



Risking "the handsomest feet"

At Piping Rock, Newport, Palm Beach—wherever American women are—you will find "the handsomest feet in the world." But this title will be lost if women do not give up hard leather and wooden heels. O'Sullivan's Heels will save "the handsomest feet."

"The handsomest feet in the world"

"American women have the handsomest feet in the world," says an eminent physician.

Also, the physician adds, "They abuse them more than any other race, except the Chinese."

Indeed, he believes that unless American women begin to be as careful of their feet as they are of their complexions, we will have a nation of flat-footed women.

"Shoes," he says, "have much to do with the common, but dangerous condition known as 'flat-foot.'" He blames improper shoes and hard leather and wooden heels for this condition.

A warning against hard heels

This is his warning:

"If you feel inclined to walk less and ride more, if you prefer to sit when you used to prefer to stand, if your feet have lost their springiness—you may be sure that your arches are breaking down, or that they have already done so. Your gait is likely to become slouchy, until the once light, springy step becomes more like a dragging or pushing of the feet one past the other.

It is bad enough for a woman to deform her feet by wearing tight shoes and hard leather heels. But the other consequences of the abuse are even worse.

Tired feet mean lack of proper exercise. Lack of exercise means run-down health. Run-down health makes a woman ill-natured and generally unattractive.

Wasting a woman's greatest charm

A tired-out woman is seldom interesting, attractive or charming.

She lacks woman's greatest charm—Energy. Energy underlies all other charms. Energy is sometimes called magnetism, health, vitality, life!

If you wear leather heels you are wasting this precious energy. Every time you bring your hard leather heels down on hard sidewalks or floors you are jolting a little energy out of your system. The average woman takes 8,000 steps a day! That means 8,000 shocks—8,000 daily energy wastes.

The total energy waste tires you out. The shocks distort your feet—and "flat-foot" results.

How to preserve the "handsomest feet"

If American women are to continue to boast of the "handsomest feet in the world," they must abandon



If shopping tires you out—

Do you know your heels are to blame? If you wear hard leather or wooden heels you jolt much energy from your system as you walk. O'Sullivan's Heels will let you shop in comfort.

leather heels—for leather heels are not suited to modern city streets.

The best heels for city wear are O'Sullivan's Heels. They were made for city streets. They prevent "flat-foot" because they absorb all shocks and strains. They take the strain off your spine.

Wear O'Sullivan's Heels and you do not waste vitality. Whether you are in your home, at your club, at business, or shopping, you'll appreciate these little individual shock absorbers.

The best heels for city wear

The heels best suited to modern city streets and floors are O'Sullivan's Heels. They are guaranteed to outlast any other heels.

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 these heels already attached. Have O'Sullivan's put on all your shoes at once. Every day you delay putting them on you are wasting your most valuable asset—Energy.

In black, white or tan; for men, women and children; 50c attached. Insist on O'Sullivan's. Avoid the disappointment of substitutes.



Woman's greatest charm

Woman's greatest charm is her Energy. Her life, vitality, magnetism depend on it. You see it in her graceful, buoyant walk. O'Sullivan's Heels save this vital energy and put buoyancy in your walk.