

What is a woman's greatest charm?

A woman's greatest charm is not her beauty. It is not her complexion, or her eyes or the way she wears her hair. It is not her intellect or even her personality

A WOMAN'S greatest charm is her energy. Energy goes by many names:—it is health, vitality, magnetism, life. By whatever name you call it, *Energy* underlies all other charms.

Energy makes a woman attractive

The woman who conserves her energy is never out of sorts. Her conversation is animated. Her eyes are bright. When she walks, it is with easy grace. She radiates vitality.

What she has to do, in her home, in her office, in her clubs, in society, she does thoroughly and well, without worry or fatigue.

Men admire her because she is never dull, never cross, never a tired-out bore. She accomplishes much more in life, is much more charming, and is happier than the woman who wastes her energy in many needless ways.

The woman who wastes her energy is seldom charming. Lack of energy means loss of beauty. Her eyes lack sparkle. Her conversation is dull. She is not attractive to other women and men. People are not interested in her because she is *not interesting*.

A modern heroine's strenuous day

The day is past when a fiction heroine can be "sickly" and still be a heroine. The modern heroine's complexion is tanned by outdoor life. She can hike five miles, play a stiff game of tennis, do a hard day's shopping, and dance twenty dances in the evening without being overcome by fatigue.

Such a day of activity is impossible, however, for many modern women. Why?

How woman wastes her charms

The reason is that women waste their Energy. They are not guilty of any one big energy waste. But their supply of Energy is drained by a number of little taxes on their *vitality which can be stopped*.

In walking, for example, most women waste Energy. Walking is a splendid exercise. But no woman should walk in the city unless her feet are properly shod for the city streets.

A woman wastes valuable Energy by wearing leather heels.

Leather and wooden heels are totally unsuited for city pavements because they are so hard.

Every day the average woman takes 8,000 steps. That means 8,000 shocks when the hard heels hit hard sidewalks and floors. Each shock jars just a little Energy out of her system. These little energy wastes multiplied by 8,000 mean a large drain on the woman's vitality. Every time you bring your leather

shod foot down, you are wasting some of your greatest charm!

Stopping the energy wastes

Every woman can stop this energy waste by wearing O'Sullivan's Heels. They are little individual shock absorbers. They absorb these 8,000 daily shocks. They take the strain off your spine.

The woman who wears O'Sullivan's Heels walks

with greater ease and grace than the one who clatters along on hard, nail-studded heels. The energy thus saved is added to her charm.

You should have O'Sullivan's Heels put on your shoes at once—if you want to conserve your Energy. They are not only comfortable—they are fashionable. You'll see many worn on Fifth Avenue any afternoon. One out of every four New Yorkers wears them. You'll notice the wearers have a more springy, energetic step than those who wear leather heels.

Not only do their energy-saving advantages recommend them to many women, but they are also far more economical than leather heels. O'Sullivan's Heels last three times as long as leather heels—and they keep your shoes in better shape, and make them last longer.

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 the 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 at once. Every day you delay putting on O'Sullivan's Heels, 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.



What wall flowers lack

The popular woman has vivacity, personality, magnetism, charm—in short Energy. You can't have energy in the evening if you pound it away all day on hard floors and pavements with hard leather and wooden heels. O'Sullivan's Heels save your energy.



Make shopping a real pleasure

If shopping wears you out, blame your leather heels. Wear O'Sullivan's Heels, and know what it is to shop without fatigue.



When HE comes home

Are you too tired to brighten his evening after his work? Household duties and the children wear you out. You waste energy by clattering about on hard leather or wooden heels. Stop this useless drain on your energy by wearing O'Sullivan's Heels.

The walk women want

You want to walk with buoyancy and grace. Save your energy if you can. O'Sullivan's Heels save energy and give your walk the desired easy grace.

