

Woman's Part in the War

Have you the strength to do your share?

Until this war is over, and for a long time after, the women of this country will be called upon to exert their energies to the utmost.

A greater tax than ever before will be levied on the strength of American women. For they must now do the work of men.

As a patriotic American woman, you are eager to shoulder your share of the common burden. But to do this you must be in the best physical and mental condition.

You can assume the new burdens only by rigidly conserving your energies.

No matter where or how you are helping—in the factory, office or home—you cannot afford to let fatigue overtake you.

"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.

Your daily work need not exhaust you. It should use up only a normal amount of your surplus energy.

Yet how often do you start the day full of energy, only to feel dull and worn out by 4 o'clock? It's the little energy leaks that are to blame. You hardly notice them at the time, but added together they take a heavy toll of your strength.



Women in munition plants

Thousands of women are now doing men's work in munition factories. Many complain that they are more fatigued by standing on the hard floors than by the work they do. Much of the backache and strain on the spine can be avoided by wearing O'Sullivan's cushion heels.



Women in business

How much of the eight hour day does the business woman spend on her feet? How many miles on hard floors does she average? You can't give exact figures, but you know too well how tired this standing and walking leaves you at the end of the day. You can avoid much of this fatigue by wearing O'Sullivan's cushion heels on your shoes.



"All in" from the slightest effort

The woman who uses judgment and conserves her energies does not have nervous breakdowns, and get "all in" from the slightest additional exertion. With every new burden she assumes she is just that much more careful to save her strength in other ways. Begin today to save your vitality in every way possible and insure yourself against fatigue.

One way you can conserve your energy

For example, you are hardly conscious that there is any shock or jar to your nervous system with each individual step you take on city streets and hardwood floors. Each step is a little thing in itself but the cumulative effect constitutes one of the big drains on your system that leaves you tired out at the end of the day. It is a severe tax on your vitality.

3,000 times a day your leather shod feet hit city streets and floors. Each shock jars a mite of energy from your system.

Stop these losses of energy and you will have done much to conserve enough energy to fight off fatigue.

Take the strain off your spine

You can avoid this needless waste of energy. You can avoid the constant jolts and jars that wear you out.

O'Sullivan's Heels will conserve the energy you now waste in this way. These little "shock absorbers" take the strain off your spine. They help you fight fatigue by adding fresh vigor to your step instead of wasting it.

They give you a quiet, elastic step and easy, youthful swing, a feeling of increased energy and "life."

Get a pair today. You will be surprised what a difference these heels make. You will feel more rested in the morning, fresher in the evening. They will make you better able to shoulder your share of the work you must do to play your part in the war.

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.



Energy to spare

Come home from your work, your shopping, with the same vigorous, buoyant step you started out with in the morning. O'Sullivan's Heels conserve your energy, prevent fatigue and give an easy, graceful van's cushion heels.