



\$2,000,000,000 sky line of New York City

## Are we a wealthy nation?

TOO many of us measure our wealth in dollars and cents—in stocks and bonds—in skyscrapers.

Real wealth is measured in health. Have you ever taken an inventory of your health?

Do you realize that you live in a country where the average duration of life is only 43 years? This is the age at which life offers its greatest rewards.

Do you know that last year the population of our hospitals, including resident patients, nurses, doctors and employees, was over one million persons a day?

Think of it—one million persons a day.

Perhaps you are enjoying 100% health now. What are you doing to guard this precious health for the future, and thus insure yourself against the daily toll of the hospitals?

A harp of a thousand strings

Your body is a harp of a thousand strings.

The most important of these strings is the spinal cord.

Every time you jar your body a shock vibrates up the spinal cord to the base of the brain.

Each step you take with nail-studded leather heels on hard city pavements sends

nerve racking jars up your spinal cord. Perhaps your body is strong enough to stand these shocks now, but eventually they are likely to tell on you.

You should avoid all unnecessary shocks to your nervous system. Doctors say you should wear springy heels.

Take the strain off your spine

About 50% of sickness in this country is due to wear and tear on the nerves. You can save yourself a great amount of this nervous strain by wearing O'Sullivan's Heels; they absorb the shocks and strains that wear you out.

Doctors and nurses wear O'Sullivan's Heels—so do many million Americans who measure their wealth by their health.

The best heels for city wear

The heels best suited to modern hard pavements and floors are O'Sullivan's Heels.

They are guaranteed to outlast any other heels. They will last three times as long as leather heels, and will give uniformly satisfactory service to the very last.

Because of our special process, O'Sullivan's Heels combine the greatest durability with the greatest resiliency. They are made of perfect heel material.

Buy your new shoes O'Sullivanized. Good dealers sell the latest style shoes with these heels already attached. Have O'Sullivan's put on all your shoes at once.

Every day you delay putting them on you are wasting your most valuable asset—Energy.

In black, white or tan; for men, women and children. Insist on O'Sullivan's—avoid the disappointment of substitutes.



## GOLFLEX

Read carefully:

When you buy a GOLFLEX suit you buy not only style perfect and appropriate for its purpose, but also comfort supreme and value that is true economy.

GOLFLEX suits are made from a special quality of cheviot knitted from pure worsted yarns.

With a range of fifty colors and designs, including distinctive heather mixtures, the material is as attractive as any woven cloth, while its knitted construction gives an elasticity that provides comfort impossible in a suit not yielding to body movement.

GOLFLEX suits are for active outdoor wear everywhere—by women in society and in business, by young women in college and girls in school.

Fourteen stores on Fifth Avenue and Broadway, New York, can show you GOLFLEX suits. Five hundred stores through the country to San Francisco can do likewise.

Write a note now direct to the manufacturers and you will receive pictures of eight favored styles and names of convenient stores. Address

Wilkin & Adler  
11 East 26th St., New York



## Franklin Simon & Co.

A Store of Individual Shops  
Fifth Avenue, 37th and 38th Sts., New York

SMART WINTER FASHIONS

MISSES' TAILORED COATS

At Special Prices



70—Misses' Fur Trimmed Coat, of wool velour, in brown, green, taupe, navy or burgundy; convertible collar, muff cuffs and wide border of lapin fur; belted model gathered at waist line, silk lined, warmly interlined inset pockets. 29.50  
72—Misses' Tailored Coat, of heather mixture coating, in green, brown, gray or blue coloring; belt fastened with self buckle, high collar can be worn flat forming revers; patch pockets; body and sleeves silk lined. 19.75  
74—Misses' Fur Trimmed Coat, of wool velour, in green, brown, burgundy, mole, navy or black; convertible collar and deep cuffs of taupe cone fur; adjustable belt slips through bone buckle; silk lined, interlined, inset pockets. 29.50

HATS and SHOES illustrated, from our shops. Prices upon application.

Prompt Delivery Free, Anywhere in the United States. Phone 6900 Greeley

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The Specialty Shop of Originations  
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A TRAP-SHOOTING SUIT

Designed and approved by Belle G. Earle the well-known trapshooter



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5<sup>TH</sup> AVENUE AT 37<sup>TH</sup> STREET

Misses' Autumn Street Dresses

of Fine Mannish Serge Very Specially Priced



This Misses' Serge Dress, No. 19 is a new side draped and pleated model, which may be had in navy only; handsomely trimmed with soutache braid. SPECIAL PRICE 16.75  
Suits 14-16-18-20 years Suitable for small women 40 bust measure. Mail or phone orders filled promptly. Send for illustrated Style Book 20. Phone 2400 Greeley.



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are the only hair nets processed for invisibility and strength. Made of real human hair to match every shade of hair. In self-comforming, cap-shaped or all-cover styles. Outwear several ordinary hair nets. Packed in sanitary envelopes, at 15c each, 2 for 25c. White and Gray, 25c each.

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Your Dealer is Now Showing GREENPOINT PERIOD METAL BEDS IN WOOD FINISHES besides the standard line of Brass and Enamel Greenpoint Beds.

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Forty years' test has demonstrated the efficiency of many thousand patrons testify to its beneficial value. Healthy hair is the result of proper attention. Incipient hair and scalp disorders grow worse by neglect. Send description of your hair and scalp condition, general physical health, and age, and I will suggest proper treatment and tonics. Booklet "Healthy Hair," free on request.

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Overcoat, Suit and Cap to Match

Smart, neat, perfect fitting, and durable; the best value in Motor Clothes for Chauffeurs that can be bought. A Double-Breasted Overcoat. A smart Norfolk Jacket, with Trousers or Breeches and a Cap.

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For sheer beauty, there is no comparison between this Grand—small, dignified, dainty—and any upright.

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