



Which one are you?

NO matter who you are or what you do, you should try to save your energy. Energy is the most valuable thing in the world. And it is the thing most wasted by Americans.

You need energy every day—every minute of the day. Energy is as valuable to the doctor as it is to the policeman; as valuable to the workman as it is to his employer.

Often, indeed, the employer is an employer because he has energy. And the workman remains all his days a low-paid employe because he lacks energy.

Energy is greater than genius, perseverance or luck.

As a sensible man, it must strike you that you should stop energy waste wherever you can.

How we waste energy

When you start for work in the morning, you feel full of energy; your step is brisk and vigorous.

Often after you've worked a while in your office, store or factory, you notice that your energy is slipping away. By noon you've lost a lot of your force. By evening you've lost most of it. You go home tired out and cross. You are not getting the most out of life.

The man in the store or office, or the salesman who goes from place to place, is under a constant "drive." No matter how weary he is, he must always be in good humor and high spirits.

The man at the lathe, forge or bench, working all day on factory floors, is more fatigued by standing on the floors than by the work he does. His back aches at night from the steady strain on his spine during the day.

The superintendent who walks miles daily with hard leather heels on unyielding factory floors, wastes his energy and vitality.

"The average man," says Harrington Emerson, the well-known efficiency engineer, "is only 25 per cent efficient, because he does not conserve his energy."

Fatigue is caused by energy waste. The man who conserves his energy in every possible way is never "all in"—never even tired. He has a surplus of energy left at the end of a day's hard work.

You can have a surplus of energy by stopping small but serious drains on your energy.

8,000 energy units a day wasted

One way you waste energy is in walking. You wear leather heels. They are not suited for modern conditions. You bring them down with a bang on the hard city streets and floors. You do this 8,000 times a day at least—for the average



Buy your new shoes O'Sullivanized and let the little shock absorbers save your energy.



Any cobbler will attach O'Sullivan's Heels to your shoes. Have a pair put on today. Notice your increased energy.

city dweller takes that many steps a day. That means 8,000 shocks to your nervous system. You pound away 8,000 units of energy on the streets. If you saved much energy you'd have the added drive and force you need.

The way to eliminate these 8,000 daily energy leaks is to wear O'Sullivan's Heels. They save your energy by absorbing these daily shocks.

Every day you delay wearing O'Sullivan's you are wasting your most valuable asset—Energy.

You can't afford to do this, no matter what your work is.

In any shoe store or cobbler shop you can have O'Sullivan's Heels—little individual shock absorbers—put on your shoes in a few minutes.

Equip yourself for modern city life at once. Have O'Sullivan's Heels put on your shoes.

Notice how your energy increases.

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 O'Sullivan's Heels already attached. Have O'Sullivan's put on all your shoes today.

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

Walk with ease and vigor. O'Sullivan's Heels help you walk.

