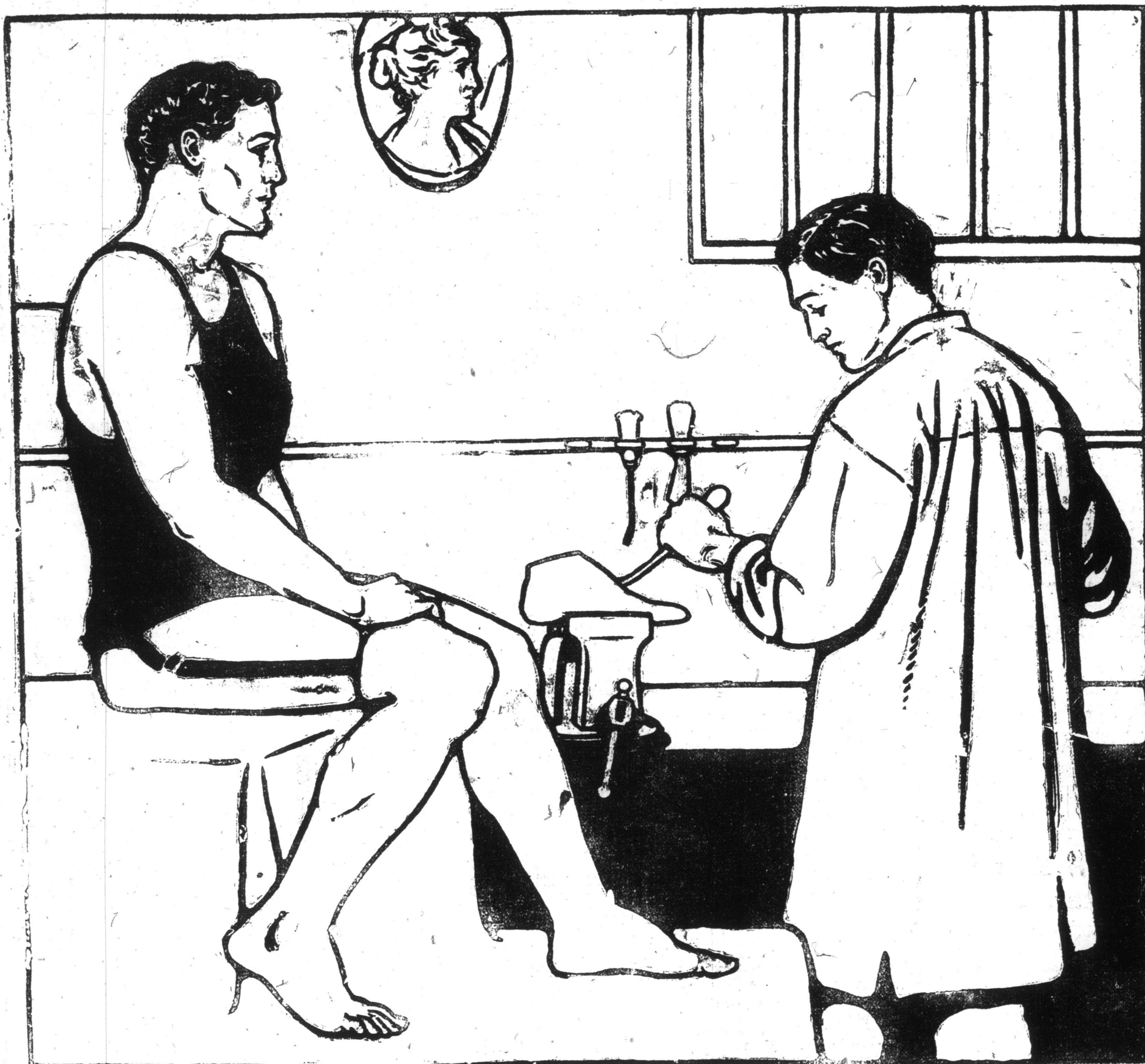


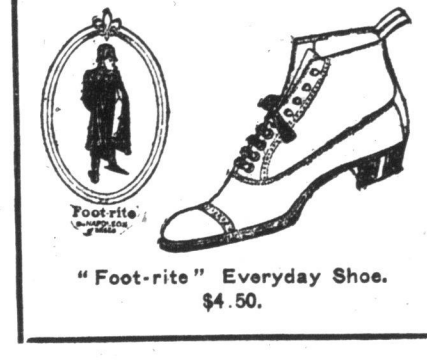
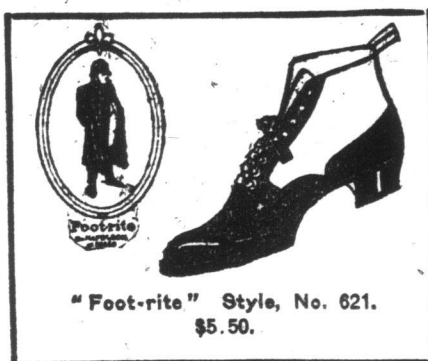
SHAPED OVER FOOT SCULPTURED LASTS



The way Foot-rite Foot-Sculptured Lasts are Made.

America makes the finest lasts in the world. They hold preferment in England, on the Continent, and even in Australia and Japan, yet nine Americans out of ten are afflicted with corns, bunions, ingrowing nails, deformed toes or some foot trouble. Why? Because American lasts are made merely to please fashion-thirsty eyes. Any shoe moulded over them is simply a foot corset, and the feet designed by nature to go free and unconfined, don't thrive in leather strait jackets.

Foot-rite lasts are a revolution in last making. They're shaped to overcome the foot corset curse. They're a study in sculpture.



The most handsome and ideally formed feet known to orthopedic experts are the feet of athletes. Without perfect feet no prize-fighter could side-step, no runner could sprint, no footballer could dash, etc. Ideal athletic feet of all shapes from all over Canada, America and England were selected as Foot-rite models. These were reproduced in wood without the smallest change, by well-known sculptors. These sculptured wood shapes were then graded into all sizes. Over these model athletic lasts Foot-rite shoes are moulded. What does this mean? It means that Foot-rite interiors are shaped like the human foot. It means that no matter what the shape of your foot, any Foot-rite store contains a shoe interior that's the same shape and size as your foot. It means that there's comfort in a Foot-rite Shoe such as you never found in other shoes. And it means that the Foot-rite shoe, being shaped like the handsome and ideally formed feet of athletes, is certain to please both the eye and the feeling.

Try on a pair of Foot-rites. You'll admit that we've done something unusual to the form of their insides. Anywhere in America, Canada or Great Britain—\$4.00; \$4.50 and \$5.00. Every pair is Goodyear Welted.

THE FOOT-RITE SHOE

"The Napoleon of Shoes"

Frank Mercer, 110 Yonge Street
Joseph Johnson, 439 Parliament Street