Announcing

"INNERAZE"

shoes

by START-RITE

"Inneraze" shoes for children are to the Orthopaedic Surgeon as commercial sutures to the general surgeon. Supplied on medical prescription only, they incorporate the necessary surgical atterations for the treatment of flat feet (pronation)... by means of in-built wedging. The wedge is an integral part of the shoe, and is located between the inner and outer sole. These alterations are uniform... avoid shoe distortion and consequent uneven wear... do not mar the appearance of the shoe.

The Surgeon is relieved of the necessity for checking up that the "alterations" are those that are needed, and of time-consuming supervision after each repair.

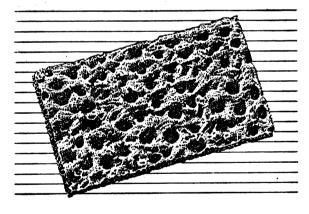




These cross-sections show the built-in wedge in position and the buttressed heel. The thickness of the wedge is §" or 3/16" according to size of shoe.

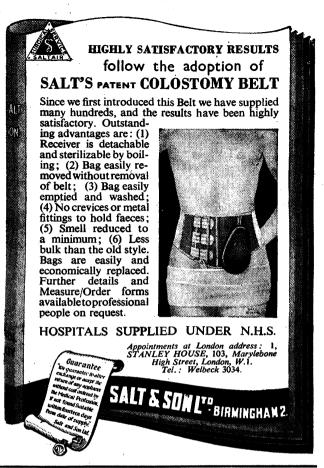
For names and addresses of the Start-Rite dealers from whom "Inneraze" Shoes can be obtained please write to:— The Managing Director,

James Southall & Co., Ltd. 34, St. George Street, Hanover Square, London, W.1.



A palatable whole grain rye bread prepared in a form virtually free from moisture, so that complete mastication is assured. Ryvita can be eaten as an alternative to other breads. Many find that its characteristic flavour stimulates appetite.

RYVITA



The treatment of SERIOUS cases of pediculosis capitis *

(head lice)

Experience has shown that Liquid Derbac is 100% efficient in the treatment of pediculosis capitis. One application is fully effective and eradication is com-

plete within the hour. Treatment is simple and clean. Liquid Derbac, a D.D.T. emulsion, which is nontoxic and non-irritant, is used by clinics all over the British Isles. 40 oz. bottle 10/8d. 2 oz. bottle 1/10d. Literature sent on request. * See The British Medical Journal, 24th August, 1946.



LIQUID DERBAC

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