

## 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

# Against exhaustion

The energising and therapeutic effect of glucose is available in a most acceptable form in LUCOZADE.

Whereas ordinary glucose preparations may have a sickly and even nauseating effect on the palate, LUCOZADE is remarkably refreshing. Once tasted—it is never refused.

*An  
improved  
form of  
glucose therapy*

This pleasing characteristic is of the greatest value in treating cases of shock, physical exhaustion and other conditions requiring glucose ingestion.

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

# LUCOZADE

LUCOZADE LTD., GT. WEST RD., BRENTFORD, MIDD.

M.17

# ZOPLA

## STRAPPING

Zöpla Strapping is a first class product for surgical use. Very strong cloths, the mass is powerfully adhesive. White and Flesh Cloths, also on Elastic Cloth.

## WHITE FELT

Zöpla on White Felt is very popular for padding and protective purposes. Does not harden in use.

## ZÖPLA-BAND

Zöpla-Band, Elastic Adhesive Bandage, ideal where elasticity is essential.

MANUFACTURED BY  
**LESLIES LTD**  
EST. 1823

HIGHAM HILL RD  
WALTHAMSTOW  
LONDON, E.17

## Next Best to Breast-Milk

**M**ANY Doctors and Nurses prefer to recommend FRESH Cow's Milk—instead of Dried Milk—for their baby patients. And, because of its supreme value in infant feeding, there is plenty of fresh milk available for every Baby on application by the Mother at Food Offices.

The addition of a little of Sister Lauras Food (a simple cereal product) makes liquid cow's milk (undiluted) completely digestible by even the youngest and most delicate infant.

The minute quantity of Sister Lauras Food used adds little to the cost of liquid fresh milk. It makes the most satisfactory food available for all babies—no matter what their station in life.



**SISTER  
LAURAS FOOD**  
MODIFIES FRESH MILK FOR BABIES

**2/4**  
From all  
Chemists

**FREE PROFESSIONAL SAMPLES**  
sufficient for a good trial with your difficult babies, are available to Members of the Medical Profession. Write to Sister Lauras Food Co., Ltd. (Dept. BM/14), Springfield Works, Bishopbriggs, Near Glasgow.