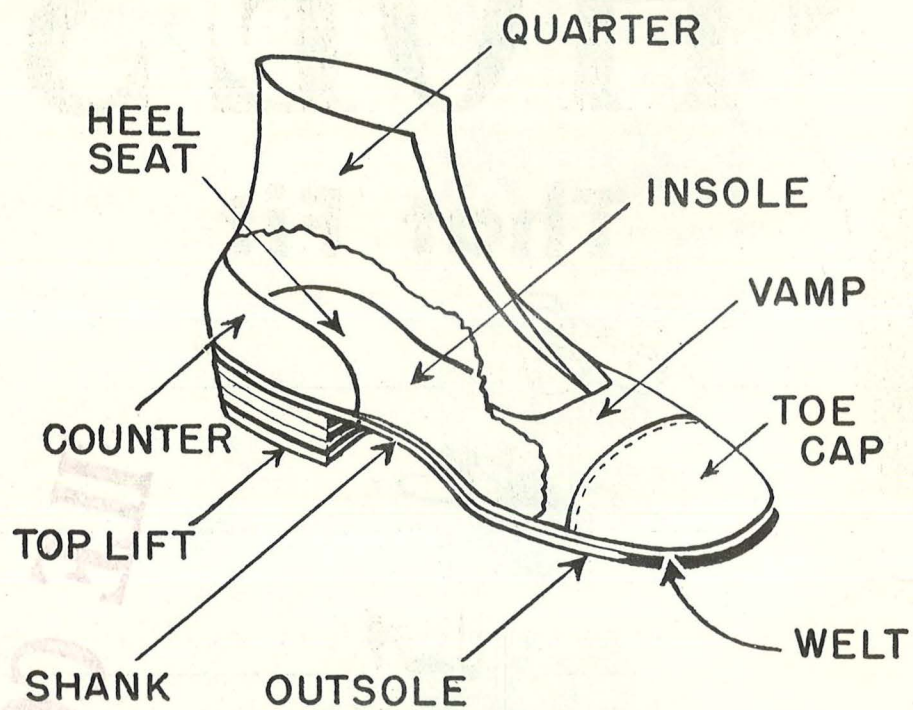
# SHOES...

**That Fit**



**FILE COPY**

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Principal parts of a shoe.



## SHOES THAT FIT

by

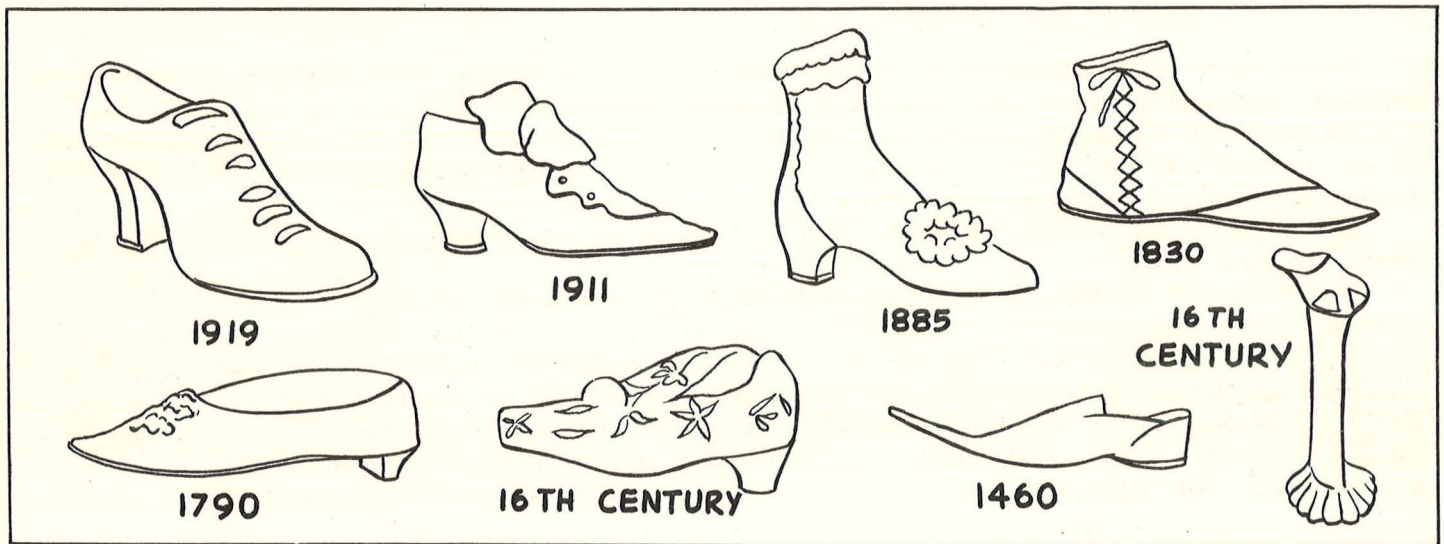
Elsie DeLunger

### FOOTPRINTS IN THE SANDS OF TIME---

Did you know that before 1865 shoes were made on a straight last and were interchangeable? Until 1850 shoes were made by itinerant cobblers. The biggest boost toward mass production was given by the invention of the sewing machine, which was used in making shoes for soldiers during the Civil War.

Shoes have been the symbol of supernatural powers, as evidenced in tales such as Cinderella, the Seven-League Boots, and Puss in Boots.

During the middle ages patricians wore red shoes, senators wore black, and other folk wore sandals. Chinese culture and elegance demanded small shoes. (Too small shoes are still worn by many of us.)



### YOUR FEET CAN LAST A LIFETIME!

What marvelous machines are the feet! Made of 26 bones, connected in 38 joints to form 2 arches or springs, our feet support our weight and propel our body in walking and running. 90 per cent of us are born with perfect feet.

By high school age 80 per cent have at least one of the common defects. One authority says 60 per cent of the men and 80 per cent of the women in the U.S. suffer from foot complaints. Men seem to show more resistance to changes of shoe styles, and so have a higher degree of foot comfort as a reward. Since most of women's aching feet are due to wearing poorly fitted shoes, it seems a just conclusion that women pay highly for vanity.

We so often take our feet for granted, becoming concerned only when they "hurt". Some reasons for these defects, and why feet hurt are:

1. Bone structure is not completely formed until the age of 20. Being pliable, the feet can be squeezed into abnormal and deforming positions without too much discomfort. Children become so entranced with a new pair of shoes that they are not critical of the way the shoes fit.
2. Choice of ill-fitting shoes. Many people, especially women, buy shoes for looks instead of comfort. Poorly fitted shoes can result in bunions, corns, ingrown toenails, aching and burning sensations, poor posture, fatigue, poor facial expression, and poor gait.
3. Choice of wrong shoes for the job. Homemakers, who travel approximately 30,000 steps a day (about 7 miles), are among our worst offenders in improper choice of shoes. Use of old, worn shoes, with rundown heels aggravate foot and posture troubles.

But, treated right, your feet can last a lifetime.

"Well fitted footwear is the first requirement for healthy feet."

## HOW TO BUY SHOES

### I - BUY FOR COMFORT

Have shoes fitted to your feet. Measure both feet every time you buy, standing or seated, depending upon type of measure used.

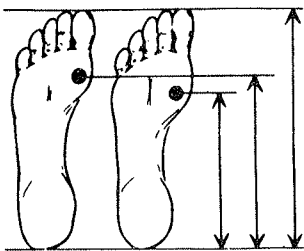
Remember--your feet enlarge as much as a size during a days working, and are likely to swell in hot, humid weather. Our feet are bigger when standing, and one foot is usually bigger than the other one.

Once you find a comfortable "last" it is wise to choose shoes made by the same manufacturer.

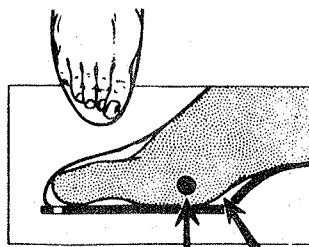
If correctly fitted, new shoes are comfortable from the start. They do not need breaking in. Red or sore spots on the foot indicate spots of pressure.

A salesman can tell a lot about our feet from the worn spots on and in our shoes. Do not reject his recommendations too easily. Whether or not people realize it--when they buy shoes, some salesman classifies them into customer types, such as suspicious, cautious, quiet, timid, talkative, inconsiderate, deliberate, hurried, friendly, "know-everything", or dignified.

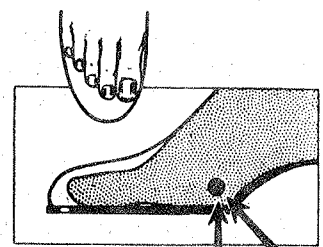
## HOW TO INSURE PROPER FITTING



**These are the same length but . . .** they need different length shoes. Shoes must fit right — heel to ball. The correct shoe accommodates the ball joint in the widest part of the shoe.



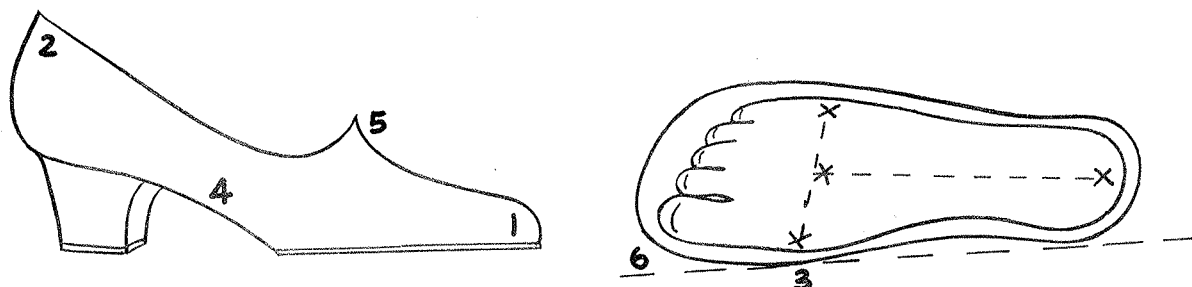
**This foot is incorrectly fitted . . .** The toes are cramped and twisted. Short shoes like these cause enlarged toe joints, bunions, strain to the foot arch and general foot discomfort.



**This foot is properly fitted . . .** The ball joint of the foot and the arch base of the shoe meet at the same point. The arch of the foot rests comfortably on the full length of the shoe shank.

*Heel-to-ball fitting is important to the correct length fitting of any shoe*

Check for comfort according to points below as indicated in the pictures. These rules apply for both men and women, also for children.



1. Can you move your big toe freely when standing?
2. Does the heel fit firmly, without pinching, rubbing or slipping?
3. Is the ball of the foot at the widest part of the shoe?
4. Does the foot feel supported at the instep?
5. Does the throat fit easily, without buckling or cutting?
6. Is the inner side of your shoe almost a straight line?
7. Is the style or type of shoe suited for its intended use?

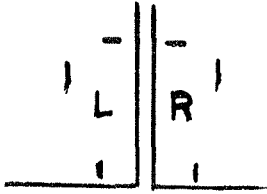
#### Special points in buying shoes for children:

The U. S. Department of Health Education and Welfare warns parents about overuse of X-ray to determine fit of children's shoes because of possible harm to body tissues. It should be remembered that the toes are longer than the bone shadows shown by the X-ray and that the machine will not show how the shoe fits in the instep and heel.

Experienced salesmen of childrens' shoes agree -

1. That shoes on growing feet should be  $1/2$  to  $3/4$  inch longer than the end of the toes.
2. It is unwise to buy shoes that are too long because the arch of the shoe will be too long and the bend of the shoes will pinch the toes. Probably less wear will be realized because the shoe will be uncomfortable and unsightly. Also, the counter is apt to be too high and cause pressure under the ankle bone. Toes should be under the toe-cap at least  $1/2$  inch.
3. Fit of the stockings is as important as fit of the shoes. If too short, stockings will cause the same troubles as short shoes.
4. Toe cap should be firm, and high enough for the thickness of the toes.
5. Ball of foot at wide part of shoe.
6. Correct width, which allows for  $1/4$ " pinch-up of leather over vamp.
7. Hand-me-downs are apt to be dangerous to comfort and health.

Do not make a hurried decision, especially when buying children's shoes. If in doubt about fit inquire if the shoes may be tried on at home on a rug, for 30 minutes, 2 days in a row, and returned if uncomfortable.



If the child cannot be taken to have shoes fitted, quite an accurate fit can be obtained by standing a child with his foot inside a box corner, and markings made as illustrated. Then use these markings to check the size of the shoe.

One authority suggests that size of shoe may be tested by using a small mirror and a flashlight to see on the insole the marks left by the child's toes. An even clearer check is provided if the inside of the shoe is lightly dusted with talcum and the child's sock toe is slightly dampened. Once the child puts on the shoe and stands, the position of the toes is recorded.

## II - BUY FOR BEAUTY



For women's shoes, choose the material of your shoe according to its use and its suitability to the costume.

Remember--your gait cannot be graceful nor your expression happy if your feet are tortured by poorly fitted shoes. More than your feet is affected by the shoes you wear. A Hollywood Beauty Expert, as guest consultant on a T. V. program said one beauty secret is to wear shoes that fit, because aching feet show in ones posture and expression.

### Suggestions for Choice of Shoe Styles are:

1. Plump feet - low vamp pumps, simple styles; avoid open sandals, thick straps, and conspicuous ornaments.
2. Thin feet - interesting trim; avoid long straight lines.
3. Wide feet - closed toe lasts and diagonal lines; avoid bulky shoes and welt soles.
4. Long feet - Broken lines, open toes or open heels - trim that tends to shorten the lines of the foot.
5. Short feet - Diagonal lines, closed toes; avoid extension soles and heavy heels.

### III - BUY FOR USE AND ECONOMY

Efficiency and earning capacity of an individual can be impaired by poorly fitted and poorly chosen shoes.

Always buy shoes according to the work you expect to do. Dancers shoes are decidedly different from plow shoes. Some people who work at hazardous occupations require safety shoes. Protect yourself from falls or other accidents by wearing proper shoes for the job, and keeping them well repaired.

The Army's theory is "An army is only as good as its feet." Shoes must be comfortable, safe, durable, and attractive. For everyday wear they must conform to the natural shape of the foot and provide a firm foundation for the body. Work shoes need soles that are moderately thick and heels that taper but little.

A woman's work shoes are more important than her "fun" shoes, though both should be comfortable. "Any old shoe" won't do for housework, so don't wear sloppy sport shoes or nearly worn out dress shoes. This is a safety tip as well as a suggestion for beauty and comfort. An army nurses heels are 1 1/8 inches high.

Change shoes and hose often according to work through the day. A slight alteration of heel heights is restful and prevents sore leg muscles when occasion seems to demand a higher heeled style.

In general, running or sports shoes should be worn only for the activities for which they were designed. Ski-boots and skating-boots may be kept going for several years by adding or subtracting extra socks to get the right size.

Some special treatments which improve shoes for special uses include:

1. New materials developed for armed service footwear, such as those treated with fungicides for tropic shoes.
2. Twisted and bonded thread for uppers which is stronger and is not resistant.
3. Water repellent treatment is gaining popularity.
4. Neoprene rubber cement improves the soles.
5. Sanitized shoe linings.
6. Thermally insulated boots are being made for low temperature wear, special rubber is used.
7. Non-skid flying boots with neoprene-cork outsoles.
8. Slip resistant sole with steel box toes are being used in special services and industry, for safety.

Materials which are in use for shoes include the following:

leathers--calf, suede, kid, buck, kangaroo	velvet
reptile	faillie
"patent" leather	satin
fur	nylon
rubber	synthetic glazes in shiny or
wood	dull finish
canvas	combinations of several of
denim	the above
linens	straw



### Some Suggestions for Care of Shoes

1. It is good health insurance and shoe economy to avoid wearing the same pair of shoes two days in a row. They need time to "air out". It is ~~poor~~ economy to wear shoes without stockings. Insides of shoes will soil more quickly and perspiration will damage shoe leathers or fabrics.
2. An orthopedic consultant recommends that children's shoes and socks be taken off at the end of the school day, and the feet turned loose in play shoes, sneakers, sandals, or nothing. Socks often become damp from perspiration. Remove them and let the feet breathe and cool off.
3. Experts agree that it helps shoes if soles are kept flat when shoes are not being worn. Synthetic soles are particularly apt to curl. Use shoe trees or tightly crumpled paper to help shoes keep their shape.
4. If leather shoes are wet, wash off the dirt with tepid water, wipe dry with a soft cloth, and apply castor oil lightly with a cloth and rub in. Then straighten the shoes, stuff with newspaper or put on shoe trees and let them dry slowly in a moderately warm room. Polish when dry.
5. Regular care improves the wearing qualities of shoes as well as their appearance. A well equipped shoe care kit, box, or drawer in a convenient place helps encourage shoe care.
6. Many play shoes available today have one very important quality—washability! This assures:
  1. greater safety hygienically; no odor, no carry over of disease producing bacteria.
  2. improved appearance.
  3. more comfort in wearing, especially if one desires to wear shoes without stockings or socks.
  4. time saved in cleaning care, particularly if shoes can be dunked in the washer.