

Choosing the Right Sock... by Ken Freisen

Q. What is the difference between all these socks?

A. Yes we have a large selection of socks and it can be confusing when you first look at all the models and see how many technical features our brand name socks have.

You should know that all of our running socks are moisture wicking and breathable so they help keep your feet comfortable and dry.

Here is a breakdown of some of the other main features that you can look for:

Fit

There are socks that are made on a linear platform for runners with flat feet. This means that they have a broad base across the arch area.

Compression bands around the arch give support and better fit. This helps the feet from tiring as quickly and can help the mild pronator.

A right and a left sock??? That's right, we offer a number of sock models that are specifically contoured and padded for the right and left foot.

Another thing to note as you choose your socks is that they can affect the fit of your shoes. The thick Thorlo socks will make your shoes fit differently than the thin racing socks. It's a good idea to wear your favorite socks when buying your new shoes.

Sizing

Most sock packages state what shoe size they fit. **They will also say the sock size.** Don't confuse the sock size with the shoe size. Sock size 9-11 or "M" fits women's shoe size 5-10 and men's 4-8. Sock size 10-13 or "L" fits women's shoe size 8.5-12 and men's 8-13.

We also carry oversized socks for the runners that have shoe sizes 13+.

Comfort

If you have delicate feet or if they tend to blister easily there are double layer socks. Double layer socks reduce the friction that reaches your foot since the two layers rub each other instead of the skin.

There are also seamless socks that don't have that traditional ridge along the top of the toes that can bother some feet.

Temperature Control

We find that the acrylic socks are long wearing, well padded and tend to be a little warmer. Good for winter and extra foot protection and they still wick moisture from the foot.

Sugoi makes a soft Merino Wool sock that feels great, adds some warmth on cooler days and has wool's traditional great moisture transfer.

A new Brooks sock features *X-static* which is silver fibers embedded in the sock that is thermo-regulating. It moves heat and moisture from hottest to the coolest part of the foot. An added feature is that silver is antimicrobial and so has odor fighting properties.