



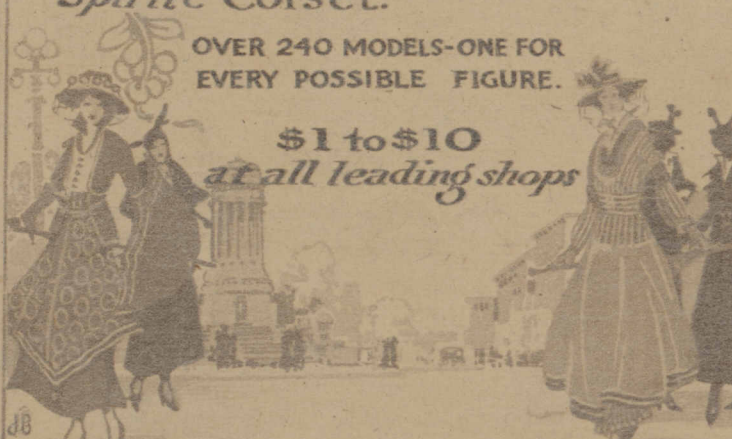
A La Spirite
CORSETS

To The Woman Who Longs
for Lovely Lines

To have in your figure those subtle, every-youthful lines which are the very essence of Style; to know that whatever the shifting of Fashion you will meet it with the distinction of figure that sets off either the extreme or the conservative—that is the satisfaction which will come to you as a wearer of the C/B *A La Spirite* Corset.

OVER 240 MODELS—ONE FOR EVERY POSSIBLE FIGURE.

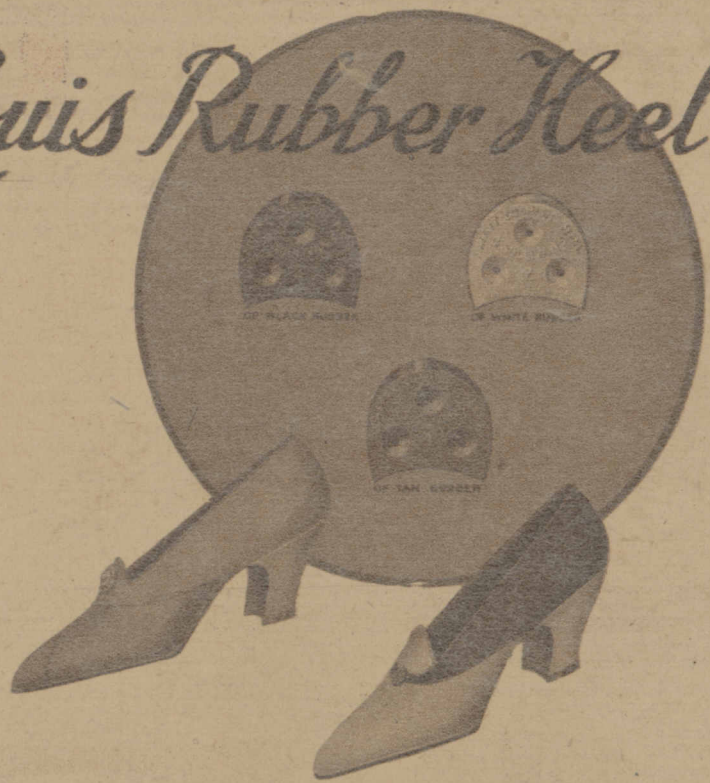
\$1 to \$10
at all leading shops



The Standard Everywhere for the Woman of Fashion

O'Sullivan's New Louis Rubber Heel

You can now wear rubber heels on your dancing slippers and afternoon pumps as well as on your walking shoes.



For years women have worn rubber heels on walking shoes. From their own experience, from actually wearing them, they know how much O'Sullivan's Heels save them. That is why day after day we receive requests for heels to suit dancing slippers. For heels of white rubber. For a Louis rubber heel in tan to match the new putty or sand pumps. Every one of these we have prepared, and they are now on sale. You can now have your dancing slippers and afternoon pumps, as well as your walking shoes, fitted with O'Sullivan's. You can now O'Sullivanize your every step.

Look to Your Heels

To continue to walk on hard leather heels is to deliberately waste, by needless strain and shock, precious energy. You have just so much vital energy, and this sum total is seriously affected by the constant jar and jolt at every step you take.

Every doctor who has studied fatigue-poisons and the laws of fatigue says that any wasting of physical energy impairs mental energy.

Turn shops, streets, dancing floors, etc., into velvet rugs by adding O'Sullivan's Heels to all your shoes, and for the incessant noise and clatter of leather heels substitute both the relief and quiet of O'Sullivan's.

O'Sullivan's Heels are made of new live rubber—rubber with all the spring in it. They are one of the most important of modern devices to make life smoother. They are a contributing factor of recognized value in conserving the energy of important people.

You can now secure O'Sullivanized shoes at any of O'Connor & Goldberg's Stores.



Joan Sawyer says: "I consider that O'Sullivan's Heels are a great aid to dancing."

Florence Walton says: "Dancing on ballroom floors is made much easier by wearing O'Sullivan's Rubber Heels. I recommend them."

O'Sullivan's

Heels of New Live Rubber—50c Attached