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*Dr. Scholl's*  
**SCIENTIFIC SHOES**

FOR MEN  
AND WOMEN



THE STRAIGHT LINE PRINCIPLE

# *Dr. Scholl's*

## SCIENTIFIC SHOES



THE STRAIGHT LINE PRINCIPLE

### DR. SCHOLL'S FOOT COMFORT SHOPS

21 N. Wabash Avenue, Chicago	40 W. 34th Street, New York
213 W. Schiller Street, Chicago	62 W. 14th Street, New York
225 W. Wisconsin Avenue, Milwaukee	827 Nicollet Avenue, Minneapolis
1106 Chestnut Street, Philadelphia	1554 Woodward Avenue, Detroit
726 Euclid Avenue, Cleveland	617 Locust Street, St. Louis
429 W. Seventh Street, Los Angeles	
124 Yonge Street, Toronto	



## *A Complete Foot Comfort Service*

*A Typical Shop Foyer*

Dr. Scholl's Foot Comfort Shops are modern to the minute—unusual in appointments for the accommodation and service of patrons.

Dr. Scholl's Foot Comfort Shops circle the globe and are the only ones of their kind in the world . . . the first to render a complete Foot Comfort Service embracing every modern facility and need to insure the ultimate in foot health and efficiency.

In these beautifully appointed shops footwear, shoe fitting, care of the feet and the relief and correction of foot troubles have been elevated to an exact science. Each shop specializes exclusively in Dr. Scholl's Scientific Shoes and Shoe Fitting procedure; also the Appliances, Remedies, Elastic Stockings and other Aids for the Feet which Dr. Scholl has perfected for every foot comfort need . . . a service that completely comprises both the preventive and corrective necessities for combating the causes and effects of all common foot troubles.

## *Professional Foot Treatment Department*

Medical, Surgical and  
Electrical Treatments



That its service in effecting permanent relief from foot ailments and in the essential care of the feet may be notably complete, Dr. Scholl's Foot Comfort Shops maintain Professional Foot Treatment Departments with licensed Chiropodists in charge.

Augmenting the benefits derived from the use of Dr. Scholl's Corrective Foot Appliances and Remedies, this Chiropody Department is prepared to render every form of treatment that can further contribute to the health and comfort of the feet.

### *Surgical Chiropody*

For the surgical treatment of Corns, Callouses and Ingrowing Toe Nails, the removal of growths and for other conditions requiring the use of surgical methods for relief.

### *Electro-Therapeutic Treatment*

A complete and modern equipment for administering Diathermal or deep-heat treatment, Sinusoidal or exercise-massage treatment—for the treatment of growths on the foot by means of the Telsa Ray—for the treatment of lesions, ulcers, eczema, "Athlete's Foot," and similar cases by the Mercury-Arc.



## *The Foot a Delicate Structure*

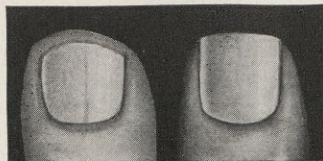
The Human Foot is a very important organ of the body, with its twenty-six bones perfectly arranged as piers and arches to support the body's weight and to allow for free play of the parts when we move about. The framework of the foot is held by ligaments, muscles and tendons, through which arteries, veins and nerves form a wondrous network. The feet, therefore, that carry us through our daily tasks and contribute so much to our health and happiness, should receive the same amount of attention as our hands, face and body.

### *Bathing the Feet*

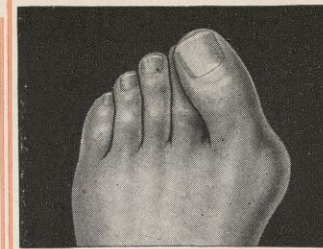
Absolute cleanliness will do much to keep the perfect normal foot in good condition. The washing should be hard enough to remove all accumulation of perspiration and dead skin. Bathing should be followed by a vigorous massage and then dusted with an antiseptic foot powder.

### *How to Trim the Nails*

The Nails should not be picked or torn off. Trim straight across, and smooth with a toe nail file or rasp, leaving the nails long enough to protect the end of the toes from pressure. Don't cut the corners back like you do fingernails or make them real short—this practice is often the cause of ingrowing nails.



## *Bunions and Enlarged Joints*



The primary cause of bunions and enlarged joints, and the consequent crooked toes, in most cases is tight, ill-fitted shoes. Other causes may be stockings that are short and narrow, a weakened condition of the anterior arch, and weakened longitudinal arch or flat-foot that allows an unnatural pressure to be thrown on the great toe joint.

### *Corns and Callouses*

These common foot troubles are caused by friction and pressure. The skin where it is constantly rubbed by stockings in tight or ill-fitted shoes will thicken and finally form a hard and horny substance. The surest way to prevent them is to exercise good judgment in the selection of shoes and have them fitted scientifically.

### *Weak 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.

Special shoes, rubber heels, bandages, liniments and similar external treatments will do no good. The strain and pressure must be removed by support. Dr. Scholl's Arch Supports are made in a number of models for various types of foot conditions. See page 26. These appliances are elevated from time to time until the arches are fully restored.





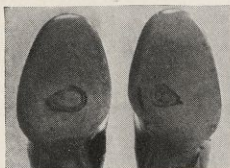
## Shoe Troubles Often Cause Foot Troubles

No shoes can long withstand the unnatural strains that structural weakness of the feet put upon them. Weak foot, for example—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 as shown in the illustration at the top of the page. And because it is the real cause of weak ankles, it is also the cause of “wobbling,” which makes the heels of the shoes run over and the counters bulge.



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

A weakened anterior arch at the ball of the foot allows the foot to spread, bulging the uppers out over the sole, resulting in



Wearing soles through in this manner indicates arch across the ball of the foot has broken down.

callouses, cramps and pains at the ball of the foot. Again the condition is evidenced by uneven wearing of the sole under the depressed bones.

Dr. Scholl's System overcomes these drawbacks, by removing their cause. Your shoes will keep their smart shape and give you real comfort.



## The Vital Importance of Proper Shoes

The average person spends about two-thirds of his life in his shoes, and probably half or more of that time standing and walking about in them.

Only three people in ten have normal feet. Of the seventy per cent suffering from foot troubles, nine-tenths of their number have acquired foot ailments due to shoes either carelessly fitted or of improper design or last.

Therefore, any medical or mechanical aid to foot comfort can hardly be expected to give relief and restore the feet to normal, if the shoe cramps the toes and muscles and impedes circulation, or if it is fitted too long or too short.

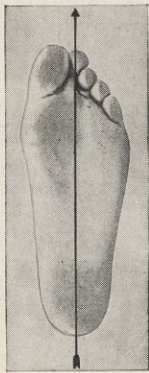
Millions suffer as a consequence of wearing shoes not adapted to their feet. Corns, callouses, bunions, crooked or overlapping toes, hammer toe, Tailor's bunion behind the little toe, ingrown nails, weak or fallen arches, flat-foot, sore heels, swollen ankles—these are some of the painful and disfiguring foot troubles that result from incorrectly fitted or improperly designed shoes. Yet all this misery could easily be avoided if care were exercised in the purchase of properly designed and scientifically fitted footwear.

## 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 Pedo-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.

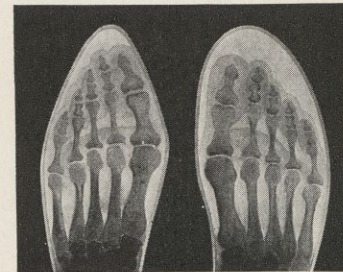
In the figure at the bottom of the preceding page you will observe that a straight line from the heel center cuts the center of the second toe and divides the bottom of the foot into two approximately equally weighted and balanced halves. Dr. Scholl's Scientific Shoes, as built over his Straight Line 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 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.

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.





## *Shoe Fitting at Dr. Scholl's a Science*

Fitting shoes in our 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 our 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 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 our Experts 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 Pede-graph prints graphically reveal the condition of your arches and any foot weakness you may have.

NORMAL  
FOOT



WEAK  
FOOT



FLAT  
FOOT





### Style 1405

A new brown kid two-strap with clever inlay of silk kid.

Price \$11.00

Also in black kid with slightly different braiding —Style 1103.

Price \$10.50



### Style 2373

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

Price \$7.50

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### Style 2265

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.

Price \$8.50



### Style 1662

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

Price \$8.50



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### Style 2379

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

Price \$6.50



### Style 1461

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.

Price \$8.50

### Style 2650

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.

Price \$10.50



### Style 2371

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.

Price \$7.50





### *Style 2264*

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.

Price \$8.50



### *Style 2660*

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

Price \$8.50

### *Style 2666*

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.

Price \$8.50



### *Style 2152*

Made of fine imported black kid with tongue and inlay of black suede. Combines quality with good looks, supreme comfort.

Price \$10.50





### Style 2151

A black kid Gypsy Tie designed particularly for those who suffer from enlargements on top of great toe joint. The center seam assures immediate relief from pressure on the tender spot. Made over the famous Dr. Scholl's Straight Line Last.

Price \$10.50



### Style 4104

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.

Price \$11.00

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### Style 3153

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. No vamp seam to irritate the bunion. Holds its shape and hides the bulge.

Price \$10.50



### Style 3154

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 with bunions and enlarged joints. Perfect comfort is assured.

Price \$10.50

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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 made Straight Line Last are features only to be found in Dr. Scholl's 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.

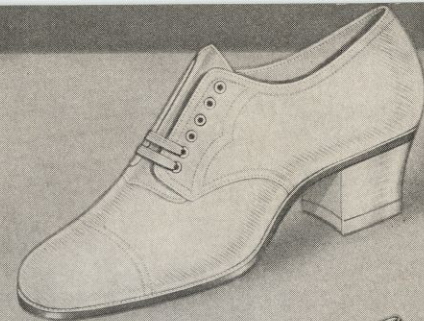
These shoes are so scientifically designed, manufactured of the finest and softest materials, and carried in stock in such a wide range of styles, sizes and widths, that it is a comparatively simple matter to fit the most difficult foot perfectly.

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 2777

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

Price \$6.50



### Style 2377

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

Price \$7.50



### Style 2268

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

Price \$8.50



### Style 2387

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

Price \$6.50





### Style 5370

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.

Price \$6.50



### Style 5361

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

Price \$7.50



### Style 5360

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

Price \$8.50

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### Style 5126

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.

Price \$10.50



### Style 5378

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

Price \$7.50



### Style 5678

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

Price \$7.50



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### Style 5117

Designed for feet that are hard to fit. Ample toe room, yet a very snug fitting heel and arch. No "breaking in" necessary. Finest imported black kid.

Price \$10.50

Also in brown kid. Style 5417.  
Price \$11.00



### Style 5264

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.

Price \$8.50



### Style 5102

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.

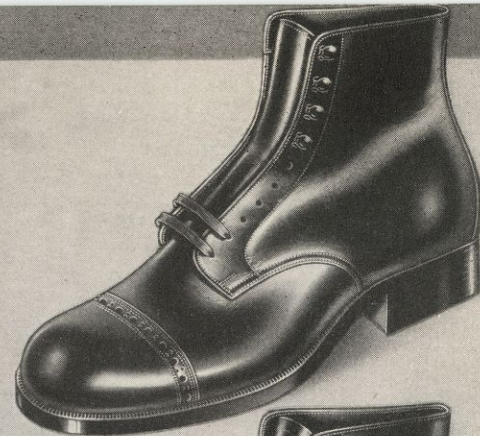
Price \$10.50

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### Style 6117

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.

Price \$11.50



### Style 6264

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.

Price \$8.50



### Style 6279

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.

Price \$7.50



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### *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 legs. Light, springy. Worn in any shoe.

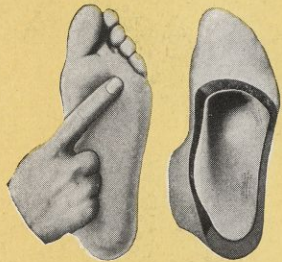
Pair, \$3.50



### *Dr. Scholl's Surgical Arch Supports*

These new scientific supports quickly relieve tired, aching feet, foot and leg pains, weak or fallen arches, and restore the feet to normal health, strength and shape. They are amazingly light and comfortable; so thin they fit in any shoe like an insole.

Pair, \$6.50, up



### *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 Supports*

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 Zino-pads*

These thin, soothing, healing, protective pads end pain instantly. Used with the pink Medicated Disks, included at no extra cost, Zino-pads safely remove corns and callouses quickly and safely. Sizes for Corns, Callouses, Bunions and Soft Corns.

Box, 35c



### *Dr. Scholl's Bunion Reducer*

This shield of pure gum rubber relieves bunion pain, prevents shoe pressure, hides the deformity, preserves the shape of the shoe and reduces the enlargement by absorption. Worn invisibly.

Each, 75c



### *Dr. Scholl's Solvex*

There is nothing like this guaranteed remedy for treating "Athlete's Foot" and ringworm infections of the feet and toes. It stops the intense itching at once, kills the germ and effects complete relief.

Jars, 50c and \$1.00



### *Dr. Scholl's Walk-Strates*

These pads prevent crooked heels and run-over shoes, equalize body's weight, preserve shape of shoes, save repair bills and make walking a pleasure. Easily and quickly attached in any shoe.

Pair, 35c



# Dr. Scholl's FOOT COMFORT SHOPS



THEY CIRCLE THE GLOBE

CHICAGO.....	21 N. Wabash Avenue
CHICAGO.....	.213 W. Schiller Street
NEW YORK.....	.40 W. 34th Street
NEW YORK.....	.62 W. 14th Street
PHILADELPHIA.....	.1106 Chestnut Street
LOS ANGELES.....	.429 W. Seventh Street
CLEVELAND.....	.726 Euclid Avenue
DETROIT.....	.1554 Woodward Avenue
ST. LOUIS.....	.617 Locust Street
MINNEAPOLIS.....	.827 Nicollet Avenue
MILWAUKEE.....	.225 W. Wisconsin Avenue
TORONTO.....	.142 Yonge Street

## Dr. Scholl's Foot Comfort Shops in Foreign Countries

London	Great Yarmouth	Frankfurt	Liege
Birmingham	Hanley	Hamburg	Basel
Manchester	Hove	Cologne	Zurich
Leeds	Hull	Essen	St. Gallen
Liverpool	Leicester	Leipzig	Madrid
Sheffield	Northampton	Bremen	Stockholm
Streatham	Nottingham	Munich	Malmö
Blackpool	Preston	Hanover	Gothenburg
Bournemouth	Scarborough	Dresden	Warsaw
Brighton	Southport	Breslau	Milan
Belafst	Southampton	Magdeburg	Rome
Bristol	Swansea	Munster	Florence
Coventry	Walsall	Mannheim	Naples
Derby	York	Nürnberg	Genoa
Dublin	Harrogate	Ulm	Trieste
Glasgow	Huddersfield	Stuttgart	Oslo
Croydon	Newcastle-on-Tyne	Dortmund	Bergen
Kilburn	Norwich	Paris	Buenos Aires
Bath	Plymouth	Marseilles	Rio de Janeiro
Birkenhead	Rugby	Nice	Montevideo
Blackburn	Southsea	Strasbourg	Mexico City
Bolton	Stockport	Mulhouse	Wellington
Bradford	Tunbridge Wells	Nancy	Dunedin
Cardiff	Westcliff-on-Sea	Antwerp	Christchurch
Eastbourne	Berlin	Brussels	



