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Is the most popular CORSET for Stylish Women

Because it is the best suited to the prevailing fashions, and lends grace with absolute comfort at all times. Whether for street wear, dancing, evening wear or the links, its peculiar construction and material make it equally desirable. Made entirely of porous woven surgical elastic which "gives" freely to every movement of the body, yet firmly holds the figure. Boned only at back and front, it affords ample support without uncomfortable pressure. If your local dealer cannot supply you write for free booklet and do not accept a substitute. Six to sixteen ins. long. Price \$1.25 to \$8.00.

EISMAN & CO., Licensee
Toronto, Can.



For Good Feet

EACH and every reader is urged to assist us in our fight against the use of high-heeled, narrow-toed foot and deforming boots and shoes. These instruments of torture are sure and terrible in their results, as any medical authority will advise.

Bunions, corns, hammer toes and innumerable pains and aches are caused by them.

We are the only firm in Canada specializing in and encouraging the use of scientifically correct footwear.

The "Natural Tread"

line is designed to keep the feet natural and strong. If you consider yourself a LEADER and an EXAMPLE for better things, wear shoes made like a human foot and stop this silly deforming habit of foot torture.

Get our free books "The feet, and how to treat them" and "The Army's feet and boots" and measurement forms.

All Nurses in Toronto General Hospital wear NATURAL TREADS.

Natural Tread Shoes
Limited
156 Bay Street - Toronto



Keeps Baby From Slipping

Children love to stand up in their high chairs when nobody is looking, and many babies have been seriously injured by either falling over or slipping under the chair table.

You can save your child many falls by having a chair with the **Unger Adjustable Guard**, which absolutely prevents baby from standing up or slipping under.

Ask your dealer for a high chair with the **Unger Adjustable Guard**. If he does not have what you want, write us direct giving us his name and address and your own address, and we will see that your wants are supplied.

CANADA FURNITURE MANUFACTURERS LIMITED
WOODSTOCK, ONTARIO



THE FASHION IN FEET

How We Make Our Feet Fit the Shoes
Manufacturers Turn Out

By MARY L. R. BISHOP

THERE is no gainsaying the fact that the average woman accepts unquestionably whatever fashion decrees, whether it be good or bad, hideous, ridiculous or unhealthful, provided it is the "latest thing."

Strange as it may seem, men are the designers and arbiters of the fashion of women's clothing and are responsible for most of the novelties which the great majority of women welcome so eagerly. Manufacturers of shoes turn out lasts with pointed toes and high heels—veritable instruments of torture—and we squeeze and crush our feet into these narrow shoes with a total disregard for the corns, bunions and other foot ills too numerous to mention, which are sure to follow.

Why should we change the shape of our feet any more than the shape of our hands? The foot is a part of the body and its several parts are beautifully adapted to the purposes for which they were intended. The human foot is strong and delicate in construction. The naked natural foot curves under the "ball," but the manufactured boot is not made to fit this curve. The flexible bones of the foot are forced into its unyielding mould and must find some space so are pressed and crushed back upon the arch or on their supporting shafts with pitiable consequences.

Ask almost any woman why she wears pointed shoes instead of those built on natural lines, and nine out of every ten will say "because they make my feet look smaller."

"When a customer tells me she wears a four shoe, when I know she takes a six," a salesman said to me one day, "I don't contradict her. I measure her foot and bring her a larger size. It's hard to get some women to buy a shoe big enough. They want their feet to look small."

High heels, also, are worn to make the foot look smaller. When knee "breeches" came in with garters and felt hats, a rage for high heels fol-

lowed, and that fashion has been maintained ever since.

shaped feet, shoes with a flexible sole, a roomy upper, absolutely straight on the inner side to follow the line of the foot, rounding to the outer side, snug fitting in arch, moderate in heel and of lightweight material.

The adoption of this style of shoe by women who suffer from fallen arches, weak ankles, hammer toe and foot troubles in general would give blessed relief. Uncomfortable shoes are an indirect injury to the health, for the tortured victim is unable to take proper exercise in the first place, and the cramped feet cause nervousness and irritability.

Mothers should see to it that their children's feet are allowed to grow as Nature intended—strong, healthy and beautiful. The two most important things in foot care of children are correct posture and correct dressing. Not so many years ago it was considered the proper thing to walk "turning the toes out." This pose was called graceful and the pigeon-toed child was held up as a terrible warning. To-day extreme toeing out is recognized as a distortion tending toward deformity and the child who toes in, while not to be invited, is choosing far the lesser error of the two. Orthopedists advocate "The Straight Foot." It is being preached by them constantly and is already being taught in many schools and gymnasiums.

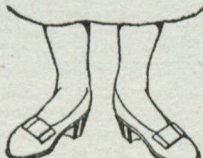
To prove that the straight position of the feet is the proper one, Sarah Comstock gives the following experiment:—"Place your own feet in an exaggerated, awkward, pointing posture. What is the result? You notice that the weight, instead of being evenly distributed, tends to fall on the inside. Now look at the inside—the ankle and adjacent portions. They protrude and distort the entire shape of the feet. Next place the feet so that they point forward parallel to each other. You feel the weight of your body resting evenly on the soles, placed thus to receive that



The natural straight feet of the child as nature intended, giving him a chance to grow up with a good firm understanding.



The ankles bulging inward under the weight of the body, which falls to the inside.



This spoils the beautiful lines of the ankles, and is also injurious to health.



The weight of the body falls evenly, and the ankles' beautiful normal lines are retained.

lowed, and that fashion has been maintained ever since.

"Hygiene and fashion wage eternal warfare over heels," says Sarah Comstock in "The Way Feet Should Go." "While extremists declare that the heel should go, it is the consensus of opinion among conservative, rational physicians and orthopedists that a sensibly placed low heel, broad and not under the middle of the foot, is harmless."

The high heel produces a curious effect on the foot itself. The "Achilles" tendon, that strong tendon which runs from the calf of the leg down to the heel, is thrown up in a false position until in time it actually shortens and loses its vigor. That is why the low heel hurts at first, because the important part of the foot's mechanism has been—for the time being at least—impaired and its vigor can only be brought back by making a practice of wearing low-heeled shoes.

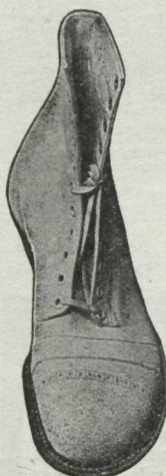
While high heels are bad for all women, they are particularly harmful to the school girl in her formative years for the elevation of the heels gives the body an abnormal tilt which effects the delicate organism and is liable to cause trouble in later years.

You may ask, "What is the proper shoe to wear?"

For some time physicians have been advocating, and some of the more progressive manufacturers have been experimenting on shoes for natural



Worn to make the foot look small, utterly regardless of health.



This straight shoe preserves the natural beautiful lines of the foot.

weight squarely—you see the ankles straightening up, returning to their normal and beautiful line. Isn't just one look sufficient to prove that this is Nature's position for the human foot?"

Begin by placing your child's feet correctly from the time he first begins to walk. The foot which rests unevenly upon the ground is disturbing the perfect balance of the whole body.

This may result in undue pressure upon some spot, causing a corn or an ingrowing nail or that too frequent trouble, flat foot, which results in actual pain and often impairs the entire health by causing suffering and curtailing exercise.

Weak ankles are often the result of constitutional weakness. Frequently nothing but a general toning up of the system is needed to give the floppy ankles firmness. An alcohol rub at bedtime, rubbing up the legs as well as the ankles, is good for local treatment.

Here are some of the exercises recommended by specialists for developing leg muscles:

1. Rise on the toes again and again, increasing the number of times daily.
2. Roll dumb bells with bare feet.
3. Have the child run a great deal. If the weather prevents outdoor running games, let him "run on place" indoors, a familiar gymnastic exercise.

Let the child dance. Any dancing is good but (Concluded on page 45.)



Natural Beauty Is So Comforting!

A naturally youthful and velvety skin makes almost any woman a queen in her circle of friends. She attracts, charms and rules—and is therefore happy.

Pompeian MASSAGE Cream youth-i-fies a sallow, cloudy, aging complexion. It does not cover up. Instead, it *aids nature* in bringing about a natural, youthful clearness and glow.

POMPEIAN Massage Cream

This pink cream rubs in and out in its own peculiar way, cleansing the pores of excess oils, blackheads and dust. The face is also exercised, and the tired lines subdued. In short, it gives you a naturally beautiful complexion that is a comfort and a joy. Especially recommended for oily skins. At the stores, 50c, 75c. and \$1.00 per jar. An imitation will not please you. Refuse it if offered.

Pompeian NIGHT Cream cannot wake up the skin like Pompeian MASSAGE Cream, but Pompeian NIGHT Cream does soothe and soften the skin *while you sleep*. It overcomes the effects of wind or sun, and gives a velvety softness to harsh, dry skins. At the stores, tubes 25c; jars 35c and 75c.

Both creams are used by many women in a special beauty treatment. First the Massage Cream to cleanse and youth-i-fy the skin, and then the Night Cream to leave on the face over night. Try this beauty hint.

Pompeian HAIR Massage makes the hair healthy and beautiful. It is a clear amber liquid. Not oily. Cannot discolor the hair. Falling hair is often caused by neglected Dandruff or Itching Scalp. Don't wait until too late. Use Pompeian HAIR Massage.

In 25c, 50c and \$1. bottles at the stores.

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