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The biggest of all our wastes

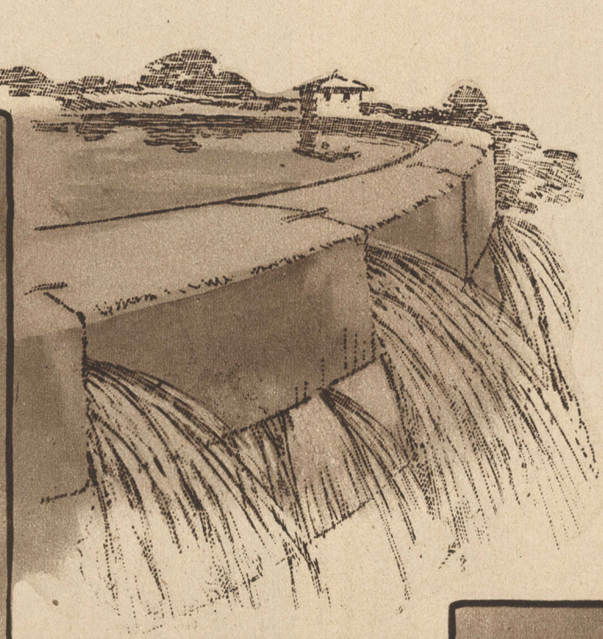
How we waste most what we need most

Every day in the United States enough food is wasted to feed the entire population of France.

We waste $40,000,000 worth of eggs every year. They are broken through carelessness in shipping and packing We let $25,000,000 worth of potatoes rot every year. The refuse from the tables of Washington, D. C., with 355,000 inhabitants, is greater than the refuse of Paris with 2,900,000 inhabitants.

Yet, enormous as our food waste is, it is not our greatest waste.

TURNED DOWN—He just missed making a big sale because he lacked the ounce of energy to close it.



INJURED—He was a fraction of a second too slow. A mite of energy would have saved him.

Wasting what we need most

We waste most what we need most—ENERGY.

Yet, we are not guilty of any one serious energy waste. Our energy does not escape from us in one rush like water breaking through a dam. Rather, it trickles out as water does through small leaks—a little at a time, but a tremendous total.

Fatigue the result of energy leaks

We have a certain amount of energy stored up in us. When our energy reservoir is full, we are vigorous, our faculties are alert, our health is good, we are capable of much hard work. But when little energy leaks drain this reservoir we lose our drive, we slow up mentally, we feel peevish and out of sorts—in short, we are worn out.

How often do we start in the day feeling fresh and full of energy, only to feel dull and worn out by four o'clock. The little energy leaks are to blame.

The price of fatigue—300,000 accidents a year

In American factories 500,000 preventable accidents occur every year. More than 300,000 of these industrial accidents are traceable directly to fatigue on the part of the workman.

He was just a bit too slow—and the girder crushed him. His hand was just a bit unsteady—and he caught it in the machinery. The workman is most fatigued just before the noon whistle and just before quitting time at night. And it is just at these two fatigue peaks that eighty per cent. of industrial accidents happen.

The "pound of steak" we lack

Jack London wrote a story about the man who just missed winning a boxing championship because he had not eaten a "pound of steak." The little bit of extra energy that the pound of steak would have given him would have enabled him to land the knock-out blow.

That "pound of steak," that added *ounce of energy* is what most of us need.

Stop one small energy leak and we can make the sale, win the promotion, swing the big deal.

8,000 energy leaks a day

There is one form of energy leak we all can stop. We can stop pounding away our energy on hard pavements with hard leather heels.

"Sorry I can't promote you," the President says. "You get fagged out too easily. Jones gets the job because he has more energy."

8,000 times a day our leather-shod feet hit city streets or floors. Each shock jars a mite of energy from our system.

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 on hard pavements. 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 energy with every step you take.

Remember, if you stop *one* energy leak, it will go far toward giving you the added force and drive you need. By wearing O'Sullivan's Heels you can stop 8,000 energy leaks every day.

The best heels for city wear

The heels best suited to modern hard pavements and floors are O'Sullivan's Heels.

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 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. Insist on O'Sullivan's—avoid the disappointment of substitutes.

Your buoyant, vigorous walk shows you wear O'Sullivan's Heels — the energy savers.

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