

Are you prepared for the coming season's strain?

Health is woman's greatest asset

Back to city life again! Refreshed and invigorated after your summer vacation. Teeming with surplus health.

How long will this surplus energy last you? Will it carry you through the coming season?

Whether it is in business or in society, the season ahead of you will require all the surplus health you have stored up.

You will be constantly "on the go"—*constantly on your feet.*

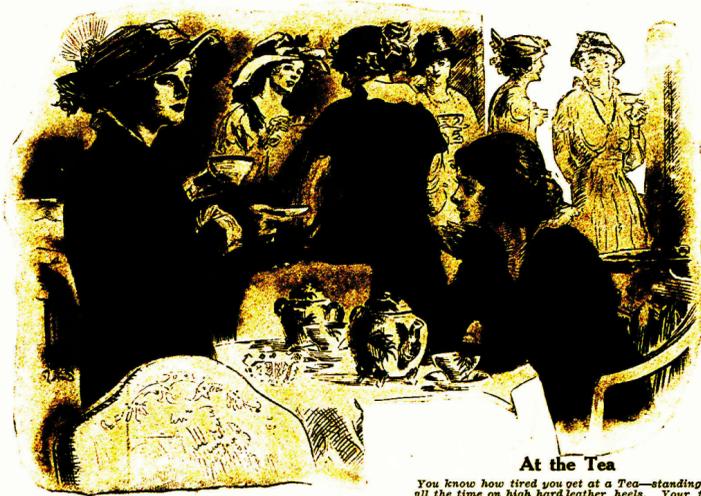
No matter how fatiguing your day may have been—in the evening at the dinner party you are expected to look fresh and bright. You cannot afford to show fatigue.

Save your energy

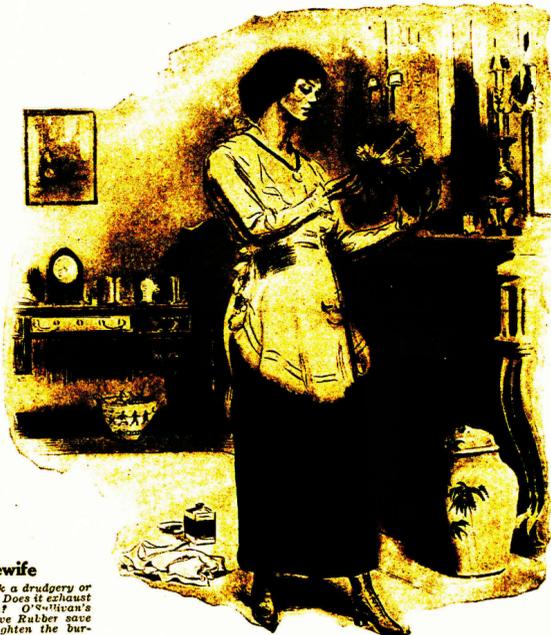
Resolve right now to save your energy; avoid unnecessary fatigue.

Your shopping, your housework, those long hours on your feet need not exhaust you. They 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 city pavements and hardwood floors that wastes your strength and leaves you tired out.



At the Tea
You know how tired you get at a Tea—standing up all the time on high hard leather heels. Your feet will feel rested—and you will look brighter—when you wear O'Sullivan's Heels of New Live Rubber.



Housewife
Is your housework a drudgery or a pleasant duty? Does it exhaust you or relax you? O'Sullivan's Heels of New Live Rubber save your feet and lighten the burden of housekeeping.



Shopping
Do you enjoy shopping, or does it exhaust you? Do you come home stimulated with new ideas, or do you throw yourself in a chair—"all in"? Make hardwood floors and pavements feel like soft cushioned paths. Wear O'Sullivan's Rubber Heels.



Vacation
Last Summer plenty of wholesome exercise revitalized your body and nervous system. You're returning to city life well and rested. Don't let the city pavements wear you out. Get O'Sullivan's Rubber Heels at once.



"All in"
Profit by this experience. Now you know that there was no need of your "breaking down." The hard pavement wore you out. You didn't know about O'Sullivan's Rubber Heels.

Copyright, 1916, O'S. R. Co.

How to conserve your vitality

Save your nervous system from the useless shock and strain. Replace your nail-studded leather heels with heels of New Live Rubber.

Change city pavements to cushioned paths

O'Sullivanized shoes with Heels of New Live Rubber make city streets and hardwood floors feel like cushioned walks.

O'Sullivan's Heels absorb the shocks that tend to wear you out. They give you a quiet elastic spring and an easy youthful swing—a feeling of increased energy and "life."

Get a pair of O'Sullivan's Heels every day. You'll be surprised what a difference these little "shock absorbers" make. You'll feel more rested in the morning—fresher in the evening.

O'Sullivan's Heels are one of the most important modern devices making life quieter, smoother, happier.

When you buy your new shoes, buy them O'Sullivanized. Update shoe dealers now sell latest style shoes with O'Sullivan's Heels already attached.

Insist on O'Sullivanized shoes—the live rubber heels give the greatest wear with the greatest resiliency. In black, white and tan for men, women and children; 50c attached.

