



The Family Upstairs!

How to prevent the noisy banging of their heels on the floor

Every night in the apartment overhead you hear the thump—thump—thump—of hard leather heels on the hardwood floors.

Millions of people who live in apartment houses know and hate the sound. It means broken sleep, bad temper; it does not help a man to love his neighbors.

The thoughtless ones on the floor above are not only annoying the persons below them, they are actually injuring themselves. Not only are hard leather heels a noisy nuisance—they are a menace.

Every thump wastes energy. Every thump shocks your spine. Every thump jolts your system. Fatigue results.

Leather heels are not adapted to modern city conditions.

The heels best adapted to modern city life are O'Sullivan's Heels. These

heels act as little individual shock absorbers. They take the strain off your spine. Indoors they do not make a disturbing clatter on the hard floors.

If you sent the family overhead O'Sullivan's Heels their thumping on the floor would cease. They would then turn the energy pounded away on the floor and street to better uses.

Perhaps the family on the floor below you would appreciate it if you wore O'Sullivan's Heels. Have a pair put on your shoes today.

Notice the increase in your energy and efficiency. Insist on O'Sullivan's—avoid the disappointment of substitutes.

At all shoe stores and cobblers—in black, white or tan. 50c attached.



Aviation Socks
Soft and comfortable Scotch Wool Socks are just right for service in the higher altitudes. White with black, blue, green, or rose stripes, \$2.50 a pair. Others plain white, Oxford or Heather, ribbed, \$1.00 a pair.

For all military purposes wool socks are highly recommended. They help wonderfully to keep the feet in good condition by absorbing moisture and so keeping them dry and healthy. We have a complete assortment, priced from 69c. a pair upward.

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EXCLUSIVE HOSIERY
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Model	Price	Model	Price
Duntley Combination Vacuum Cleaner and Carpet Sweeper...	\$7.50	Hot Point	\$27.50
Bissell Combination Vacuum Cleaner and Carpet Sweeper...	9.00	Frantz Premier	35.00
Gem Long Tube Style	10.00	Ariel	35.00
		Baby Hoover	47.50
		Royal	35.00
		Cadillac	32.50
		Ohio	35.00

"Twin" Hand Power Cleaner. Sale Price **\$6.90** on easy payments. List Price \$10.00.

The "Imperial" Model D Electric. Sale Price **\$26.75** ON EASY PAYMENTS. List Price \$35.00.

Every Cleaner Advertised Is Guaranteed New and Latest Model.

Send coupon to-day for free copy of "How to Select a Vacuum Cleaner." It contains information of great value. You also can have the benefit of our many years' experience handling all kinds of Vacuum Cleaners. Ask all the questions you wish.

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131 W. 42d St., One Flight Up. Downtown Branch, Booth 53, Between Broadway and Sixth Ave. Hudson Terminal Concourse, 30 Church St.
Phone 6310-6311 Bryant. Take Subway to Times Square. Mail this Coupon NOW lest you forget.

FREE TRIAL We will gladly ship either of these 2 cleaners express paid on 10 days' free trial, no money in advance and easy payments thereafter. Please mention this advertisement.

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Fitting The Narrow Foot
Widths AAAA, AAA, AA & A. All sizes, including 8, 8 1/2, 9 & 9 1/2.

Unlike the ordinary narrow width shoe, the "ShoeCraft" shoe has a proportionately narrow heel which fits perfectly and lends the foot a measure of comfortable support. This is but one of the exclusive features of "ShoeCraft" narrow width shoes. Our booklet "Fitting the Narrow Foot" explains them all. Write for it.

"Byart" \$8 & \$9
A walking oxford of Black Glaze Kidskin at \$9; or of White Linen Canvas at \$8.

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An Equivocal Creation. Nestles with ease upon any contour, and with its suggestion of a wealth of natural hair, lends the charm of youth and beauty to any face. It is made of natural wavy hair of supreme quality, and can be dressed in any fashion. Is worn by many, yet is invisible to all. Illustrated Booklet "T" on request.

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White Nubuck Sport Boot, Rubber Sole and Heel... \$6.00

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Page Perfumer New York

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BLYN PLAN SHOES give the children a barefoot feeling—but their effect is firmly protective. Designed from the natural foot—they correct the defects caused by unnatural shoes. Restful—roomy—moderately priced—they are the best possible shoes for children regardless of price.

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By Mail Everywhere.
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Combination Shoe
Women with slender feet and low insteps find this a perfect fitting shoe at a considerable saving of money.

Of normal size across vamp—cut narrow at heel and instep—it yields a degree of comfort known in no other ready-to-wear shoe.

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Wood Bed Slide Fits any wood bed.

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