

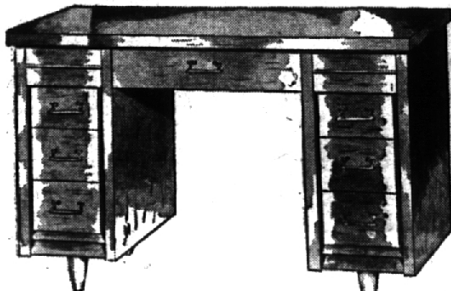
Improper Shoe Fit Ruins Foot Health

It has been found that although parents are generally very conscientious about seeing that a child is in good health, can hear and see properly — they often neglect youngsters' feet.

Statistics show that more than 40 per cent of all grade school children suffer from ailments attributable to shoes they have outgrown.

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- Taking part in a concert
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Sweater Style

School-boy styles this fall will run to such neat outfits as this one. It is a husky sweater in a brilliant red-white-and-blue combination, button-down Ivy-league shirt and new frontier-pocketed slacks.

If School Shoe Fits, You Can Tell This Way

Parents know the importance of correct fit when buying shoes for youngsters. However, most parents do not know how to be sure the shoes do fit properly.

Be sure that both feet are measured while they are bearing the youngster's full weight. The larger foot should be fitted.

- Check the following points:
- Press the toe of the shoe until you feel the tip of the big toe and the second toe. Toes should be one-half to three-quarters of an inch from the shoe's toe.
 - The widest part of the child's foot should be at the widest part of the shoe—the ball of the foot and the ball of the shoe should meet exactly.

• AT THE SIDE of the vamp, if the leather wrinkles — then the shoe is too wide; if the leather is tight and bulging, the shoe's too narrow. Nor should shoes gape at the back or sides.

According to foot specialists, an all-leather shoe is best for growing feet. Because it is soft and supple, leather molds to the shape of the foot, giving firm support without binding.

In addition, circulation of air is permitted through leather's millions of tiny pores, keeping active feet dry and comfortable in all temperatures.

IN CHECKING construction, make sure the shoe has a leather welt. This welt is a strip of leather that binds the upper and sole firmly together and prevents the shoe from being twisted out of shape.

Check the counter of the shoe too. It should give as you gently press with your thumb, and then spring back into shape when pressure is released.

Check for any rough seams inside the shoe. They could cause discomfort. Leather linings are preferable because they are smooth, easy on the foot and give longer wear.

Perfect Matches Made for Colors

From tots' to teens' wear, the hue and cry goes up for color "match mates!"

Sweaters, skirts, pants, jackets, vests, two-piece ensembles, etcetera, etcetera—all are keyed in colors with a true "togetherness."

New and colorful are plaids that combine perfectly with mates that exactly "pick up" one of the several colors in the plaid.

WHETHER the choice is cotton, silk, wool or miracle fiber—there's no need to hold it to the window or blue light to see whether separate separates really match. Many makers are using the same yarns in sweaters, skirts and pants for true color mating.

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