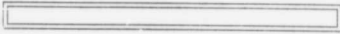




To Those Who  
Wear Shoes



By Bliss Carman



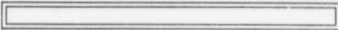
# To Those Who Wear Shoes

*By*  
*Bliss Carman*

NEW YORK  
H. JANTZEN SHOE COMPANY  
660 SIXTH AVENUE  
38TH & 39TH STS.

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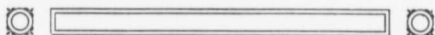
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LP PS8455. A84 T6



*A lesson in poise*



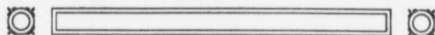
# I

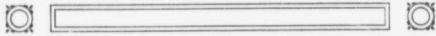
I know of no one thing more conducive to health and happiness than a properly constructed, well-fitting shoe.

*The evils  
of  
Unnatural  
Shoes*

It is not alone necessary for physical well-being and efficiency. The freedom and comfort it insures react at once upon our spirits, giving us confidence, buoyancy and efficiency.

There is no doubt that a large percentage of the bodily ills that afflict modern humanity may be traced directly or indirectly to injurious footwear and bad habits of walking and carriage. The evils resulting from unhygienic and unnatural shoes, in crippling and injuring the foot itself are bad enough, but injury to general health and personal fitness is even greater. This is particularly true in the case of women, with whom the use of high-heeled and narrow-toed shoes is habitual.

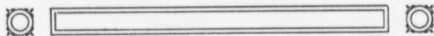




## II

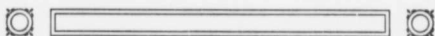
*Prevalence  
of  
Flat-feet*

Flat-foot or weakness of the arch which is becoming alarmingly prevalent among children as well as grown-ups, is due to nothing so much as neglect of the feet and ignorance of their care and use. A wrong habit of walking and standing, easily contracted by children, may readily result in impaired and broken arches; the reason being, of course, that in the art of walking, a natural and normal use of the foot and leg tends to strengthen the instep by bringing it into constant service, whereas their wrong and unnatural use either in walking or standing, tends to weaken the instep by leaving it unexercised until the muscular strength of the arch becomes so impaired that finally it collapses altogether, causing excruciating pain and involving unending use of artificial support, or a long and tedious process of restoration.





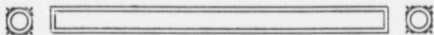
*Exercise for ball of foot  
and calf of leg*



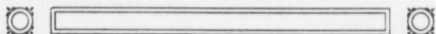
### III

*The  
Menace  
of  
Narrow  
Toes*

It is wrong to fancy that high heels constitute the chief danger of modern shoes. High heels are less injurious than narrow toes, or shoes so narrow across the toes that the fourth and fifth toes cannot straighten out and spread for walking. Only width here can make possible the saving use of the balls of the feet and the toes. If this is not first secured, and if from neglect of this, the striking of heels first with all the body's weight upon them is persisted in, regardless of its jarring ugliness, then the higher the heels the better for the arch. So-called common-sense shoes with low heels and not quite enough room for the spread of the toes, and used for a wrong heel-first method of walking, are responsible for more broken arches than all the high heels. Most spring heel shoes used by growing girls have this radical defect; their





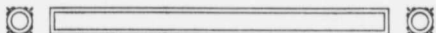


narrow toes make the wearer throw her weight back on her heels, and so weaken the ball-spring through lack of sufficient use.

#### IV

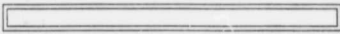
To be happy we must have health. To have health, we must be able to use our bodies normally and freely and gladly, as they were intended to be used. This is impossible without an unimpeded control over the feet. It is impossible for the majority of people today, because of the restricting and hampering effect of the average conventional shoe. An uncomfortable shoe makes an uncomfortable companion and a treacherous friend. If we are crippled in our motion, we shall be crippled in our manners. Even our morals will suffer. An excruciating shoe has spoiled many a good woman's temper and put hatred in her heart.

*Unimpeded  
Control  
of the Feet  
Essential*





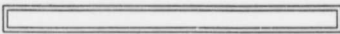
*How to walk—  
and how not to walk*

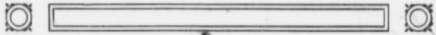


## V

The best shoe, like the best *Perfect*  
clothing, is that which furnishes *Freedom*  
sufficient warmth and protection, *a Necessity*  
while still allowing the utmost  
amount of freedom and ventilation  
and beauty possible. The ideal  
shoe would save us from cold and  
bruise, yet permit us to walk and  
move as naturally as if we were  
barefoot.

The ordinary shoe does not fill  
these requirements. It affords pro-  
tection, but it does not allow free-  
dom. It nearly always cramps the  
toes and throws the great toe joint  
out of alignment, thus necessitat-  
ing a mincing and flinching step.  
And by the universal addition of  
the artificial heel, it always de-  
stroys the natural mechanism and  
grace of the human walk and bear-  
ing. These are the two crying  
faults of conventional footwear,  
which the ideal shoes must rectify.



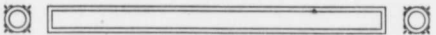


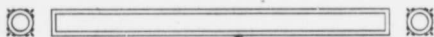
## VI

*An Ideal  
Shoe—  
after fifteen  
years*

The Uni-Trinian Shoe, the product of fifteen years' study and experiment on the part of its designer (Mrs. King) and maker (Mr. Jantzen) is designed to meet these ideal requirements. It is built without any heel, and with ample room for the toes and the ball of the foot to spread naturally when the weight of the body is put upon them.

The Uni-Trinian Shoe is not square-toed and shapeless, as many so-called common-sense models are. It follows as nearly as possible the graceful lines of the normal foot, swinging round the toes in a generous curve with a sense of comfort and stability. One of its indispensable niceties is a firm, close-fitting hold about the waist of the foot and heel. Its sole may be of any weight for the service required, so long as it is not too heavy to be pliant,



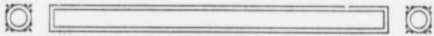


and has no extra thickness at the heel. In material and ornament it may be as elegant and elaborate as you please. It is thus radically different in form from ordinary footwear, more scientifically, and at the same time more artistically designed. It sacrifices nothing of the so-called style of the elegant shoe, and gains in appearance by following the classic beauty of the foot itself and not an artificial model. It lends ease and freedom to the wearer, and makes possible something of that dignity, poise, and grace which distinguish an enviable few and which ought to belong to everyone.

*A Perfect  
Sandal*



*A Uni-Trinian  
Shoe*

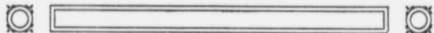


## VII

*Natural  
Lines and  
Simple  
Dignity*

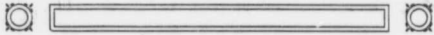
Many persons find a shoe of the Uni-Trinian pattern unattractive at first sight. But this is only habit of the eye. When one becomes accustomed to their natural lines and simple dignity, the old-fashioned pointed article of commerce looks artificial and ridiculous by comparison.

Many also think that by wearing shoes of this comfortable model they will increase the size of their feet. This is not so. Wide-toed, heelless shoes have just the opposite effect. By giving the foot an opportunity for exercise they make it smaller. It grows lithe and firm and shapely through normal use. This has been proved repeatedly in cases that have come under my notice, where the foot and ankle have not only been strengthened, but have been decreased very materially in measurement, and of course beautified in outline and mobility.





*Dancing on the  
balls of the feet*

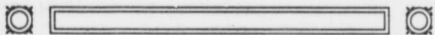


## VIII

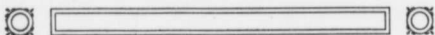
*A  
Normal  
Foot  
Covering*

For more than fifteen years I have worn shoes of this type and make only, except for an occasional experimental return to heels, and am very certain of the immense advantage in such a normal method of covering the foot. There is this to be remembered, that it is imperative, when one adopts this style of footwear, that one should learn to use the muscular ball of the foot in walking. On the few occasions when, after years of habit and much walking in normal shoes, I have restored heels, the sensation was more disordering and unpleasant than could have been imagined. And my experience is invariably confirmed by those who learn to walk correctly and adopt the heelless, broad-toed shoe.

To be able to stand and move and walk with perfectly unrestrict-







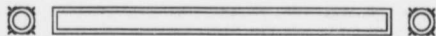
ed, natural comfort, is to know an immense zest and satisfaction, such as none who walk on heels with cramped toes ever experience. And yet this sense of buoyancy and freedom so rightfully belongs to all.

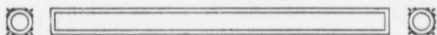
*Giving  
Zest and  
Satisfaction*

"To him who wears a shoe," it has been said, "the whole world is covered with leather." To him who wears a Uni-Trinian Shoe, the whole world is covered with springing turf.

*Bliss Carman*

NEW CANAAN, CONN.





# The Uni-Trinian Shoe



No ready-made shoes now before the public conform to the requirements of personal harmonizing— for it's the only shoe made to follow the lines of the naked foot, proving exceptionally durable and well-looking, Uni-Trinian Shoes are made to order for adults and children, by the Jantzen Shoe Company, New York.

The following will give an idea of styles and prices:

### FOR ADULTS:

Dance Sandals, in black,	\$7.00,	any color	- - -	\$7.50
Street Oxfords, 2 straps, or lace,	black	- - -		11.00
" " " " " "	any color,	- - -		11.50
Button Boots, cloth, leather, or kid tops,	black,	- - -		12.00
" " " " " "	any color,	- - -		13.00

### FOR CHILDREN

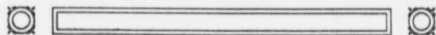
Child's Sandals—tan, Russia or black Gnu kid—	
Sizes 5 to 8,	\$2.00
Sizes 8½ to 10½,	\$2.50
Also made in Misses' Sizes, 11 to 2	- - - 3.50
Child's White Buck Sandals, fancy tip.	Sizes 8 to 10½, 3.00
Child's White Buck Button Boot,	
Sizes 5 to 7, Plain Toe,	2.50; 8 to 10½, Fancy, 3.50

The above also obtainable in high boots.

Self-measurement and order blanks supplied on request.

Address H. JANTZEN SHOE CO.

No. 660 Sixth Ave., 38th & 39th Sts., New York, U. S. A.



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