

# Heart & Sole

SHOES YOU LOVE TO WEAR



*“Love the Lord your God with  
all your heart, soul and mind”  
(Matthew 22:37)*

If your feet are aching at the end of each day, you may be lacking the proper arch support your feet need from your shoes. Jerry Herndon, owner of *Heart & Sole*, located in O’Fallon, will have just what you’re looking for.

“I have quite a few customers that live with heel pain, which is caused by lack of support in the arch of the foot. I help find the right shoe for an individual’s needs,” says Jerry.

He keeps his shelves stocked with the season’s hottest shoe styles. Carrying up-scale brands such as Birkenstock, Dansko, Merrell, Clarks, New Balance, Finn Comfort, and more, you’re sure to find something to fit your lifestyle. Dimensions of great comfort and an eye towards fun and fashion is what you can expect while shoe shopping at *Heart & Sole*. Jerry takes pride in the fact that his customers enjoy excellent personal service. In addition to shoes, *Heart & Sole* boasts a unique line of handbags by Mary Francis that mix fashion & quality.

“The Heart of our business is fashion

and the sole is the comfort,” says Jerry. “We go to market looking for brands that have comfort, quality and style. If a shoe doesn’t look good then you probably won’t wear it, and there’s no value in that; a shoe must be stylish and comfortable.” Let the experts at *Heart & Sole* guide you toward the right shoe for your needs... you’ll be glad you did!

If you have ever made shoe shopping an “experience,” then *Heart & Sole* is a must-see destination. Visit their showroom on Hwy K, south of Hwy N, next to Lou Fusz Jeep Chrysler.

*Heart and Sole*  
3449 Pheasant Meadow Dr., O’Fallon  
(636) 379-4600  
Mon-Fri 10 a.m. to 6 p.m.  
Saturday 11 a.m. to 4 ish  
[heartandsole.com](http://heartandsole.com)