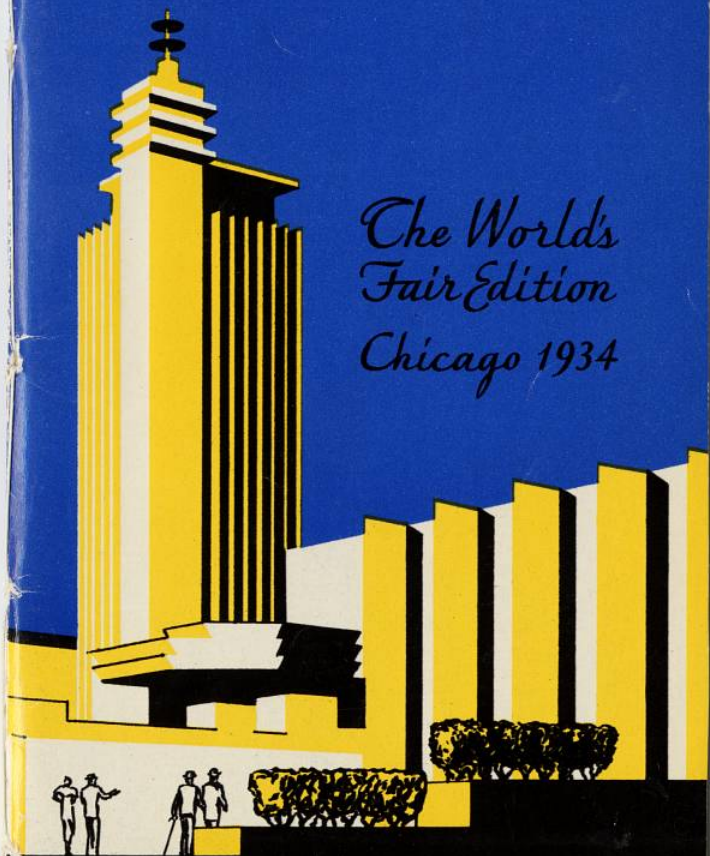


19
The FEET
and
THEIR CARE

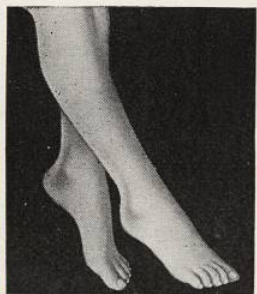
*The World's
Fair Edition
Chicago 1934*



by
DR. WM. M. SCHOLL

INTRODUCTION

THIS booklet gives you many interesting facts about the feet. It briefly explains their structure and their relation to your general health and well-being. It tells you the symptoms, causes and treatment of all common foot ailments. The points alone on care of the feet and prevention of foot troubles are invaluable. You may have occasion from time to time to refresh your mind on various subjects in this booklet, or members of your family or a friend may need the help it gives; therefore, preserve it for future use. It is the work of one of the foremost foot authorities in the world—WM. M. SCHOLL, M.D., whose experience in treating foot ailments of every kind and degree covers a period of over 25 years. If you wish any special information on the feet other than that given herein, you may obtain it without cost by addressing Dr. Wm. M. Scholl, 213 W. Schiller St., Chicago, Ill.



The Feet and Their Care

STATISTICS reveal the startling fact that seven out of every ten persons have foot trouble in one form or another! Yet such widespread suffering could easily be avoided in the vast majority of instances.

Lack of proper care is at the bottom of it. We bestow so much care on the hands, face, teeth and hair, but pay only passing attention to the feet. The results are self-evident at every hand. So many foot sufferers have a careworn expression. Lines of pain and strain mark their faces. They walk with a shuffling gait and can't enjoy outdoor sports, dancing or daily exercise, so necessary to health and longevity. What a price to pay for something so needless!

If you have a troublesome foot condition, don't, by any means, neglect it any longer.

Twenty-five years of my life have been spent in laboratory and clinical study of the human foot—its troubles and their correction. The suggestions in this little booklet come out of that experience. The treatments recommended are not experiments; every one has been proved with marked success.

Of this I am certain: whatever your foot trouble may be, it can be relieved and corrected. Begin today to give your feet the attention they should have. Find the treatment in this booklet recommended for you. Follow it out faithfully, and you will enjoy immediate relief and permanent correction.



Foot Troubles Affect the Whole System

LIKE an electric system, aches and pains in the feet are quickly communicated to all parts of the body.

Long before we understand *how* it is that we know, even while we are yet very young children, we realize that it *does* hurt us when we touch something that's hot or step with bare feet on some sharp or uneven surface.

The nervous system may be likened to the branches of a tree—larger nerves that correspond to the big branches and smaller and yet smaller nerves that go out from these like the little branches and tiny twigs. And we are told that the tiniest nerves in our body are so very small that they can't be seen with the naked eye and that there are so many of them that they can't be counted. Each one of these tiny nerves can "feel," and can send a message through the nerve system to the brain which tells us instantly whether the thing we feel will give us pleasure or pain.

When we understand that the nerves in the feet are *tiny* branches of the larger nerves of our legs and bodies we see why pains in the calves, in the upper limbs and even in the back can be directly caused by some undue pressure on the nerves way down in the toes.

Headaches, backaches, digestive disturbances, rheumatic or sciatic-like pains in the feet or legs, fatigue, nervous irritability—these and other physical disturbances are often directly traceable to the feet. Therefore, never disregard foot pains or minimize their influence on your health.

The Foot . . . a Delicate Structure

THE foot consists of twenty-six bones perfectly arranged as piers and arches to support the body's weight and to allow for free play of the parts when we move about. The framework of the foot is held by ligaments, muscles and tendons, through which arteries, veins and nerves form a wondrous network.

We need not study this structure here in detail. Some of the functions of its different parts will be explained as various foot troubles are taken up on the following pages, and methods for correcting abnormal conditions that hinder this proper functioning will be shown.

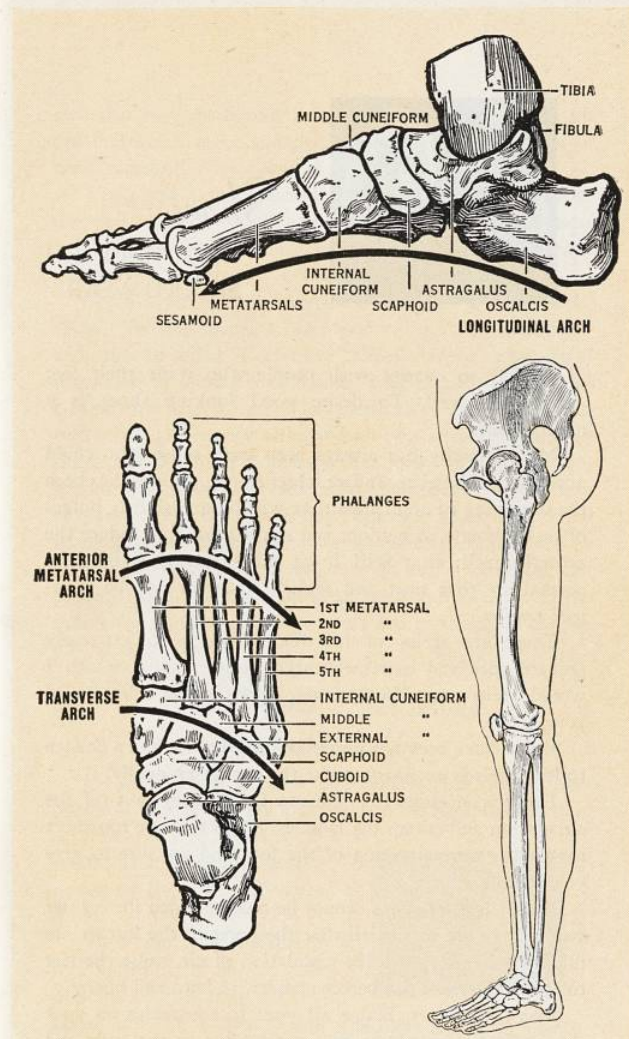
But let me emphasize here the fact that the foot *is* a delicate structure. It has to be at once so strong that it will bear the entire weight of your body with whatever lead is added to it, and so flexible and elastic as to give you grace and ease of motion.

Think of it in this light and give it the care that it deserves. If you have no foot troubles now, guard against them with care. If you have foot trouble, even of a minor sort, begin today to correct that wrong condition with the treatment recommended in this booklet.

Don't neglect minor foot troubles

Your foot trouble—whatever it is—will not correct itself. The chances are that it will steadily grow worse unless it has proper attention and scientific treatment.

Corns, callouses and bunions are often surface signs of weakness *in* the foot—danger signs that warn you of impending serious trouble. Don't ignore them. Learn here and now how to correct them by correcting their *cause*.



TOP—Bones of foot and Longitudinal Arch.
LEFT—Bones of foot indicating Metatarsal and Transverse arch.
RIGHT—Framework of foot and leg—how weight is carried into the foot.



Shoes

WHAT KIND YOU
SHOULD WEAR

I HAVE no quarrel with people who want their feet to look well. To desire good looking shoes is a natural one.

My sympathy has always been with those who could not satisfy this desire. In fact, chief among my aims has been the designing of appliances that will hide unsightly bulges of such growths as bunions and at the same time reduce the growth itself; that will bring mis-shapen feet back to normal so that neat and stylish footwear *can* be worn *with comfort*.

There are styles of footwear—those with extremely pointed toes and extremely high heels—against which I would warn you. Use common sense in the selection of your shoes.

If you have been wearing high-heeled shoes and a change to low heels is necessary, make the change gradually.

Don't wear shoes that are too tight. They shut off the circulation and cramp the muscles. Shoes that are too short hinder the normal action of the foot and are sure to give you trouble.

Patent leather shoes cannot be recommended for regular wear. They are so treated that the pores of the leather are filled: hence they stop the circulation of air, cause the feet to sweat too much, to become tender, to burn and blister.

Don't, however, blame all your foot troubles on your shoes. Your discomforts may not be due to the style and size of the shoes you wear, but to physical weakness; to your work if you do a great deal of standing or walking; to neglect of your feet, or to a weakened and broken down

[Page 6]

arch that has caused your foot to spread, in which case you can find quick relief and permanent correction in some of the Dr. Scholl Foot Comfort Appliances.

When you have corrected the wrong condition of your feet you will find that the stylish shoes you want to wear will hold their shape much better, will wear much longer and will be surprisingly comfortable.

Much advertising is done these days on "arch support" shoes, "flexible shank," "arch preserving," "arch resting" and other so-called "Corrective" shoes. After a most careful inspection of hundreds of brands, I have come to the conclusion that they utterly lack merit as curative shoes. No two feet being exactly alike and no two arches of the same shape and height it is certain that ready-made shoes containing steel shanks of one standard elevation cannot relieve or correct weak or fallen arches. The only adjustment found in so-called arch preserving or supporting shoes must be downward. Where there is arch or ankle weakness, Dr. Scholl's Arch Supports should be fitted and adjusted to the individual requirements of the feet and to the style of shoe you wish to wear.

Shoe Troubles Often Result of Foot Troubles

If you have foot troubles, don't blame your shoes if they hurt you, if they quickly lose their shape. No shoes can long withstand the unnatural strains that structural weaknesses of the foot put upon them.

Weak foot, for instance—a condition in which the muscles of the foot are relaxed and the ligaments are not able to hold the foot in

its properly formed position—shows itself often in the flattening of the shoe shank. And because it is the real cause of weak ankles it is also the cause of "wobbling," which makes



A broken down shank, the result of weak or flat-foot.

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the heels of the shoes run over and the counters bulge.

When the weak foot condition has been permitted to develop into flat-foot the strain on the shoe is much greater. The shank of the shoe is often entirely broken down, the leather rips where it is attached to the sole and where the vamp is sewed to



Run-over and crooked heels are caused by weak ankles.

the upper. This condition will soon make a sorry sight of the most expensive shoes, ruining their shapely lines, covering them with wrinkles.

A weakened anterior arch at the ball of the foot lets the foot spread, bulging the uppers out over the sole. Again the condition is evidenced by uneven wearing of the sole under the depressed bones.



Wearing the soles through in this manner is a sure indication that the arch across the ball of the foot has broken down.

Excessive perspiration, which is often a symptom of structural weakness in the foot, rots the lining of shoes and causes the leather to crack and break.

In the quick correction of foot troubles such as these Dr. Scholl's Appliances and Remedies are a direct and easily figured out economy. They make it easy to get shoes that fit and prevent the premature discarding of the fewer pairs you must buy.

Stockings Often the Cause of Foot Troubles

Don't wear stockings that are too short. They are often as instrumental in causing deformity of the foot as ill-fitting shoes. When too short they interfere with the natural motions of the foot and cause such disturbances as bunions, hammer toes, ingrowing toe nails and flat-foot.

How to Cut the Toe Nails

The nails should be trimmed, as a rule, once a week. A special nail nipper, such as that included in the complete



The wrong and right way to cut the toe nail.

Dr. Scholl's Pedicure Set, is excellent for this purpose. Don't pick the nails and tear them off. The uneven edges that are left are apt to injure the tender skin of

other close-pressed toes, or, at least, to cut the stocking. Trim *straight across*, and smooth with a toe nail file or rasp, leaving the nail long enough to protect the end of the toe from pressure and irritation. Don't cut the corners back deep and make the nail real short—this practice is often the cause of ingrown nails. The illustration above shows the right and wrong way to trim toe nails.

Bathing the Feet

Health and hygiene demand that the feet be given the most exacting care and attention, for absolute cleanliness will do much to keep the perfect, normal foot in good condition. There are more pores to the square inch on the soles of the feet than on any other part of the body.

Bathing the feet properly is the first requisite for perfect foot comfort. Dr. Scholl's Foot Soap is, without question, the most effective and ideal soap for this purpose; made in granular form it stimulates the skin and increases blood circulation, opens the pores, purifies, deodorizes and induces a healthy, sanitary condition.

Bathing should be followed by a vigorous massage and then dusted with an antiseptic foot powder.

Those who suffer with hot, aching feet, with feet that tire and blister easily, will find under those headings on the following pages a most excellent and easy way of ob-

aining complete relief—the Dr. Scholl Home Treatment for the Feet.

Children's Feet

What a blessing to have perfect feet! Most infants have them. It is in the development of them that abuse or negligence must be guarded

against or they will lose their shapeliness, their beauty and their comfort. Mothers and fathers should be continually watchful during the earlier years that no wrong condition starts to develop in their children's feet, and should early instruct the little ones themselves in their proper care.



Pedo-graph prints of child's feet.

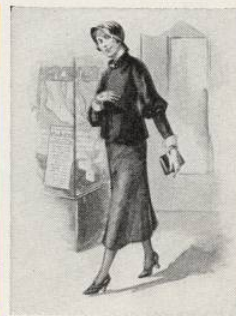
Good judgment should be exercised in the selection of shoes and stockings for the growing child, that they be of sufficient length and width to allow for the natural expansion of the feet. A child's foot grows very rapidly, so that it is best to purchase footwear larger than is immediately needed. Nature must have its course in the development of every joint and muscle. Do not run the risk of hindering this natural development.

When a child is learning to walk, its ankles are apt to seem weak. If this condition does not soon correct itself, a pair of Dr. Scholl's Arch Supports of a tiny size slipped inside the shoes will help to prevent the ankles' tipping in or out and will assist nature in the proper development. If the ankles are unusually weak, Dr. Scholl's Ankle Supporter may be laced about them to support them and to prevent tipping.

If there appears in your child's feet any serious abnormal condition, don't delay in getting the advice and services of some competent physician or surgeon-specialist.

Wm. M. Scholl, M.D.

Dr. Scholl's Foot Comfort Service

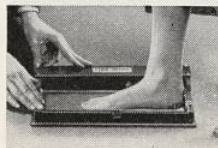


DR. SCHOLL'S Foot Comfort Service is a scientific, standardized System of relieving and correcting foot troubles. The dealers who feature it employ Experts especially trained in Dr. Scholl's methods.

When you go to one of these dealers for relief from any foot ailment, your stockinged feet are given a thorough Test and Analysis. Pedo-graph prints are made of them which reveal the nature and extent of any foot weakness you may have. In this manner all guesswork is eliminated. With the cause of your foot condition clearly revealed, the Expert serving you selects the Dr. Scholl Appliance or Remedy indicated to give you the desired relief and correction.

He will demonstrate this relief on your own feet. Having also been trained in scientific shoe fitting, this Expert will advise you as to the size, width and last (shape of shoe) your feet require to give you comfort and aid in restoring your feet to normal. No charge whatever is made for this valuable advisory service. You can get it at practically all leading shoe stores, shoe sections of department stores and surgical dealers.

Free Foot Test



Takes but very few minutes. Reveals the cause of your foot aches and pains. Any authorized Dr. Scholl dealer will Pedo-graph your stockinged feet without charge.



Foot Troubles

AND HOW
TO CORRECT
THEM

HAVING gained from the foregoing pages a clearer conception of the seriousness of foot trouble; how it can adversely affect your health, looks, efficiency, disposition and personality and deprive you of the enjoyment of even ordinary pleasures of life, let the following pages guide you to the proper method of relief.

All forms of common foot disorders are explained in this booklet—the causes, symptoms and treatment. For each condition is shown the specific Dr. Scholl Appliance or Remedy designed to relieve and correct it. These devices and preparations are made under Medical and Orthopedic supervision in the largest institution in the world devoted exclusively to the feet. They enjoy the endorsement of thousands of medical practitioners; have been awarded Gold Medals at various Expositions for their originality, superiority and the scientific principles on which they are based.

The corrective appliances can be secured from leading shoe dealers and shoe sections of department stores in all parts of the civilized world, where they are fitted to the feet and shoes to meet the individual's requirements. Dr. Scholl's Zino-pads, Foot Balm, Foot Powder and all other Dr. Scholl Foot Remedies can be purchased from your druggist as well as the shoe dealer, or will be mailed you prepaid upon receipt of price.



A typical case of flat-foot.

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Tired, Aching Feet

HOW TO
RELIEVE THEM

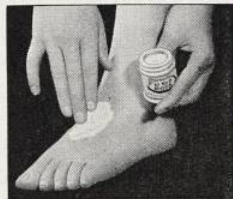


ONE of the richest gifts is the ability to get the most out of life—to enjoy long walks or hikes; golf or play tennis, or dance to your heart's content. Such recreations keep you young, mentally keen and physically fit. If you can't indulge in such pleasures because your feet won't let you, don't delay in ridding yourself of this serious handicap. To regain foot health Dr. Scholl's Foot Balm will give most satisfactory results. It revitalizes the feet, strengthens, stimulates and comforts them.

Even after a day or evening of hard use of your feet, when they ache or pain unbearably you can get quick and grateful relief and you can resume active use of your feet hours longer with perfect comfort.

For best results, Dr. Scholl's Foot Balm should be used after cleansing the feet with Dr. Scholl's Foot Soap. The pores are then open, the skin soft—permitting the balm to do its work quickly and effectively.

Tired, aching feet are often symptoms of arch weakness, which if neglected may develop into a more painful foot trouble. It is advisable, therefore, to go to a shoe or department store featuring Dr. Scholl's Foot Comfort Service and let the Foot Comfort Expert in attendance determine the cause of your foot discomfort, and if arch weakness is present fit you with the needed Dr. Scholl Appliance to correct the condition.



Massaging the feet with Dr. Scholl's Foot Balm.

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Broken-down Arch or Flat-Foot

BREAKING down or falling of the arch is a condition in which the ligaments and muscles supporting the foot become strained and weakened. This allows the structure to turn inward slightly at the ankle and downward on the inside of the foot, causing a depressed position of the instep, which then develops into flat-foot.

There are numerous causes for fallen arch or flat-foot: standing too long on hard floors, walking too much, physical weakness after illness, carrying heavy burdens, athletic strain, maternity, feet too small to carry the weight of the body, badly fitted shoes, hosiery that is too tight, gaining weight too fast, and others.

The pains of arch weakness commence with a burning, aching sensation through the heels and instep, sometimes with pain in the heel like stone bruise; the feet tire and ache; shoes are not so comfortable after walking a short distance, and there is a feeling of fatigue. On arising in the morning the feet feel stiff and clumsy. The ankles seem weak; they turn and twist too easily. In later stages the feet become so painful that very frequently the pains are mistaken for, and diagnosed as, rheumatism. Frequently there is pain in the thigh, hip and back.

Special shoes, rubber heels, bandages, liniments and such external treatments will do no good. The strain and pressure must be removed by support. Dr. Scholl's Arch Supports are designed for all types of foot arch conditions.

The object is to relieve the strain, give firm support to the bones of the arch, to hold them in their true positions, and equalize the weight from heel to ball.

All of these aims are reached in Dr. Scholl's Newest Improved Arch Supports. They are scientifically designed and built of Silveroid—a metal that is light yet so strong that it will permanently hold its shape. This new discovery in metallurgy is non-rusting and non-corrosive. Beware of steel that will rust or other metals that corrode.

Relief will be immediately apparent after wearing one of these Supports, and continued care, with the appliance adjusted as the condition of the foot is gradually brought back to normal, will insure foot comfort such as you may have despaired of ever having again.

Arch Supports Should Be Adjusted

While Dr. Scholl's Arch Supports are made scientifically and orthopedically correct and in many styles, sizes and shapes to fit practically all types of feet, yet there is occasionally a case where the supports need adjustment in order to correctly fit the individual's feet and shoes. Then again as the condition of the foot improves the arch supports should be raised from time to time until the arches of the feet are restored to normal, at which time the Supports can be dispensed with.

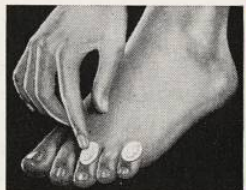
To enable the shoe dealer and the foot comfort expert to make these adjustments, where needed, quickly and accurately, Dr. Scholl perfected his Arch Fitter. This machine is furnished to all dealers rendering the Dr. Scholl Foot Comfort Service, and you should insist that your Supports be fitted in a store and by a salesperson who is equipped with, and qualified to, adjust your supports with this scientific fitting device.



With Dr. Scholl's Arch Fitter, arch supports can be quickly and accurately adjusted to meet the individual's requirements.

Corns

HOW TO RELIEVE
AND SAFELY
REMOVE THEM



THIS most common of all foot troubles has only one cause—friction and pressure of shoes. A corn has no root. It is simply a conical mass composed of layer upon layer of hard, dead skin. Soreness and inflammation is the first symptom of a corn. Nature, to protect the part, causes the skin to harden. Allowing this process to go on unchecked produces the corn. It is the pressure of this hard mass on the sensitive nerves that causes sharp pain.

If you take the simple precaution of applying Dr. Scholl's Zino-pads at the first sign of soreness on or between the toes from new or tight shoes, you will not only enjoy instant relief from pain, but actually stop a corn before it has time to start!

If you already have a corn, nothing is as quickly effective in ending pain as Dr. Scholl's Zino-pads. The mild medication in them gives you immediate relief. They also cushion and protect the sore spot from friction and pressure of shoes and soothe and heal the inflamed tissues.

For loosening and removing corns with speed and safety, use the separate specially Medicated Pink Disks included in each box. First apply the Disk directly over the corn and cover it with a Zino-pad. The Disk releases a penetrating medication which quickly softens and loosens the corn for easy removal.

After the corn is removed, continue using Dr. Scholl's Zino-pads alone until the healing is complete. Should new or tight shoes irritate the spot, apply Dr. Scholl's Zino-pads at once and every possibility of a corn will be avoided.

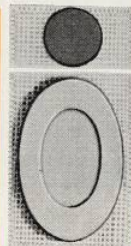
WARNING: Do not accept a cheap imitation for genuine Dr. Scholl's Zino-pads simply because they are made to

look like Dr. Scholl's. Avoid using caustic liquids or plasters in treating corns—they often cause acid burn. Above all, do not cut your corns—the risk of blood-poisoning is too great.

Disk releases penetrating medication → directly into the corn or callous, quickly loosening and removing it.

Triple thickness outer rim of Dr. Scholl's Zino-pad cushions the sore spot, removing the cause—shoe friction and pressure.

Inner part of Dr. Scholl's Zino-pad → mildly medicated to end pain.



A soft corn is a thickening of the skin between the toes which is kept soft and irritated by the moisture and pressure on the toe. It is sometimes found in the web of the toes, but most frequently on the lateral sides of the joints of the toe. Between the toes where the corn has formed, put a Dr. Scholl Zino-pad (Soft Corn Size). These special pads are made to protect the sensitive tissue, to separate the toes and to provide a dressing that is quickly and easily applied.

Separate specially Medicated Pink Disks which are now included in each box of these Pads, offer a safe, sure method for quickly loosening and removing soft corns between the toes. Apply the Disk directly over the soft corn, then the Pad. Forty-eight hours usually suffice to make the corn loose enough for easy removal.



This specially designed pad fits comfortably between the toes, and removes all pressure.

After the pads have been applied it is advisable to dust Dr. Scholl's Antiseptic Foot Powder or Bromidrosis Powder between the toes to absorb the moisture.

When treating corns be careful to wear stockings long enough and wide enough to prevent cramping of the toes.



Callouses on the Sole

THE CAUSE AND
METHODS OF RELIEF

THIS widely prevalent condition is an extremely painful one, and in an advanced stage can be fully as crippling as a severe injury to the foot.

Callouses on the sole mean only one thing—that the arch of the foot, extending across the ball of the foot, from the great toe to the little toe, has weakened and sagged. When this occurs, the heads of the bones forming what is termed the Metatarsal Arch press on the nerves, tissues and blood vessels in this region of the foot. Its early stages are marked by extreme tenderness or burning sensations, followed by pains, cramps or callouses.

Falling of the Metatarsal Arch is caused by the weight of the body being unevenly distributed on the foot, the greater weight being thrown on the ball and forepart, causing constant friction and pressure. If the metatarsal arch (across the ball of the foot) is weakened and pressed down, it permits the weight to be thrown unduly upon these bones in the forepart of the foot.

For permanent relief the cause should be removed by wearing, in ordinary cases, Dr. Scholl's Metatarsal Arch Supports carefully fitted up



Dr. Scholl's Anterior Metatarsal Arch Support is used where arch across ball of foot is broken down.

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to the arch of the foot to equalize the weight and remove the pressure from the ball. When there is only a slight depression of the metatarsal arch, Dr. Scholl's Lastik Metatarsal Pad is very effective. The elastic bandage positions the pad which is attached and at the same time aids in the correction by compressing the waist of the foot and preventing spreading of the bone structure. Pads made of a special spongy composition are supplied so that elevation or correction can be increased when needed. But if the transverse or instep arch is lowered and the bones are depressed, there is a special Dr. Scholl Arch Support for this particular purpose.

Where the callouses are not very severe, or of long standing, Dr. Scholl Zino-pads, the special size for callouses, should be worn.

If the callous on the ball of the foot is extremely thick, the special Zino-pad, Large Callous Thick No. 38, should be applied, but if the callous is under the great toe joint, Zino-pad, Medium Callous Thick No. 37, should be used. The mild medication in the pad removes the burning sensation and the thick outer rim removes the pressure.

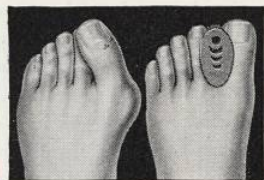
The use of Dr. Scholl's Zino-pads will soften the callous and give instant relief, but for the complete removal of the callosity or hard, dead skin the Pink Medicated Disks, included in each box of Zino-pads, should be applied directly on the calloused part first, then covered with a Zino-pad to protect it and remove the shoe pressure. The Medicated Disks contain a penetrating medication that is absorbed into the hard, dead tissue and quickly loosens it without injury to the surrounding live skin. This is the quick, safe, scientific way for removing callouses.

Callouses are signs of some wrong condition in the foot. They should be given careful attention.



Dr. Scholl's Zino-pads quickly relieve and remove callouses.

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Bunions ... Enlarged Joints

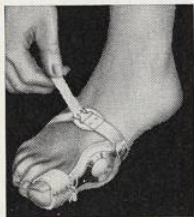
THERE is nothing more painful or more annoying than a bunion or enlarged and inflamed toe joint. Bunions not alone are painful but they are disfiguring, spoil the shape of the shoe. Yet they can be relieved permanently and their appearance completely concealed.

Bunions are produced by various causes, sometimes narrow, pointed shoes, sometimes short and pointed stockings, while again they may be hereditary.

A partial dislocation of a joint must occur when the great toe, bent by the footwear, is forced to overlap or underlap the next toe. It is the resulting inflammation and swelling at this joint which gives the foot an uncouth form and, under pressure of the shoe, causes the severe pain.

With a shoe that allows room for the great toe in its normal position, immediate relief is secured by wearing a Dr. Scholl Toe-Flex. This device, made of soft, flexible rubber, straightens the crooked toe whether it is overlapping or underlapping, brings it back into position and corrects the cause of the bunion. It induces better circulation and builds up the crippled structures and tissues, allowing the muscles a chance to bring flexing and bending motion to the feet.

This device acts as a lever which gently, but firmly, draws the great toe into its normal position. It can be worn with a loose-fitting shoe, but



For extreme cases Dr. Scholl's Bunion Spring should be used.

the practical method is to wear it at night and during the day use a Dr. Scholl Toe-Flex.

Where the arch or instep is weakened—as it often is in these cases—causing weight to be thrown upon the great toe joint, a Dr. Scholl Arch Support should be worn with the Toe-Flex. If the joint is stiff and the bunion of long standing, Dr. Scholl's Bunion Spring should be worn at night. This acts as a lever in bringing the great toe back and holding it to its normal position.

For the enlarged or inflamed joint or growth at the great toe joint, Dr. Scholl's Bunion Reducer, a shield molded of pure para rubber, should be worn next to the skin. It is scientifically designed to fit snugly and easily over the bunion joint. By keeping out the air and retaining the natural warmth and moisture, it causes the enlargement to diminish in size by the natural process of absorption. Shapeliness of the shoe is preserved by this healing shield. When once fitted to the foot, there is no shifting out of place nor is adjusting required. Can be worn in finest shoes or lightest slippers without being noticed.



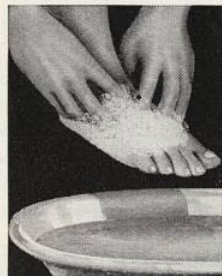
Dr. Scholl's Bunion Reducer prevents friction and pressure.

Another effective appliance for relief of bunions is Dr. Scholl's Leather Bunion Protector. This device padded with wool felt removes the pressure from the enlarged or tender joint and fills in around the deformity, thereby preserving the shape of the shoes.



Dr. Scholl's Zino-pads (bunion size) remove friction and pressure.

When the bunion or enlarged joint is only slightly irritated, Dr. Scholl's Zino-pads, Bunion Size, should be used. These soothing, healing pads give instant relief and are easy to apply.



Perspiration

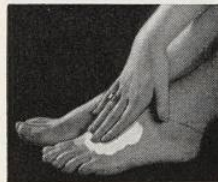
WHAT TO DO WHEN
IT IS EXCESSIVE

EXCESSIVE perspiration of the feet is an annoyance, due to an unhealthy condition of the skin glands. It is caused often by non-porous footwear, such as rubber boots and patent leather shoes, but more often by nervousness.

The decomposition of acids and secreted fats from excessive perspiration is the cause of odor, also of tenderness, especially on the soles and between the toes. This condition of excessive and odorous perspiration is known as Bromidrosis. There is a special Dr. Scholl treatment for it which can be depended upon to have a salutary effect upon this condition. Here is the procedure:

At night, bathe the feet well, using Dr. Scholl's Foot Soap. It is a special preparation made in granulated form to stimulate healthy action and circulation and to remove all impurities from the pores of the skin. Rub in well its generous lather, then carefully rinse with clean water, dry thoroughly and massage with Dr. Scholl's Foot Balm. This balm is delightfully cooling and soothing; tones up the tissues and muscles and leaves the feet comforted and rested. Follow by dusting the feet with Dr. Scholl's Foot Powder.

This combination of Foot Soap, Balm and Powder is known as Dr. Scholl's "3" Necessities, Home Treatment Set.



Dr. Scholl's Foot Balm massaged into
the feet tones up the tissues.

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Bromidrosis

FOOT AND
BODY ODORS



IN severe cases of fetid perspiration, the treatment described on preceding page should be followed each day with the use of Dr. Scholl's Bromidrosis Powder. In the morning before putting on the stockings rub the feet thoroughly with Dr. Scholl's Bromidrosis Powder and shake some into the stockings. It is best to wear one pair of shoes one day; another pair the next. Make sure, at least, that your shoes are well aired and dry.

Dr. Scholl's Bromidrosis Powder is also widely used for body odors, being particularly useful under the arms. Safe!

Hot, Burning, Sensitive Feet—How to Make Them Cool and Comfortable

Dr. Scholl's Home Treatment is also recommended for this trouble. Thousands of people have found relief from hot, burning, sensitive feet through its daily use. The particular advantage comes in its unfailing power of toning up the feet, making them strong and healthy and normal. After even a short period of this treatment you will find that you are actually able to wear smaller, more stylish footwear and wear them with a delightful sense of comfort.

If in hot weather or after a strenuous day your feet feel hot, tired or tender, begin this treatment immediately. You will notice the difference in your feet at once and as you continue it as a daily habit, you will never neglect giving your feet this regular comfort treat.

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Tailor's Bunion

INFLAMED
LITTLE TOE JOINT

WHERE there is a bunion or enlarged tender joint just back of the little toe, known as Tailor's Bunion, the cause is traced directly to pressure of the shoe. A quick, sure way to take off this pressure, and, at the same time, to heal the sore spot is to use Dr. Scholl's Zino-pads (Tailor's Bunion, size No. 25). It fits snugly over the joint and its thick shoulders form a padding which remove all shoe pressure, thus giving instant relief.

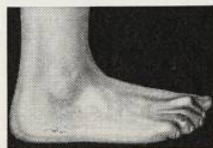
Dr. Scholl's Zino-pads will be found most effective in "breaking in" new shoes. They prevent, while the shoe leather is new and stiff, those painful "bites" and abrasions. Apply them on any part of the feet or toes where the shoe rubs or pinches.

Hammer Toe—ways to correct it

Hammer Toe is a contraction of one of the toes, generally the second or the third. This deformity may be congenital, but in the great majority of cases it is caused by wearing short and narrow pointed toe shoes or a contraction due to breaking down of the anterior metatarsal arch of the foot.

It is necessary to learn the cause of the condition and when due to faulty shoes, correctly fitted broad toe should be worn.

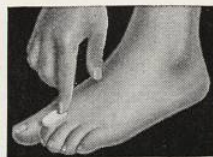
The callous or corn that is often found on the upward



A typical case of Hammer Toe.

[Page 24]

projecting joint may cause considerable annoyance. Even though no pain is felt from an acquired contracted toe, it should be given attention. Straightening is much more easily accomplished in the earlier stages.



Dr. Scholl's Zino-pads remove the shoe pressure.

To relieve the pressure of the shoe on the raised joint, use Dr. Scholl's Zino-pad (Hammer Toe, Thick No. 42). It gives quick and grateful relief. It is made with straight cut sides to prevent interference with adjoining toes. To straighten the toe, a most efficient mechanical device is Dr. Scholl's Hammer Toe Spring. Its action is direct and positive. In most cases its continued use will return the toe to its correct position, obviating the necessity of surgical treatment. This scientific appliance consists of a spring that extends underneath the afflicted toe reaching to the waist of

the foot, with a strap to buckle and hold it in place. At toe end a special adjustable strap and pad are used to cause straightening pressure on the toe. For mild cases of hammer toe there is a smaller size that can be worn as a day or night corrective. This style is illustrated on page 43.



Dr. Scholl's Hammer Toe Spring straightens the crooked toe.

Weak Ankles

On first thought one would say that weak ankles are due to weakness in the ankle joint; but orthopedists have traced this trouble deeper than that—to weakness in the arch of the foot.

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To keep the ankle from tipping in or out it is often necessary to provide some firm support to the under part of the instep, the hollow of the foot. Dr. Scholl's Foot-Eazer does this. In children's cases it is often advisable to use a corset ankle supporter *with* Dr. Scholl's Arch Supports.

Dr. Scholl's Ankle Supporter is ideal for this purpose and for sprained ankles and when participating in strenuous sports which stress and strain the ankles, such as baseball,



Much relief is obtained by wearing Dr. Scholl's Ankle Supporter.

football, basketball, skating, golfing, etc. They are made with removable stays to permit the regulation of the pressure at any particular spot, lessening or increasing it as the condition warrants.

Dr. Scholl's Seamless Lastik Anklets are very beneficial in supporting weak ankles, they are woven and fashioned to the shape of the instep and ankle to furnish support to the under arch as well as a side support to the ankles.

Run-over or Crooked Heels

With Dr. Scholl's Walk-Strates many persons are able to preserve the shape of their shoes and prevent crooked or run-over heels. The pads, worn inside the shoes, are built wedge shape to equalize the body's weight on the heels.

When the foot is held in correct position the ankle is firm and it soon gets greater strength. This overcomes the tendency to run over the heels, adds grace and poise to one's carriage, and corrects the wrong condition which destroys the shapeliness of one's shoe and detracts so noticeably from one's appearance.

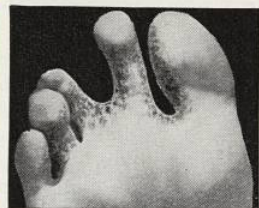


Dr. Scholl's Walk-Strates are especially valuable in correcting this trouble.

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Athlete's Foot

ITCHING FEET
AND TOES



THIS skin infection—Epidermophytosis—commonly called "Athlete's Foot," "Golfer's Itch," "Gym Foot," Eczema and Ringworm on the feet and between the toes, is extremely infectious. It lurks in many places where it is least suspected—where people go for health, recreation and cleanliness.

Despite all efforts in modern sanitation, this germ thrives in places of public resort—bathing pools, beaches, locker and dressing room floors at clubs, showers, gymnasiums, hotel bath mats, etc.

It is a fungus infection and is often mistaken for various forms of eczema. In its early stages it manifests itself in several different ways—usually by an itching sensation between the toes, on the soles of the feet and tops of the toes; fine rash with small pimples or tiny blisters that break and exude a yellowish fluid. The skin turns white and scales form between the toes; skin may peel, leaving sore spots unprotected. This skin condition may spread to the ankles or up the legs and other parts of the body and is, therefore, often attributed by sufferers to a form of eczema.

Dr. Scholl's Solvex is recommended for this trouble. This soothing, healing ointment penetrates deeply into the tissues, stops the itching at once and quickly kills the germ.

While treating this skin infection, the feet should be kept dry. Dr. Scholl's Antiseptic Foot Powder, sprinkled on the feet and a little dusted inside the shoes and stockings, is a valuable aid. To prevent reinfection the stockings should be boiled and Dr. Scholl's Paper Sandals, which can be discarded after one wearing, should be used.

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Ingrowing Toe Nails

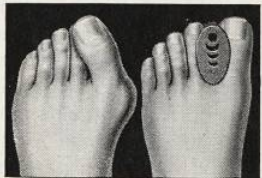
HOW TO RELIEVE
AND CORRECT THEM

CROOKED toes are the result of long continued crowding. When pressed together by the shoe or stocking, naturally the toes are forced out of their normal position so that they overlap or underlap each other. The nails are pressed down into the flesh, the corners cut the tender skin and the very painful condition known as Ingrowing Toe Nail results.

The cause should be removed first, of course. Get the right size shoe and stocking. Then use Dr. Scholl's Toe-Flex or Toe Right (pads of soft flexible rubber so shaped that they stay exactly in position) to separate the toes and gradually straighten them into their normal positions.

Some persons have a tendency toward ingrowing nails because of the natural curvature of the nails, which, when not being trimmed properly, causes them to grow down into the cuticle. It is, therefore, necessary in all cases to look very carefully to the trimming of the nails as described on page 9.

If the toe nail has already caused inflammation and ulceration, start the following treatment at once. The nail should be cut square across, and if, owing to a natural curvature of the nail, the edge tends to turn down at the sides, it should be elevated with pledgets of cotton saturated with Dr. Scholl's Onixol (Ingrowing Nail Remedy) until the nail ceases to cause pain and curve inward. In the meantime the center of the nail from the cuticle to the outer edge should



Dr. Scholl's Toe-Flex straightens the toe.

be filed down. Complete relief may be had by using Dr. Scholl's Ingrowing Nail Treatment. The Sterling Silver Spring is hooked under each corner of the nail which lifts the depressed portion of the nail from the flesh. This tends to raise the sides of the nail, trains the nail to grow straight. Then the Onixol (Ingrowing Nail Remedy) is applied with applicators found in each package and a gauze bandage should be placed about the ingrowing nail. For severe cases with infection about the nail a competent Chiropodist or Surgeon should be promptly consulted.

Chilblains — two good remedies

Imperfect circulation of the blood either from low state of health or from the wearing of constricting footwear often results in chilblains when the feet are exposed to severe cold and then suddenly bringing them in contact with heat. This lowered temperature affects the circulation of the blood by reducing the quantity and the activity. When the condition is suddenly arrested by application of heat it will distend and weaken the walls of the blood vessels, cause congestion and press upon the nerve branches. The burning, itching sensation about the affected part in light cases is extremely uncomfortable; in some cases it is almost unbearable.

Chilblains also follow frost-bite. It is recognized by sensations of burning and intense itching. After a few days the itching promotes rubbing, producing pain and continuous aching. The parts appear red and swollen and usually occur after each exposure to cold.

Chilblains can be prevented usually. Wear shoes that do not bind your feet. Wear woollen stockings if you are apt to be out long in cold weather. Keep the feet dry and warm and do not suddenly bring them in contact with heat after having been exposed to extreme cold.

Apply Dr. Scholl's Chilblain Lotion to the affected parts. This will relieve pain, itching, burning and congestion. At night the parts should be gently massaged with Dr. Scholl's Foot Balm to improve the circulation. In bathing, tepid water should be used—not cold or hot water, as both are injurious.



Morton's Toe

PERMANENT RELIEF
FROM ITS PAINS
IN THE FOREPART
OF THE FOOT

WHEN there is a numbness, a sudden, cramping pain in the forepart of the foot, it is *correctly* diagnosed as a metatarsalgia or Morton's Toe. It is often mistaken for and treated as neuritis or rheumatism, but without results, of course.

Morton's Toe condition is nothing less than a breaking down of the arch across the broad part of the foot which can be attributed usually to the wearing of narrow pointed shoes, high heels, short or misfitted shoes or stockings which prevent the natural action of the foot. Women, much more than men, suffer from this ailment.

The pains from Morton's Toe are very severe. There is a cramped sensation, a burning, stinging or swelling. The foot is extremely sensitive, with callouses on the sole; and there is great pain when stepping on stones or rough surfaces. These cramps come on suddenly and often at a most inopportune moment. The sufferer must sit down, remove the shoe and compress and rub the part until the dislocated bone in the arch goes back into place. This relief is only temporary. Unless the arch is mechanically supported the same distressing



Application of Dr. Scholl's Anterior Metatarsal Arch Support for the relief of Morton's Toe and Metatarsalgia.

[Page 30]

experience will be repeated whenever the weakened arch is under long continued stress.

A sure escape from this and *permanent* relief can be secured by wearing a Dr. Scholl's Anterior Metatarsal Arch Support. This support, made of springy Silveroid, light yet strong, is fitted to the foot to give elevation just behind the depressed bones. It holds them in their correct position and prevents the impingement of the nerves which cause the pain. Callouses, which accompany this trouble, then quickly disappear and the foot is made permanently comfortable and useful.

Pains in the Heel

A bruise may cause a sharp pain in the heel, but it will be more or less temporary. There are a number of symptoms for flat-foot and broken down arches, but continued tenderness in the heel is almost always a sign of this condition. Walking upon hard pavements, sudden changing from high to low heel shoes, overweight, jumping or falling upon the heel and the jarring heel-walk due to flat-foot are some of the many causes of painful heel. At times, the heels become so sore and tender that the sufferer is unable to stand. At other times, the painful condition occurs after long and continuous standing or walking and is felt mostly in the afternoon or toward evening. It should be taken as a warning. Don't let it go on until some serious condition develops in your foot. If you have been suffering with heel pains, get at the cause of them. Dr. Scholl's Foot-Eazer (or Tri-Spring Arch Support if you are heavy) will raise the arch to its normal position and take off the heel the excessive strain that is the cause of the pain.



Showing how Dr. Scholl's Tri-Spring Arch Support is fitted to relieve painful heel.

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Rheumatism

WHAT YOU THINK
IS RHEUMATISM
MAY BE WEAK
OR FLAT-FOOT

REFERENCE has already been made in this booklet to the fact that foot trouble often produces aches and pains in other parts of the body. This is strikingly exemplified in cases of broken down arch and flat-foot. Many persons afflicted with these conditions suffer from rheumatic or sciatic-like pains in the feet and limbs in the belief that they are rheumatic. In all such cases medicinal treatments prove fruitless. Suffering continues unabated. Tracing it to its source almost invariably proves that this condition is caused by nothing more or less than muscular and ligamentous strain in the feet and limbs from broken down arches or flat-foot.

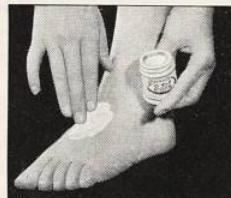
This is demonstrated by the fact that when the proper Dr. Scholl Arch Support is fitted, every trace of the pain disappears. If you have such symptoms by all means have your feet tested by an Expert in Dr. Scholl's methods. He can quickly determine the cause if it is due to foot arch trouble and give you speedy relief.

Dr. Scholl's Arch Supports have made millions of men, women and children foot happy. They rest, strengthen and comfort the feet by equalizing the body's weight and giving support where support is needed. In this manner all muscular and ligamentous strain in the feet and legs is removed. They are light and flexible; worn in any shoe and fit as snugly as an insole.

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Sprains — what to do for them

A sprain of the foot should have expert medical attention. Careful bandaging is necessary to hold the foot in a corrected position and to relieve the pressure or strain on the already weakened and torn ligaments. Complete rest is advised.

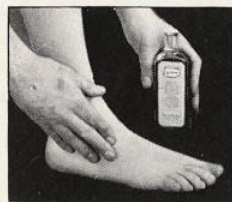


Massaging with Dr. Scholl's Foot Balm will reduce the swelling and relieve the pain.

An excellent treatment for sprains is Dr. Scholl's Ligtone. This is a very effective liniment for relieving the pain, soreness and swelling. It penetrates readily, reaching the deeper muscles and ligaments. Use Ligtone several times daily, rubbing it in until thoroughly dry. Quick and pleasing results are assured.

When the acute soreness and pain disappears, massage the foot as vigorously as its tender condition will allow with Dr. Scholl's Foot Balm. Do this each day; it will help to subdue the inflammation and swelling and tone up the ligaments and muscles.

A weakened arch is often an after-effect of a sprain.



Dr. Scholl's Ligtone is prepared especially for sprains and similar troubles.

Guard against this by wearing a Dr. Scholl Arch Support inside the shoe when you begin to use the injured foot. You'll find it a most helpful aid to foot comfort and the ideal way to strengthen the weakened muscles.

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Skin Abrasions—to Neglect Them is Dangerous

Any skin abrasion regardless of where it is, is dangerous and susceptible to infection, but a skin abrasion of the foot (which is encased in a stocking as well as in a shoe) is exceptionally dangerous. Pus, if allowed to form in even the slightest scratch, may produce an abscess or cause blood poisoning.

All cuts, scratches and abrasions should be given immediate attention. Dr. Scholl's Borolin Bandages are ready-cut and so handy that no medicine cabinet or first aid kit for the automobile should be without them. These bandages contain in full saturated form Boric Acid and other antiseptics that make them ideal surgical dressings.

A Reliable Remedy for Every Foot Trouble

Remember, there is a Dr. Scholl Foot Comfort Appliance or Remedy for every foot trouble. When these Appliances and Remedies are properly used, foot troubles are bound to disappear.

Dr. Scholl maintains a highly efficient Educational Department. This Force is constantly traveling this country and Canada for the sole purpose of educating shoe dealers in the scientific use of his foot comfort devices, and in giving lectures, instructing the public, and especially school teachers and school children on how to PREVENT foot troubles and strengthen the weakened parts through timely exercises which he has devised for this purpose.

If you are unable to get the Dr. Scholl Appliance or Remedy recommended for your foot trouble, we will send it to you direct upon receipt of the price given on the following pages.

THE SCHOLL MFG. CO., Inc.

213 W. Schiller St., Chicago

62 W. 14th Street, New York City

190 St. John St., London, W.C.1

112 Adelaide St., E., Toronto, Ont., Canada

Branches in the following leading cities of the world

BERLIN	DUNEDIN	ZURICH	FRANKFORT
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MADRID	REVAL	ADELAIDE	NICE
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OSLO	ISTANBUL	SYDNEY	BOMBAY
COPENHAGEN	ALEXANDRIA	WARSAW	CAIRO
HAVANA	MALMO	LISBON	BRUSSELS
	SAN JUAN	ESSEN	

Dr. Scholl's Foot Comfort Shops

21 N. Wabash Avenue, Chicago

213 W. Schiller Street, Chicago

62 W. 14th Street, New York City

40 W. 34th Street, New York City

1106 Chestnut Street, Philadelphia

225 West Wisconsin Ave., Milwaukee

617 Locust Street, St. Louis

1554 Woodward Avenue, Detroit

726 Euclid Avenue, Cleveland

827 Nicollet Avenue, Minneapolis

429 W. Seventh St., Los Angeles

142 Yonge Street, Toronto

**Dr. Scholl's
Foot Comfort
System**



Dr. Scholl's Foot-Eazer

This is the original invention for relieving tired, aching feet, weak ankles, cramped toes, weak or fallen arches, corns, callouses, bunions, and rheumatic-like pains in the feet and legs. Worn in any shoe.

Pair, \$3.50



Dr. Scholl's Tri-Spring Arch Support

Made especially for extreme cases of weak feet, weak and broken down arches and flat-foot and indicated where considerable upward pressure is required. For heavyweight persons this support is highly recommended.

Pair, \$5.00



Dr. Scholl's Metatarsal Arch Supports

These supports are made in various designs to relieve burning sensations and callouses at the ball of the foot, tender spots, contracted toes, severe cramp-like pains in the feet and legs.

Pair, \$3.50 up



Dr. Scholl's Athletic Arch Support

A cushioned resilient arch support which allows full and free movement of the foot. Excellent for use in golf, tennis, and gymnasium shoes. Soft, self-conforming and comfortable to wear.

Pair, \$3.50



Dr. Scholl's Arch Support No. 24

This support is especially designed for mild cases of arch weakness across the ball of the foot. The shape and thinness permit it to be worn like an insole in any style shoe, pump or slipper. All sizes.

Pair, \$3.50

Dr. Scholl's Arch Support No. 26

This new style, custom-made support affords a firm yet springy support to the arch. Leather covered, no metal under the heel, which permits wear in low shoes, pumps and slippers.

Pair, \$5.00

Dr. Scholl's Arch Support No. 27

Symptoms of flat-foot, rheumatic-like pains in the feet and limbs soon disappear when this scientific support is used. Nothing better for weak, rotating ankles and heavy, fast-growing children.

Children's, Pair, \$2.50 Misses', \$3.50

Boys', Men's & Women's, \$5.00

Dr. Scholl's Arch Support No. 64

This style is airy light, a pair weighing less than two ounces. It is designed to relieve callouses and weakness in forward part of the foot. Worn invisibly in any shoe.

Pair, \$5.00

Dr. Scholl's Arch Support No. 320

This support is extremely light and thin and designed for the relief of tired, aching feet, weak or fallen arches. Can be worn invisibly in any shoe or slipper.

No. 322—Same as above but with metatarsal elevation. Pair, \$10.00

Dr. Scholl's Arch Support No. 350

This support is especially designed for extremely flat feet, where the arches are entirely broken down and only slight elevation is desired. No. 349—Same as above with metatarsal extension and elevation.

Pair, \$10.00





Dr. Scholl's Lastik Metatarsal Pad

An elastic bandage with an adjustable leather pad designed to provide a mild correction to the arch at the ball of the foot and to relieve burning callouses on ball of foot. Made in flesh color: Sizes 1 to 14.

Pair, \$2.00



Dr. Scholl's Arch Binder

Prevents spreading of the arch bones and relieves strain of weakened arches by holding the muscles and ligaments firmly in position. Prevents aches and pains caused by constant standing or walking. Flesh color elastic. Sizes 1 to 14.

Pair, \$1.00

Pair, Extra Wide, \$1.50



Dr. Scholl's "3" Necessities

This combination home treatment set consists of one can of Dr. Scholl's Foot Soap, one jar of Foot Balm and one can of Foot Powder. Their daily use is a habit that should be carefully cultivated.

Set, \$1.00



Dr. Scholl's Medicated Soap

Contains many medicinal properties for treatment of functional disturbances of the skin, such as excessive perspiration, body odor, etc. Ideal for shampooing, as it lessens excessive oiliness, invigorates the scalp and leaves the hair soft and lustrous.

Cake, 25c

[Page 38]

Dr. Scholl's Foot Soap

Most effective soap ever produced for cleansing the feet. Made in granular form. Stimulates the skin, increases blood circulation, opens the pores, loosens the secretions, purifies, deodorizes, and relieves tired, aching feet.

Can, 35c



Dr. Scholl's Foot Powder

An antiseptic powder for hot, tender, perspiring feet. When sprinkled on the feet or in the stockings and shoes, a soothing, cooling, restful feeling is the result. Prevents friction of shoes, and eliminates disagreeable odors of perspiring feet.

Can, 35c



Dr. Scholl's Foot Balm

A soothing, cooling and healing cream-like preparation for quickly relieving sore, hot, tired, aching, swollen feet. It heals and eliminates tenderness and irritation and leaves the feet in a comfortable, delightful condition.

Jar 35c, 75c, \$1.50



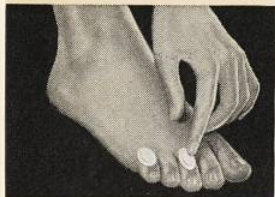
Dr. Scholl's Fixo Corn Plasters

Fixos protect the tender surface from irritation and loosen the corn so it can be easily removed. Easy to apply, sure to stay in place. Cannot blister or irritate the skin. Eight treatments to the box.

Box, 25c



[Page 39]



Corn size for corns and tender spots and sore toes.



Callous size for callouses and burning on bottom of feet.



Bunion size for bunions, enlarged, tender joints.



Soft corn size for corns and soft corns between the toes.

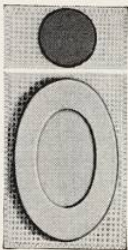
Dr. Scholl's Zino-pads

You never tried anything so quickly soothing and so healing, thoroughly effective as Dr. Scholl's Zino-pads for relieving corns, sore toes, callouses and bunions.

The triple thickness outer rim of Dr. Scholl's Zino-pads cushions the sore spot, removing the cause—shoe friction and pressure. That is the reason Zino-pads have become so universally popular. They are scientific, easy to apply and more effective than any other method known.

Once a corn is gone, it *can never come back* if you apply a Zino-pad at the first sign of irritation caused by new or tight shoes.

The Separate Pink Medicated Disks, which are included in each box and used in conjunction with Zino-pads, offer a safe, sure method for quickly relieving bunions and loosening and removing corns and callouses without injury to the surrounding live tissue.



Medicated Disk loosens and removes corns and callouses, quickly relieves bunions.

Soothing, healing pad cushions the sore spot, removing the cause—shoe friction and pressure.

[Page 40]

Zino-pads are absolutely safe—cannot produce infection, irritation, inflammation or any bad after-effects. They are thin, protective, soothing and healing. Avoid substitutions and imitations.

Don't Cut Your Corns or Callouses . .

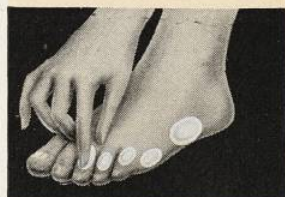
With Dr. Scholl's Zino-pads you are *positively safe*. No danger this way of blood poisoning as with cutting your corns or callouses, or risk of acid burn which harsh liquids and plasters so often cause. That is why so many doctors recommend them.

Various Uses for Dr. Scholl's Zino-pads

Dr. Scholl's Zino-pads make new or tight shoes fit with old shoe comfort. Until a new shoe, no matter how well it may fit, is "broken in," it may cause a sore spot or blister on the foot. To prevent this, simply place a Zino-pad on the tender part where the shoe rubs, "bites" or pinches. All discomfort ceases at once, and the possibility of a corn, callous, bunion or blister is removed. Here are illustrated some of the uses for Zino-pads to make your feet comfortable. Dr. Scholl's Zino-pads are made in special shapes for Corns, Soft Corns, Corns between the toes, Callouses and Bunions. Each size packed separately; never assorted.

Box, 35c

[Page 41]



Corn size to halt shoe pressure on toes, etc.



Callous or corn size to protect callouses and tender spots.



Bunion or callous size to prevent chafed heel.



Bunion or callous size to prevent instep ridges.



Dr. Scholl's Bunion Reducer

A shield, molded of pure para gum rubber, fits snugly to the bunion, relieves shoe pressure, hides the deformity, preserves the shape of the shoe. Three sizes: Small, medium and large. Rights and lefts.

Each, 75c



Dr. Scholl's Toe-Flex

By straightening the crooked toe, Dr. Scholl's Toe-Flex gives immediate relief and corrects the cause of the bunion. Being made of pure para gum rubber, it is soft, sanitary and extremely comfortable. Three sizes: Small, medium and large.

Each, 75c



Dr. Scholl's Bunion Spring

This device should be used for enlarged bunions, or crooked toes of long standing. Gently but firmly draws the great toe into its normal position. Three sizes: Small, medium and large. Rights and lefts.

Each, \$2.50



Dr. Scholl's Bunion Lotion

For painful bunions, burning, tender and swollen joints, use Dr. Scholl's Bunion Lotion. It alleviates pain, tenderness and soreness, reduces irritation, inflammation and swelling. Comes in liquid form and is easily and quickly applied.

Bottle, 35c

Dr. Scholl's Leather Bunion Protector

Made of fine leather, padded with wool felt to remove pressure from enlarged or tender joints. Conceals the deformity and preserves the shape of the shoe. Worn over the stocking. Sizes: Women's small, medium; Men's medium, large. Rights and lefts.

Each, 75c



Dr. Scholl's Toe-Right

Especially efficacious for crooked toes and soft corns between the toes. The upright cylinder of pure rubber restores the toes to their normal position, thus straightening the crooked or affected joints. Sizes: Child's and medium.

Each, 50c



Dr. Scholl's Hammer Toe Spring

Style A. For straightening hammer toes and contracted toes. When strapped around the foot and laced over the toe it stretches the tendons and gradually straightens the drawn up toe. Sizes: Small, medium, large. Rights and lefts.

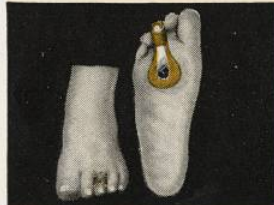
Each, \$2.50



Dr. Scholl's Hammer Toe Spring

Style B. This corrective spring for hammer toes is very successful in mild cases. Takes up little space in the shoe; therefore, can be worn as a day or night corrective. Sizes: Small, medium, large.

Each, \$2.00





Dr. Scholl's Foot Lotion

A scientifically compounded lotion for relief of tired, aching, burning, tender feet. It removes soreness and tenderness, refreshes and heals the feet. Cooling, soothing, invigorating, deodorizing and antiseptic. Dries quickly.

Bottle, 50c



Dr. Scholl's Walk-Strates

Where heels run over on the outside, Dr. Scholl's Walk-Strates immediately correct this tendency by equalizing the body's weight. They preserve the shape of the shoe, cut down repair bills and make walking a pleasure. Easily attached in any shoe.

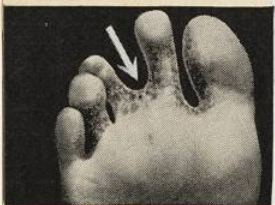
Pair, 35c



Dr. Scholl's Chilblain Lotion

This lotion quickly relieves the inflammation, itching, burning and tenderness due to frost bite and exposure to cold. Brings about normal functioning of affected blood vessels and tissues.

Bottle, 35c



Dr. Scholl's Solvex

Quickly relieves the intense itching of "Athlete's Foot," "Gym Foot," "Golfer's Itch" and ringworm infection of the feet and toes. The antiseptic and germicidal properties of this ointment kill the germ and heal the inflamed, cracked or scaly skin. Effects complete relief.

Jar, 50c, \$1.00

Dr. Scholl's Pedicreme

Instantly relieves sore, hot, tired feet; opens the pores; tones up the muscles and tissues. Its soothing, cooling, healing medication penetrates deeply, draws out inflammation and gives the feet a cool and restful feeling. Vanishing, not greasy.

Tube, 35c, jar, 75c



Dr. Scholl's Heel Cushions

For sore, tender heels Dr. Scholl's Heel Cushions are a boon. They give the heel a soft, resilient bed. Extending into the shoe, they support the arch. Better than rubber heels. Made of finest rubber covered with leather.

Pair, 35c



Dr. Scholl's Moleskin Adhesive Plaster

For relieving pressure on corns, callouses, bunions and tender spots on the feet caused by new or tight footwear. Prevents blisters, instep ridges and similar troubles. Easily cut to size desired.

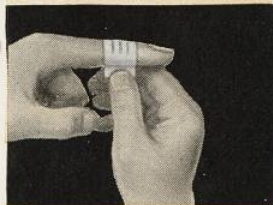
Box, 25c

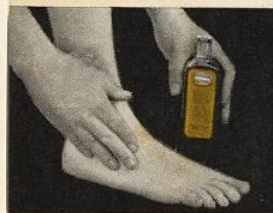


Dr. Scholl's Borolin Bandage

A convenient, safe, reliable, ready-made adhesive bandage dressing for minor cuts, scratches and abrasions. Contains in full saturated form boric acid and other antiseptics. 15 bandages in metal hinged box.

Box, 25c





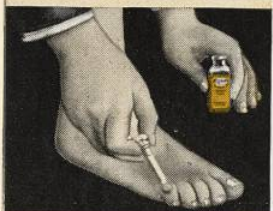
Dr. Scholl's Ligtone

This is a very effective liniment for relieving pain, soreness, inflammation and burning sensations caused by muscular or ligamentous strain. Ligtone penetrates the underlying tissues readily and may be used with satisfactory results wherever a good liniment is required. Bottle, 75c



Dr. Scholl's Nu-Grip Heel Liner

Shoes, slippers or pumps that slip at the heel, wear out hosiery and blister the heel. Nu-Grips overcome this condition by holding the shoe or slipper firmly in position. Made of velvety rubber in sizes for men and women. Pair, 25c



Dr. Scholl's "2" Drop Corn Remedy

Gives immediate relief and removes the corn after one or two applications. Does not cause irritation to the surrounding tissues, making it the most satisfactory liquid corn remedy on the market. Bottle, 35c



Dr. Scholl's Ingrowing Toe Nail Treatment

By the use of this combination treatment—Sterling Silver Spring and Remedy—the nail is gradually drawn away from the flesh, inflammation and irritation are removed and in a short time healthy tissues appear and permanent relief is effected. Complete, \$1.00

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Dr. Scholl's Seamless Lastik Anklets

These anklets are highly recommended for ankle and foot sprains, weak ankles, varicose veins and as an ankle reducer. Made of pure gum rubber yarn and covered with highest quality pure silk or mercerized silk. Flesh color. Sizes 1 to 12.

Pure Silk Anklet, Single, \$3.50
Mercerized Silk Anklet, Single, \$2.25



Dr. Scholl's Bromidrosis Powder

This preparation is recommended for all cases of perspiring and odorous feet. Its soothing properties are apparent the moment it is sprinkled on the foot. By eliminating the troublesome bacteria from the pores, the affliction quickly disappears. Can, 50c



Dr. Scholl's Wenal (Bunion Salve)

Wenal Ointment is a lubricating and softening emollient for loosening up and making painful bunions and stiff joints more elastic. Its penetrating and analgesic properties make it an efficacious treatment for rheumatism of the joints.

Tube, 50c



Dr. Scholl's Onixol

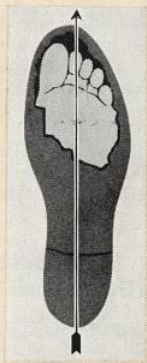
A safe, reliable remedy for ingrowing toe nails and irritation around the nail groove. A few drops in the crevice stops the pain at once; the inflamed and irritated tissues are quickly healed. The nail soon grows straight. Bottle, 50c



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Dr. Scholl's Scientific Shoes

A Triumphant Achievement in Foot Comfort Through Perfected Straight Line Lasts and Designs.



DR. SCHOLL'S Scientific Shoes for men and women were created and perfected by this internationally known foot authority and are based on his vast knowledge and experience of over twenty-six years in treating every known form of foot trouble.

They are the answer to the almost universal demand for footwear that is built with respect to the rules governing foot health and foot comfort, and fashioned in the modern manner to give the feet the smart appearance that good taste dictates.



Being designed on the Straight Line Last Principle, Dr. Scholl's Scientific Shoes save you any "breaking-in" discomfort, because your feet rest evenly in them on their three weight-bearing points without contracting the feet or toes, and because they are carefully fitted to the condition as well as the size and width of your feet.

The figure at the top of the page represents a composite outline arrived at by Dr. Scholl from Podo-graph impressions and tracings of thousands of feet grouped in their respective sizes and used to determine the basic anatomical requirements of the human foot.

DR. SCHOLL'S SCIENTIFIC SHOES



In the figure at the bottom of the preceding page you will observe that a straight line from the heel center cuts the center of the second toe and divides the bottom of the foot into two approximately equally weighted and balanced halves. Dr. Scholl's Scientific Shoes, as built over his Straight Line Lasts, conform to the balanced dimensions of normal feet and their natural tripodal bearing points. Only in a shoe of such design can the wearer be assured of a thoroughly comfortable, but well-proportioned natural tread at the ball, and the ample space necessary for the bending motion of the foot and the great toe joint.

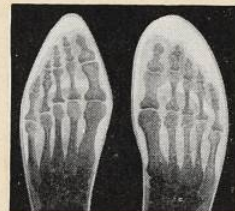
Dr. Scholl's Scientific Shoes are made of the finest leathers and materials obtainable and compare in quality with the best bench-made shoes produced. They can be priced so moderately because of the vast quantities which Dr. Scholl's Foot Comfort Shops sell the world over.

Some of the current season's attractive styles are enclosed in this booklet.

The range of sizes and widths is so complete that we can fit any type of foot. Women's 2½ to 11, AAAA to EE. Men's 6 to 13, AAA to EE. Prices advance \$1.00 in sizes over 9 for Women and over 12 for Men.

Prices subject to change without notice.

Compare the natural, comfortable position of the foot in shoes of Straight Line balanced design with the cramped, crooked feet in shoes of improper design as illustrated here.





DR. SCHOLL'S SCIENTIFIC SHOES



Shoe Fitting at Dr. Scholl's a Science

FITTING shoes in Dr. Scholl's Shops is a Science. Before a shoe is placed on the foot, an analysis of the stockinged foot is made to determine whether foot trouble is present which may cause the foot to elongate upon weight bearing or cause undue pressure on certain parts. Knowing the true condition of the foot, it is then a simple matter for one of the Experts to select the exact shoe size, width and last which that foot requires. This method of scientific shoe fitting, which eliminates all guesswork, is used with unqualified success in Dr. Scholl's Foot Comfort Shops the world over and has won for them a reputation of which they are justly proud.

Just as the successful treatment of the eyes demands lenses designed to meet definite eye conditions and fitted by a Specialist, so must shoes, to give maximum satisfaction and comfort, be fitted by Experts.

The attendants who serve you in any Dr. Scholl Foot Comfort Shop are specially trained in the methods of Dr. Wm. M. Scholl. Each one is a graduate of the American School of Practipedics and has taken an intensive course in



DR. SCHOLL'S SCIENTIFIC SHOES

Scientific Shoe Fitting and Foot Anatomy in the famous Scholl Orthopedic Training School in Chicago.

This training and our long experience enable us to render you an unusual Shoe Fitting Service, and assure you that when fitted in our shops you will receive the exact length, proper width, proper last and toe, snug fit at the heel and correct heel height to correspond to the arches of your feet. The condition of your feet and the kind of leather to be worn are also of vital importance in our shoe fittings.

Another advantage in having your shoes scientifically fitted by men who know feet as well as shoes is that when they discover a condition that should have correction, they are able to intelligently suggest what is necessary to make the foot comfortable and aid in restoring foot health, whether the need be shoes of proper design, or Dr. Scholl's Appliance or Remedy. Each attendant is a specialist in feet that are hard to fit. If you have foot trouble, by all means take advantage of the unusual service that Dr. Scholl's Foot Comfort Shops offer you.



Our Pedograph prints graphically reveal the condition of your arches and any foot weakness you may have.

NORMAL
FOOT



WEAK
FOOT



FLAT
FOOT





DR. SCHOLL'S SCIENTIFIC SHOES

Dr. Scholl's Scientifically Designed Walking Shoes



Dissected view showing ample tread space across the ball of the foot and freedom for all toes.

DON'T envy those happy women you see walking with a brisk, graceful and lively step. You, too, can enjoy an active summer with luxurious foot comfort in a pair of Dr. Scholl's New Scientifically Designed Walking Shoes. Their scientific construction—wide natural tread at the ball; ample space for bending motion of the foot and great toe joint; snug fitting heel, waist, instep and arch; special heel to give balance and firmness in walking; soft, pliable, fine kid leather and Straight Line Last are features only to be found in Dr. Scholl's Shoes.



Style 2777

Price \$6.50

An unusually fine quality of Linduck. Favorite with nurses and for general outdoor wear. Comfortable, yet good looking.



Style 2377

Price \$7.50

A scientific nurse shoe of fine soft black kid. Special wide heel gives balance and firmness in walking. Same in white kid—Style 2667.

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DR. SCHOLL'S SCIENTIFIC SHOES

To enjoy walking, or if your profession requires long hours on your feet, wear Dr. Scholl's Walking Oxfords designed especially for this purpose and you can be hours on your feet without the slightest discomfort and fatigue, without any unusual strain or stress on the muscles, nerves and ligaments.

These shoes are so scientifically designed, manufactured of the finest and softest materials, and carried in stock in such a wide range of styles, sizes and widths, that it is a comparatively simple matter to fit the most difficult foot perfectly.

The end of the day does not find you weary and worn, with nerves on edge. Instead, your feet are so capable that you can enjoy an evening of dancing in perfect comfort. Every fitting of Dr. Scholl's Scientific Shoes includes a complete Foot Analysis by a Foot Comfort Expert trained in the methods of Dr. Wm. M. Scholl.

Style 2268

Price \$8.50

A very fine black kid walking oxford that permits hours on your feet with comfort. Also in fine brown kid—Style 2568.



Style 2387

Price \$6.50

Attractive, fine black kid tie with new style perforations. One and one-half inch walking heel. An unusual value.



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DR. SCHOLL'S SCIENTIFIC SHOES



Style

1405

Price \$11.00

A new brown kid two-strap with clever inlay of silk kid lacing. Also in black kid with slightly different braiding—Style 1103, \$10.50.



Style

2373

Price \$7.50

A smart tailored walking oxford of the finest black kid. Striking toe and heel perforations. A shoe that makes walking a pleasure.

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DR. SCHOLL'S SCIENTIFIC SHOES



Style

2266

Price \$8.50

With every muscle enjoying full freedom of motion, with ample space for the toes, snug fitting at the heel, this perfect fitting black kid tie leaves nothing more to desire.

Style

1662

Price \$8.50



A smart T-strap for afternoon and dress occasions. Fine white kid with clever perforated design, snug fitting heel and high arch.

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DR. SCHOLL'S SCIENTIFIC SHOES



Style

2379

Price \$6.50

A new walking oxford with smartness, comfort and perfect fitting qualities. You can be on your feet hours without tiring. Fine, soft black kid.



Style

1461

Price \$8.50

Favored for its smart style this light weight brown kid T-Strap is particularly desirable for those who want beauty as well as comfort. Similar design in black kid—Style 1261.

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DR. SCHOLL'S SCIENTIFIC SHOES

Style

2650

Price \$10.50



A stunning new white kid oxford with new stream line perforations. Also in blue—Style 2451. In black kid—Style 2150. In beige kid—Style 2450.

Style

2371

Price \$7.50



An open throat tie, beautiful with new Spring costume. Fine black kid covered heel. The snug fit at the arch and heel and graceful lines enhance its appearance. Unusual value.

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DR. SCHOLL'S SCIENTIFIC SHOES



Style

2264

Price \$8.50

A light weight, soft, black kid tie with clever perforations. A snug fitting heel and arch give this shoe added trimness. Also in brown kid—Style 2564.



Style

2660

Price \$8.50

Beauty, style, perfect fit and comfort are combined in this new light weight, white kid tie, made over the famous Dr. Scholl Straight Line Last.



DR. SCHOLL'S SCIENTIFIC SHOES

Style

2666

Price \$8.50



As cool and restful a shoe as anyone could wish. This smart tie with its supreme fitting qualities cannot pinch, bind or draw the foot at any point.

Style

2152

Price \$10.50



Made of fine imported black kid with tongue and inlay of black suede. Combines quality with good looks, supreme comfort. Also in brown kid—Style 2452, \$11.00.



DR. SCHOLL'S SCIENTIFIC SHOES

Style 2151 Price \$10.50



Center seam
eliminates
pressure on
enlarged joint

A black kid Gypsy Tie designed particularly for those who suffer from enlargements on top of great toe joint. The center seam and imitation stitching on the side assure immediate relief from pressure on the tender spot.



No seam at
bunion joint →

Bunion Shoe
Style 3154

Price \$10.50

Made over the famous Dr. Scholl's Scientific Bunion Last. This light weight, soft black kid tie will appeal to those who have suffered for years from bunions and enlarged joints. Perfect comfort is assured.



DR. SCHOLL'S SCIENTIFIC SHOES

Bunion Shoe Style 3153
Price \$10.50



← No vamp in seam
to irritate
the bunion

Feet with bunions are usually hard to fit but not so with Dr. Scholl's Scientific Bunion Shoe. Made with an invisible pocket that removes the pressure and relieves the pain. Holds its shape and hides the bulge.



Style 4104

Price \$11.00

Neat black kid lace shoe. Straight Line Last, medium toe, snug fitting heel, made over our special pattern that insures a perfect fit through the ankle and top. Extremely comfortable. Rubber heel.



DR. SCHOLL'S SCIENTIFIC SHOES



Style

5360

Price \$8.50

Designed over the famous Dr. Scholl Straight Line Last. This soft, black kid oxford will give immediate comfort to those sore and tender feet.



Style

5361

Price \$7.50

An unusually fine imported calf. Superior workmanship, smart, yet conservative in appearance.

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DR. SCHOLL'S SCIENTIFIC SHOES



Style

5378

Price \$7.50

Smart, wing tip perforated oxford for men made over the famous Dr. Scholl Straight Line Last. Made of fine black calf.



Style

5678

Price \$7.50

Genuine white buck of unusually fine quality. You will need a pair of these in your wardrobe. No "breaking in" necessary.

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DR. SCHOLL'S SCIENTIFIC SHOES



Style
5370

Price \$6.50

Solid comfort is assured in this fine black kid blucher oxford. Straight Line Last. Snug fitting heel and arch. An unusual value at this price.



Style
5117

Price \$10.50

Designed for feet that are hard to fit. Ample toe room, yet a very snug fitting heel and arch. No "breaking in" necessary. Finest black kid. Also in brown kid—Style 5417, \$11.00.

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DR. SCHOLL'S SCIENTIFIC SHOES



Style 5102
Price \$10.50

Dr. Scholl's Scientifically Designed Anatomic Shoe for those whose feet tire quickly, and experience foot and leg pains due to weak or flat-foot. Extension heel and long counter give added support to the arch.



Style 5264
Price \$8.50

The new, broad toe last for extremely sore and tender feet. Made of fine, soft black kid. Extension rubber heel. Made over the famous Dr. Scholl Straight Line Last.

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DR. SCHOLL'S SCIENTIFIC SHOES



Style

5126

Price \$10.50

Style, comfort, quality, fit make this shoe the most popular in our line. Made of fine, imported black calf. Also same pattern in tan calf—Style 5426.



Style 6264

Price \$8.50

Men who are on their feet all day, and to whom foot comfort is of paramount importance, will welcome the comfort this black kid shoe gives. Made with kangaroo tip to prevent scuffing. Extension heel.

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DR. SCHOLL'S SCIENTIFIC SHOES



Style

6117

Price \$11.50

This high shoe of supreme quality is made over our new combination last. No "breaking in." Foot comfort from the moment you put it on. An exceptionally comfortable shoe.



Style 6279

Price \$7.50

Black calf blucher shoe with wide toe. Heavy sole and extension heel. Popular with policemen, firemen and those whose first thought is foot efficiency and comfort.

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Dr Scholl's
Foot Comfort Service

