

MENIHAN'S ARCH-AID SHOES



To stylish Misses and youthful Matrons

To you, who insist on grace and smartness in your footwear, we present Menihan's Arch-Aid Shoes. Here are the desired lines of fashion, emphasizing the foot's most beautiful feature, while providing a gentle, sure support which will obviate the necessity of ugly, "sensible" footwear.

Do not dread fallen arches—prevent them! Active young women and busy matrons who wear these attractive Arch-Aid Shoes now, will correct improper posture and painful foot strains resulting from insufficient arch sup-

port. Beautifully made in every detail, these shoes will be a revelation to those who associate "homeliness" with scientific foot support.

It is with great pride that we announce to you that we have a complete Arch-Aid Department for the scientific fitting of this exclusive line of foot-wear. We welcome the opportunity of proving that in Menihan's Arch-Aid Shoes there is a measure of smartness, comfort and foot-health awaiting you which you had never dreamed could exist in a pair of shoes.



Blomdahl & Sundmark

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