

Fitting Shoes: Serious Business

Visu-Meter ... Pedograph ... Brannock Device. To the average layman these are meaningless terms. Their names sound like those of sophisticated devices used by our astronauts. This impression is only half right. So sophisticated devices they are, but they're not used in outer space. Instead, they are being used by up-to-date shoe fitting specialists like those found at NAP's Shoes in Detroit.

Show fitting has come a long way since the pre-14th Century period when three barley-corns equaled one inch or three sizes. Contrary to public opinion, fitting

shoes is a procedure that requires much more than a quick check of a floor sizing device.

Recent years have contributed several new innovations which are insuring more thorough and accurate fitting. The days are gone when a shoe salesman's most complicated fitting tool was a shoe horn. Today, thanks to the innovative efforts of shoe fitting experts, additional tools are being used.

One of these new innovations is the Visu-Meter developed by John S. Ludwig, owner and operator of three large shoe stores in

suburban Cincinnati. Mr. Ludwig, President of the Ohio Shoe Fitters Association, is regarded as a leading expert in the field of shoe fitting. The Visu-Meter, is regularly used at NAP'S SHOES by our own shoe fitting experts.

As stated, a size device is only a stepping stone to proper fit. It provides only a tentative size range. After this is established, the thorough salesman is ready to use the Visu-Meter.

Without getting too complicated, the Visu-Meter is basically a device that can be inserted in the shoe, tightened and locked. When withdrawn, it is applied to the foot where you can compare the inside shoe length to the actual foot length. The Visu-Meter serves as the indicator to parents of the amount of all important "grow room," in a child's new shoe.

This procedure is just part of the comprehensive procedure each NAP'S employee goes through to insure the most accurate fit possible.

Each NAP'S sales person is thoroughly trained and tested in the areas of fitting.



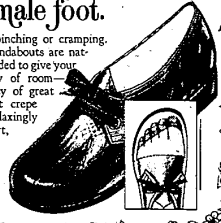
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THE 9 YEAR OLD UNDERSTANDING CHILDREN

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The right fit.
At the right time.

Nap's Shoes

Scholl Roundabouts... freedom for the female foot.

No more pinching or cramping. Scholl Roundabouts are naturally rounded to give your toes plenty of room in a variety of great styles. Soft crepe soles and relaxing firm support, too.

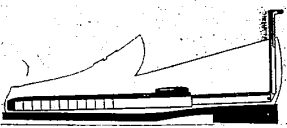




1. Visu-Meter measures foot for correct length.

2. The Visu-Meter shows the toe room.

3. Visu-Meter is used as size indicator.




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Designed To Put American Men
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Natural grain oak bend outside and scored leather insole.

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Tungsten steel shank

Maple pegs

"Wrap around" arch area

Scholl Copeg®... next best thing to custom-made shoes.

Start with a hand-pegged arch and soft leather linings. Add top-grade leather uppers, fashioned in today's classic styles. With comfortable Scholl quality built in, Copeg is the shoe you'll wear with pride. Often.



Nap's Shoes

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26405 PLYMOUTH
Between Inkster and Beech
3 Floors to Serve You
FITTING LADIES SIZES 4-12 AAAA to EEE
MEN'S 6-15 AA to EEEEE
CHILDREN'S A to EEE
KE 4-8260



master charge
BANKAMERICARD
accept on 6-5

MEN'S WEAR
26425 PLYMOUTH RD.
Between Inkster & Beech
THE COMPLETE MEN'S STORE
FITTING SUITS 35-60
PANTS 27-30 SHIRTS 14 1/2 to 20
KE 4-8260

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