

What's Afoot In Shoes

The Savvy Consumer

Airport Friendly Shoes?

(NAPSA)—Why are sales of “airport friendly” shoes literally taking off? A little history lesson may help you get off on the right foot.

Back in prehistory, cavemen didn't wear any shoes. Later, to protect their feet, they just grabbed bark or large leaves, whatever was handy, and tied them on with vines. These simple sandals evolved into more comfortable leather ones worn by the Romans. To add more protection and warmth, footwear continued to change through the centuries but each improvement sacrificed the first sandal's comfort.



Airport-friendly shoes do not set off metal detectors.

Today, shoe styles still vary, except now, highly flexible construction and new comfort technology gives wearers shoes that look great and need no breaking-in. Soft, low-maintenance leathers, foam padded insoles with shock-aid-gel heel inserts, and dual density, lightweight outsoles are but some of the comfort features of French Shriner shoes.

Also, many French Shriner styles are “airport friendly.” Their designers used fiberglass shanks in the soles, not the steel ones that constantly set off metal detectors.

So now, treat your feet to the perfect combination of fashion, function and the comfort of the good old-fashioned sandals. Available at fine stores across the nation, you can locate a store near you by calling (800) 931-9339 or by visiting www.frenchshriner.com.