



Over-the ankle boot goes with sport clothes, pants in black, brown or white

## Earth shoes innovator eliminates teetering

Pelvis forward, heels up, torso back, Anne Kalso teetered while demonstrating.

"Models walk like this, their shoes are wrong for the walk they want," she said.

Ms. Kalso, whose posture is a straight line from ear to ankle, is the innovator of the heel-down Earth shoe. And the shoe is changing the slumped shoulder, teetering look

caused by conventional heel-up footwear.

At 69-and-a-half, Ms. Kalso, recently in Birmingham, has spent the last 20 years examining the body and its components.

The result of that examination led to the Earth shoe, which provides comfort to the foot and changes the posture.

"In my opinion, you get the posture and a totally healthy foot by changing the skeletal. If you stand in the sand, your heel goes down. That is the best posture and it gives you better breathing and respiration."

THE SHOE, then, follows the format of a foot's imprint in sand. The heel is down, a small rise at the ball of the foot spreads the toes. There is no scrunching, jamming or shoving once the foot is in the shoe.

Ms. Kalso isn't out to do away with the high heel shoe on which most individuals teeter. Rather, "The more you use the lowered heel, the better you will be able to stand in a high heel shoe."

She said one clothing designer asked her to outfit all his models with her shoes.

"He said 'they move beautifully when they have them on.'"

Her shoe, she said, is an invention of necessity. "Some things are necessary in a culture. People live in an artificial world, with cement on the ground and hard floors. Tremendous pressure is put on the joint of the ankle. Also, we have just passed into the Aquarian age and the Aquarians have a lot to do with the ankle joint."

THERE MUST be something to what she says, because since April, 1970, when the first Earth shoe came to America, more than 50 stores have sprouted. And each one is flooded with requests.

"We haven't been able to keep up with demand," said Eleanor Jacob, Earth shoe importer. "We are slowly catching up. But we won't compromise the quality to catch up."

The Earth shoe store will catch the



ANNA KALSO

buyer off guard. It is stark. There is not rack upon rack of shoes waiting to be picked over.

Instead, six or seven basic models perch on a single shelf. The customer takes a seat on a hard wooden bench and the salesman brings out whatever he has in the customer's size.

Style is irrelevant. Comfort and fit are ultimate.

"We are working on more styles," Ms. Jacobs said. "But that is the last of our priorities. We are more concerned with the construction, rather than the look."

A NEWCOMER to the Earth shoe may experience some discomfort in the beginning. The reason, Ms. Kalso explained, is that dormant muscles are being put to use and other muscles are being stretched.

"It takes a varying amount of time to get used to them," Mrs. Jacobs said. "I still occasionally feel things shifting. It often depends on the health of your body."

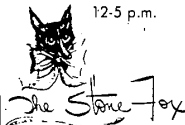
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