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Are your children pounding away their health on concrete playgrounds and city streets?

WITHIN the experience of us all, the sidewalk has changed from a soft to a hard one. Where the children of twenty-five years ago played on soft turf, your children are now pounding away their health in concrete yards and city streets.

Already a beginning has been made in the routine examination of the school children of New York City. Of 2,059 boys at one well known high school, 667, or 32 per cent., had weak feet, and 260, or 12 per cent., actually had broken arches. In 1914, another high school showed 30 per cent. of the boys to have the worst form of flat foot, as against 18.8 per cent in 1908. Among the elementary schools the percentages were even higher.

How the foot breaks down

In a soft walk, the foot shapes the ground; on unyielding concrete, the pavement shapes the foot. The continual pounding with the whole weight of the body on hard, unyielding concrete, weakens and depresses the natural arches or springs of the foot—elasticity of step is lost, and the foot becomes deformed.

The far reaching effects

The constant strain of the arches, particularly in the case of children, produces tenderness and pains throughout the foot, and muscles of the leg. As the child grows older, there is a tendency to round shoulders,

pallor and loss of appetite. Children who have weak feet do not appear to be as active as their fellows, they do not want to play or walk, and often complain of being very tired.

Protect your children's health

Don't let your children pound away their health on concrete playgrounds and city streets. Save their systems from the jolts and jars that tend to break down health. Put heels of new, live rubber on their shoes—they act as easy, springy cushions between the heels and hard concrete pavements. Many private schools now compel their children to wear rubber heels, because they save young nerves and prevent the usual clatter of children's feet.

Be sure to ask for O'Sullivan's, and avoid the disappointment of substitutes.

In black, white or tan, for men, women and children; 50 cents attached. Most good shoe dealers now sell latest styles already O'Sullivanized.



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Smart Suit for Young Ladies

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spration colors—bath and shampoo. CABOT'S

Sylpho-Nathol

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