After exercise what a satisfaction it brings

AFTER exercise, after a brisk ride in the autumn air or an invigorating walk, how grateful is a piping hot cup of Yuban.

You breathe in its steaming fragrance and slowly sip its delicious flavor at peace with the world.

No other coffee is so wonderfully satisfying. Until you have tasted Yuban you will never realize what a difference there is in coffee—what really good coffee is.

YUBAN

The Arbuckle Guest Coffee

Have you reached the point where you have no strength left to overcome fatigue?

Fatigue—
The Danger Signal

Is the slightest act an effort?

Do you feel cross and irritable at night?

Do you worry over petty troubles?

These are the Danger Signals of Fatigue. When we reach the limit of our mental and physical endurance—when overwork of brain or body starts its drain upon our nervous energy—nature never fails to flash the danger signals of *Fatigue*.

How fatigue grips you

Fatigue poisons work gradually—subtly. If each day you are using up more than your normal amount of surplus energy—you are slowly drawing more and more heavily on your health capital, and diminishing your powers of efficiency. That "tired feeling" creeps over you a little earlier each day till finally your night's sleep is no longer sufficient to refresh you—to restore your wasted health vitality.

How can you tell when you are nearing the limit of your natural energy? You must look out for the danger signals sent out by Nature—loss of appetite, insomnia, increasing exhaustion from day to day without increase in the amount of work done, mental depression, lack of interest and initiative.

No one can afford to disregard these danger signals.

"Plus Health"

The spirit of the times demands nothing less than the most perfect development of body and mind, and maintaining the highest degree of efficiency of the adult worker for the longest possible term of years.

A surplus of energy must be persistently aimed at—what Harrington Emerson, the well-known Efficiency Engineer, calls "plus health." No fatigued woman can be at her best; she is doomed to inferior work, and to be mentally depressed.

Conserve your energy

Economize your energy wherever you can. Make every activity build up your vitality instead of wearing it down.

Whatever your daily work may be, there is no reason why it should exhaust you. It should use up only a normal amount of your *surplus* energy. It is the added strain on your nerves, the shock and jar of every step you take on hard city pavements and hardwood floors that *wastes* your strength, and leaves you tired out.

Change city pavements to cushioned paths

Save your nervous system from the useless shock and strain of hard heeled shoes on city pavements. Replace your nail studded leather heels with soft, springy O'Sullivan's Heels—city streets and hardwood floors will feel like cushioned walks.

O'Sullivan's Heels absorb the shocks that now wear you out. They give you the quiet, elastic step and easy swing of youth—a feeling of increased energy and "life."

Get a pair of O'Sullivan's Heels today. Notice the difference they make. They are one of the most important modern devices for making life quieter, smoother, happier.

O'Sullivan's Heels 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.

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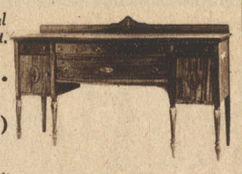

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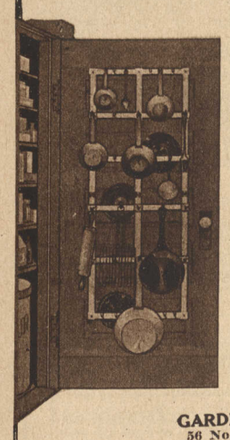

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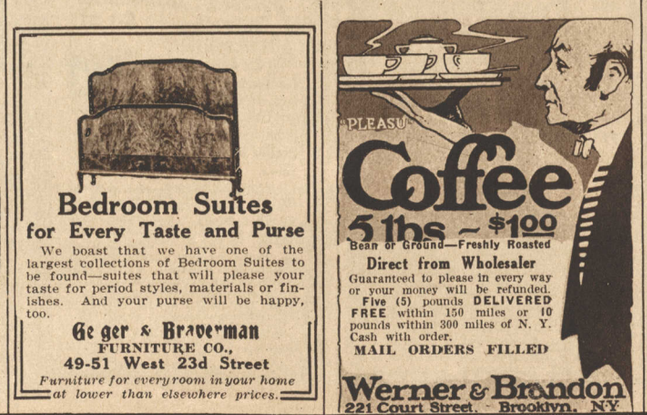

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