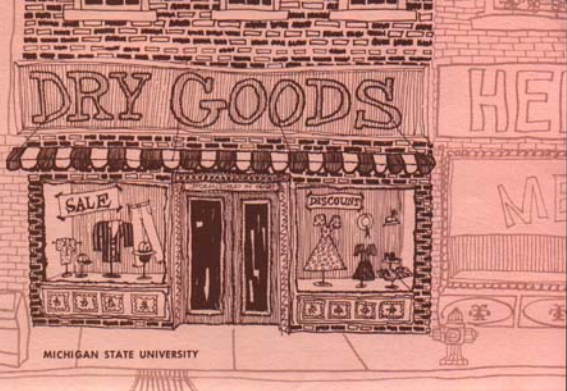


SHOPPING HINTS for

WALKING in COMFORT

COOPERATIVE EXTENSION SERVICE

MICHIGAN STATE UNIVERSITY



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"WALK IN COMFORT" could be a slogan for well fitted shoes.

Many of today's deformed and ailing feet are the result of yesterday's misfitted feet. The United States Public Health Service has found that at some time in their lives 80 percent of the American people complain of foot disorders.

According to some figures 8 out of 10 adults have foot troubles which slow them up, reduce their efficiency, cause poor posture and produce all-over body discomfort. Most of this foot trouble is believed by some to be acquired before the age of 15 and is the result of ill fitting shoes or hosiery.

Originally footwear was introduced as a protective covering. Its improvement developed along with the progress of civilization. However, these coverings gradually became more of a fashion accessory, especially women's shoes.

Designers have not always taken into consideration the normal position of the bones, muscles and ligaments of feet nor the great variation of shapes of feet among individuals.

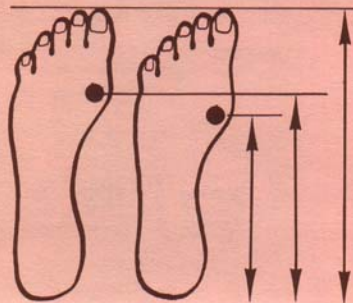
High heels have probably caused more foot troubles the last few years than any other style.

BUY SHOES THAT FIT

Never buy by size alone. Have both feet measured and always try on both shoes (both seated and standing) every time you buy. Sizes vary from manufacturer to manufacturer.

Various devices for measuring are used in different stores. Just be sure not only length and width are measured, but also the length of the foot from heel-

to-ball joint. Toe lengths vary and this heel-to-ball joint measurement guides the sales person in the right size and type shoe for each individual.

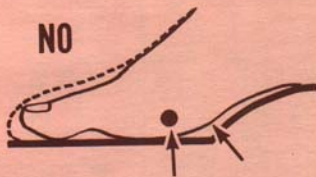


Same Length Foot But Different Proportion

The main support point in the foot is the natural bend of the toes right across the ball of the foot. For this reason the widest part of the shoe should fit the ball of the foot. The shoe should be flexible at this point. Toes act as secondary support points.

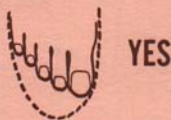
CHECK SPACE IN FITTING

There should be enough space between the end of the toe and the tip of the shoe to allow sufficient free movement of toes and to avoid compressing the foot from heel to toes.



Ball of Foot in Proper Position

To prevent toes from touching the end of your shoe about $\frac{1}{2}$ - $\frac{3}{4}$ inch extra length needs to be allowed. You can check extra length by using the "width of thumb" test.



Room for movement is the width of a thumb

The ball of your foot should lie over the widest part of the sole which should be wide enough so the foot does not feel pinched.

Most shoes today are made on a combination last, with proportionately narrower heel in relation to the ball joint fitting. The proportion varies among brands, styles and lasts. You might be perfectly fitted in a shoe of one manufacturer and not in another, though both shoes carry the same size number.

The shank of the shoe should follow the line of the arch and should be firm enough to support and hold the foot in place.

LAST: shaped wooden form on which a shoe is made.

SHANK: the arched part of the shoe from widest part (ball) to the heel.

HEEL FIT IS IMPORTANT

The heel of the shoe should fit the foot heel snugly and not slip as you walk. Neither should the shoe heel edge cut into the heel tendon.

The heel of the shoe needs to be broad enough to give good body support. The heel height should be that on which it is easy to walk. Most authorities say 2 inches high is the *absolute* maximum for any foot and this for *dress shoes only with little walking involved*.

The straighter the inner line of the sole the better the shape of the shoe will be for the toes.

BUY SHOES FOR THE OCCASION

In general shoes are for work, dress, casual wear or for sportswear. Specific jobs and activities (skating, golfing, tennis, gym, etc.) call for special type shoes. Such shoes should be used for those specific occasions and not for general wear.

HERE ARE SOME REMINDERS

Examples:

1. Loafers and ballets are for loafing and relaxing — they have little, if any, support for long periods of standing. Reserve them for walking on soft or resilient surfaces, grass, etc.
2. High heels, heelless shoes and straps are for dress, not for walking any distance. They offer no stability.
3. Cut out toes give the big toe extra room if the cut out is placed properly.
4. *Never wear discarded shoes for housework!* A shoe closely fitted at the ankle with a medium heel is most satisfactory for long hours of standing and walking.

CHECK YOUR OLD SHOES

Old shoes can be excellent guides when choosing new ones. Look at your worn shoes and check them with the following chart.

DESCRIPTION

Outer sole curls a lot at toe.
(It should curl a trifle off the ground.)
Sole worn unevenly, more in the front.
Upper bulge over sole line.
Heel pushes under or new lifts needed often.
Heel wears on inside.

Shoe wears at toe-tip.
Inside lining of heel is worn.
Shoe worn out of shape.
Inside sole of shoe has worn. Pockets formed for toes.
Shoe puckered or wrinkled behind the ball along the arch.

POSSIBLE CAUSE

Shoe is too long.

Shoe is too short, especially from heel to ball.
Shoe is too narrow.
Shoe is too short.
Weakness in the foot. Slight wearing at back or outside line is normal.
Shoe is too short.
Shoe may be too long.
Size wrong, improper gait, foot weakness.
Shoe is too tight.
Shoe is not long enough from ball to heel pushing ball forward. Over-all length may be right, but proportion is not.

A person with good healthy feet who usually wears correctly fitted shoes will not be harmed by wearing less desirable shoes for short periods on special occasions.

Today's fashions offer low heeled walking shoes which have been perfected into models of extreme smartness.

CHILDREN'S SHOES

Proper care of the feet and correct fitting of shoes is important to adults, but even more so to children of all ages. *Remember it takes 20 years to grow a foot!* Soft bones are very susceptible to crowding and misshaping which may result in permanent foot injury and/or walking impairment.

Children seldom complain when shoes are improperly fitted. (They do complain if they are not the color or style they want!) Because of its soft structure, a child's foot may be pushed out of shape without evidence of pain or discomfort. After calcification of the bones has taken place and plasticity is no longer present, foot misery and discomfort may begin.

Fit Comes First

Because children's feet grow rapidly most children outgrow shoes before they outwear them. When buying shoes, choose the best fit and the best construction within your price range. *The important thing is to give your attention to FIT.* It is not advisable to buy shoes too large, and it is false economy to allow a child to wear outgrown shoes.

Never allow your child to wear "hand-me-down" shoes! Don't save "good" outgrown shoes for the next

WHAT MAKES A GOOD SHOE?

Leather soft, pliable, firm, even grained.
Fabrics firm, yet pliable.
Stitching fine and regular.
Edges evenly trimmed, well finished.
Perforations, if any, regular and clear cut.
Leather in various parts of shoe matched.
Linings smooth and soft.
No tacks, rough places, heavy or open seams on inside of shoe.

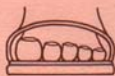
youngest child in the family. The next child's feet will be different and will need their own shoes.

The following chart gives some ideas of the "average" child's foot growth, although remember that your child may vary from this average. Examine your child's feet and shoes regularly.

AVERAGE FOOT GROWTH

Age	Check Shoe Size Every
2-6 years	1-2 months
6-10 years	2-3 months
10-12 years	3-4 months
12-15 years	4-5 months
15-20 years	6 months

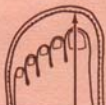
YOUR CHILD'S SHOES: WHAT TO LOOK FOR



NO PINCHING



NO CRAMPING



ROOM FOR GROWING



ARCH DEVELOPMENT



SNUG HEEL

FITTING CHILDREN'S SHOES

The integrity of a reliable store and an experienced shoe fitter are important in getting a good shoe fit. Parents will find these guides helpful in getting a good fit:

1. Take the child with you.
2. Measure both feet while standing as well as sitting. Fit shoes to the longer foot. Shoe length — $\frac{1}{2}$ to $\frac{3}{4}$ inch longer than longest toe, when child is standing with full weight. (*Width — widest part of foot (ball of foot) at widest part of shoe.*) Correct width allows slight pinch-up of leather over ball of foot.
3. Heels snug enough to grip foot well and give support.
4. Flexible shank which fits up into arch of foot.
5. Sole flexible but firm enough to protect the foot. Inside line straight.
6. Toe-end is soft and rounded enough giving toes plenty of room.
7. Absorbent lining for comfort.
8. Avoid shoes which are too heavy.
9. Top of shoe should fit close to the foot and not gape out at the sides.
10. Have the child walk around in the shoes.
11. Fit sneakers as carefully as other shoes.

Don't allow anyone to rush you, take your time and observe these suggestions. If foot problems develop consult your doctor or podiatrist for recommended treatment and shoes with corrective or special features.

SIGNS OF OUTGROWN SHOES OR IMPROPER FIT

1. If pink spots show on toes immediately after taking off shoes and socks, shoes may be too short.
2. Run fingers around inside of toe of shoe. If the child's toenail has made creases in lining, the shoe is too short.
3. Red spots on foot indicate pressure. Shoes may be too tight or narrow. Shoe may not be smooth inside. Seams, rough spots may cause irritation.
4. Blisters and calluses indicate poorly-fitting shoes.
5. Unwillingness of the child to walk or play or run.
6. Habit of child of taking off shoes whenever possible.
7. Runover heels on shoes.
8. Faulty posture of child.
9. Widest part of shoe just back of toes spreads out over the sole.
10. Especially heavy wear along the inner borders of the heels and soles.
11. Curled-up toes and excessive wear in the forward part of the sole.

SHOE CONTENT LABELING AND ADVERTISING... YOU AS CONSUMER, CAN CHECK THEM

The Federal Trade Commission has issued guides for shoe content labeling and advertising to give the consumer a true description of the materials that go into the manufacture of shoes. The FTC guides apply to imported as well as domestic footwear.

Consumers can make shoe selections from the tradi-

tional leather and advantageous new materials on the market on the basis of what they understand and prefer.

The manufacturer and the retailer are equally responsible for making known the materials used in shoes when advertising.