

At Wilson's

2,000 queue for Lanny

(Continued From Pg. 1) Wilson shoes was one of the first accounts that Bauer ever had in the 1930's, when the company was known as the Beamer Boot Company. Roy Bauer himself used to call on G. W. Wilson and today Wilson Shoes is Bauer's largest account in Southern Ontario with the exception of department stores.

Two hours before Mr. McDonald was due to sign autographs, youngsters were lined up outside the Wilson Store. A police escort was required to get him through the crowd.

Lanny spoke to each of the children personally, offering professional advice on the need for good-quality,

good-fitting equipment.

Don't use the same skates year after year," he advised the young lads. "As your feet grow, invest in a new pair or good used ones."

When questioned about his devastating slap-shot Mr. McDonald told one ten year old, "Don't bother with it until later, 17 or 18 is early enough. Skating and stickhandling are more important."

Although many of the queries were repetitious, he answered each with patience and poise, strengthening his image among Stouffville's and Markham's youth.



Lanny McDonald signs an autograph for one of his fans.

Jogging as a science

Jogging started as a fad when it was considered the in thing to do by some.

But as time wears on people are beginning to realize it was here to stay. It has become a part of the daily routine of millions of North Americans.

The jogger comes in a myriad of different shapes and sizes. From the trim athlete out for a five-mile jaunt to keep in shape to the over-weight businessman out for a two block marathon trying to get into shape. As sportswear manufacturers realized that jogging was here to stay, they started to cash in on the craze.

People buy shoes, shorts, sweatsuits, sweatbands and other attire thought needed to present the look of a real jogger.

Of course, as with most sports, people jog for a variety of reasons; enjoyment, a realization of the need for a degree of physical fitness, some just think it fashionable to go for a jaunt in the local park in a flashy leisure suit.

Naturally, a person must exercise a certain amount of caution when starting scheduled runs. It would be extremely unwise to attempt a five-mile trek in your first week of training or in the first six months for that matter. Start gradually, using a slow pace and running for a short, pre-measured distance, slowly increasing the pace and distance as you begin to feel fitter.

If you have any serious medical problems, a trip to your doctor would be advisable. He would be able to give you an idea of the stress your body can handle.

It has long been recognized jogging is one of the best ways to recover from a heart attack.

In his recently published book, Dr. Terence Kavanagh, the cardiologist and medical director of the Toronto Rehabilitation Center says that properly controlled jogging makes the heart beat slower, thus increasing its supply of oxygen to the muscles.

The higher the intake of oxygen, the more overall improvement there is in a person's ability to perform endurance work.

At the same time keeping on a regular program causes the heart to enlarge and provide the body with increased circulatory performance. But the road to better health must be approached with caution. The importance of choosing the proper footwear can not be stressed enough. The shoe is the most important part of the joggers equipment. Failure to select the right type of shoe can cause the wearer extreme discomfort and pain in the form of blisters, where the shoe has rubbed against the foot, flat feet; from the foot striking the ground the wrong way; sore calves and thighs, from the jarring when a thin-soled shoe strikes the ground to hard and even twisted ankles when runners slip and slides because the shoes have poor traction.

As interest steadily grew, manufacturers began to cater to the jogger. Studies were conducted to find the optimum shoe design. The Adidas Shoe Company was a pioneer in this field as one of the first companies to produce shoes for specific sports.

Of course many companies were formed as a result of the jogging craze and companies such as Bauer extended their lines to accommodate the demand for fine footwear. Adidas and Bauer both have several different running models for all budgets. These companies stress that fitting is important.

The shoe should fit snugly but not tightly; there should be no external pressure points; the shoes should be able to flex and the jogger should be able to move his toes relatively freely ensuring proper width and height.

Haley Wilson of Murray Wilson's Shoe Store, said the store carries an extensive line of Adidas, Bauer and North Star shoes but the best seller was probably the Bauer Targa.

The Targa contains many of the features important to a quality jogging shoe including excellent support cushioning and tough lightweight uppers.

Jogging can be both enjoyable and physically beneficial, but a person must ensure he is properly equipped by remembering his feet are an important part of the body, to be given the attention they deserve.



McDonald fans mill about Wilson's store after receiving autographs from the Toronto Maple Leaf right-wing.

At Wilson's skate fit is important

Murray Wilson carrying skates in the Shoe Stores is one of the 1920's. A properly fitted skate will provide greater satisfaction for you or your child.

This has been their policy since George Wilson first started

to give a breakdown of the skate construction. First the toe cap of a hockey skate is hard, to protect the feet from the tremendous impact which results from a fast puck or contact with the boards. However, because of its hardness it is important that the toes are not constricted in the toe cap, as it will not stretch or give.

The heel counter, on both hockey and figure skates is very important for heel and ankle support. It is this part of the skate which provides any and all support and should therefore feel snug when the skates tied up so that the heel cannot shift in the boot.

The arch support, which is an extension of the heel counter, should again fit closely to the foot. The reason for this is that the arch tends to collapse slightly unless well supported, which can become painful after skating for any length of time.

The blade supports on skates, up until just recently, have been mainly metal to offer strength, however, new all Bauer hockey skates have the new polycarbonate Tuuk blade supports.

These have one third of the weight of the conventional metal runners yet the strength is almost as great. The blade supports should be centered on the skate boot such that it falls in line with the foot for maximum skating control.

Most blade runners are made of carbon steel. Tuuk blades, however, introduced a new stainless steel runner which is used on the Bauer Supreme models.

The difference between the two types of runners is such that the pros find it difficult to tell other than that stainless steel runner holds its edge better.

Getting back to the skate boot itself, it is important to allow for flexibility in the ankle area. Bauer did a study recently, in which they took a pair of skates and cut the boot down to below the ankle. It was found that one can skate as well this way as they can in a full boot.

Ankle and heel support are actually the same thing. When the ankles go over, it is really the heel that is turning.

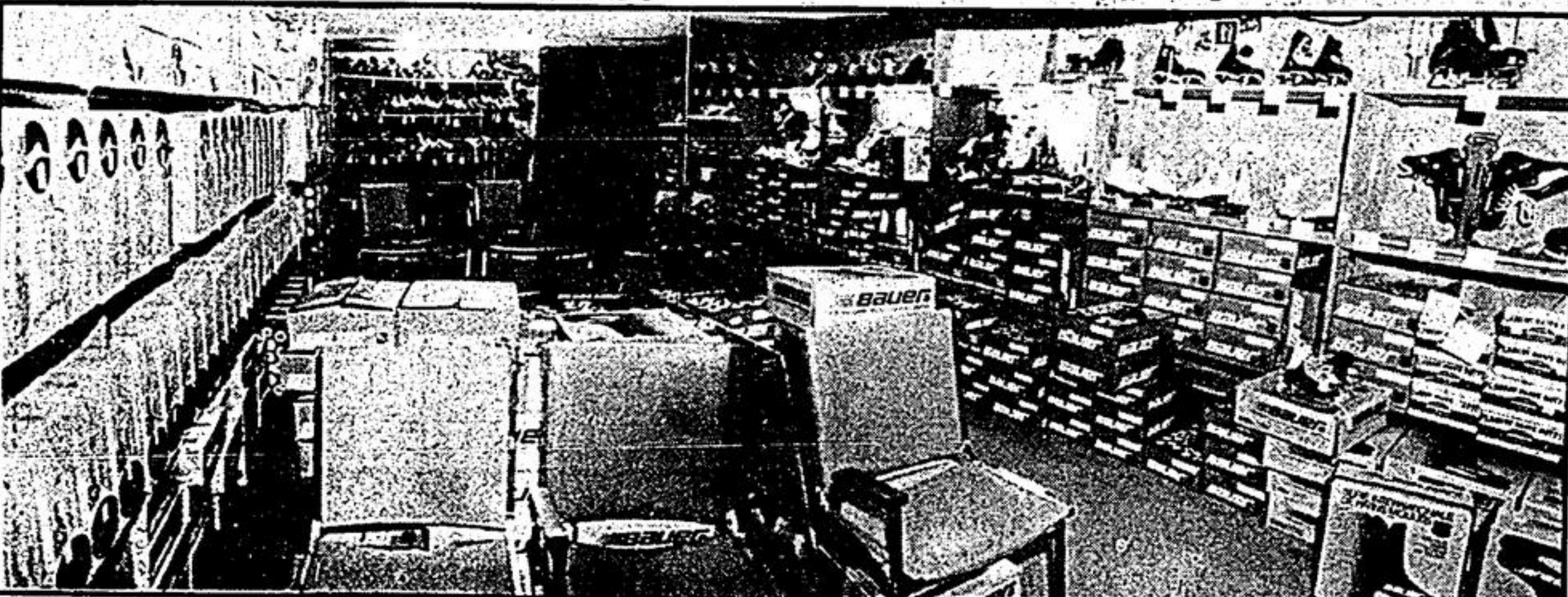
The question most asked at Wilson's is "How much should we spend to get our child a good fitting and good quality skate?"

The answer is whatever your budget will allow. Bauer's heel counters, toe caps and blade supports are the same for all their skates from the least expensive to the most expensive. The only difference is the materials used.

A point to remember, which is recognized by the pros is that it is better to buy a good quality used skate, than an inexpensive poor quality new one.

For the sports minded, Wilson Shoes carries a wide range of athletic footwear for a range of styles and prices.

Most importantly, the staff at both Wilson Stores pride themselves on their ability and in-depth knowledge concerning the products they sell.



Wilson Shoe Stores have a wide selection of footwear for all athletes and trained staff to assist you.

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