

The Dolly Varden Shoe

BOSTON
MONTREAL

The Shoe of
Fourteen
New Features

Send for a copy of
the Illustrated
Catalogue of
the Dainty
Dolly Varden Shoes



DOLLY Varden Lasts are exact copies of Perfect Feminine Feet. How did we copy them? We scoured Europe and North America for Perfect Feminine Feet. Where permitted, we took plaster of paris moulds, from which gutta percha casts were made. The casts were then carved into wood lasts. Thus we procured exact copies.

How did we classify them and decide on a certain number of basic foot types?

With the assistance of notable orthopedic surgeons, we studied with infinite pains the lines and shapes of all the thousands of lasts we had made, and found that in groups the lasts were almost alike, so we determined that they could be divided into a number of classes. Example: We found what we call the New England class, where the lasts were all long, slim, low instep, flat arch; the Western North American class, where the shapes were short, wide and thick, medium instep and arch; the Southern class, where the forms were short, slim, high instep, high arch, high heel and so on.

We then made one composite last from the lasts of each class. These composites we call the Dolly Varden "Feminine Foot Types." Send for Catalogue.

Address Mail Orders to

The Dolly Varden Boot Shop

440 St. Catherine Street West, Montreal