



1211-1213 Chestnut Street

Winkelman Style Footwear for Women

1130 CHESTNUT ST. At Twelfth

Feature for Friday and Saturday An Extraordinary Opportunity 1450 Pairs New White Strap Pumps and Oxfords

3.75

\$10.00 Values

The most unusual shoe values of the season, including all the new wanted styles—one and two straps —pumps and oxfords—just the thing for vacation and street wear. There is a saving of \$3.25 on every pair so please call early.

WHITE HOSIERY 3 pr. \$5.50





Is the human mechanism equal to the strain of modern life?

IS the average American becoming a physical sham? Medical authorities, after examining thousands of workers, have shown that the average man uses less than one-third of his lung capacity; that over 400 of his muscles are actually weakened by disuse.

Calling attention to this startling condition, the late E. E. Rittenhouse of the Life Extension Institute said: "Time and laborsaving devices have radically changed the living habits of a vast number of people. Physical exertion has greatly declined. The mortality rate from the wear and tear of life is abnormally gaining. The average American has no time to waste. He is getting bald. His eyes have been strained by the close focus of inside work hence the eye glasses. His teeth need attention. He never walks when he can ride."

With every forward step, advancing civilization puts new strains upon the human mechanism. It is vitally necessary for every one of us to conserve his energy—to prevent the inroads of fatigue.

Whenever the drain on nervous energy is too great for a few hours' sleep to replace, fatigue becomes an ever-present menace.

One of the greatest sources of fatigue to-day is pounding with hard heels on still harder pavements. Every step you take on oldfashioned leather heels or ordinary "dead" rubber heels acts as a hammer blow to the delicate nervous system.

The average man takes 8000 steps a day—suffers 8000 jolts and jars. Constant repetition of these jolts and jars tends to exhaust your energy, to produce that tired-out feeling you so often experience.

Remove this cause of fatigue

You cannot change the pavements but you can change your heels. O'Sullivan's Heels absorb the jolts and jars that tire you out.

To secure the resiliency, the springiness of O'Sullivan's Heels, the highest grades of rubber are blended by special formula. With this blend of live, springy rubber are "compounded" the best toughening agents known. The compound is then "cured" or baked under high pressure.

The same process that makes O'Sullivan's Heels resilient gives them their great durability. O'Sullivan's Heels outlast three pairs of leather heels—they often outlast two pairs of ordinary rubber heels. Stop pounding away your energy. Go to your shoe repairer to day and have O'Sullivan's Heels put on your shoes. Insist on getting O'Sullivan's!

O'Sullivan's Heels Absorb the shocks that tire you out