## When the instep steps out

Buying children's shoes too big " to allow for growth" usually means that the shoe round instep and heel is too loose. The foot slips forward and the toes get almost as cramped as they would if the shoes were too small.

To prevent this, Clarks make their children's shoes to fit snugly round the upper part of the foot while leaving space for growth at the toe.

Each size and half-size is made in several widths and girths, and Clarks' Footgauge determines which is each child's own particular size and shape. Feet shod with such care will always remain well-formed.

Clarks

Children's shoes are made to fit

C. & J. CLARK LTD., STREET, SOMERSET

## Emergency measure..

The anticipated effects of glucose as an energiser and restorer are to some extent lost if the patient shows a degree of unwillingness to accept it.

But the common aversion to the sickly, sometimes nauseating, taste of glucose in many of its ordinary forms is strikingly absent whenever LUCOZADE is offered.

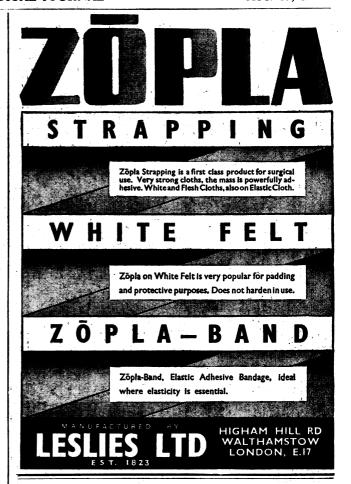
LUCOZADE is so palatable, so refreshing, that neither children nor adults ever need urging to take it as prescribed.

(Containing Dextrose, Maltose and Dextrin in solution equivalent to 23% w/v Liquid Glucose B.P.)

## **LUCOZADE**

An improved form of glucose therapy

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