



City living conditions account for much of the time lost from business, for they contribute largely to the illness that has become so prevalent

The daily rush of business, the daily travel in crowded trains and cars, the lack of opportunity for healthful exercise—all are conditions of city life

3,000,000 people sick on any given day —

Eight hundred million dollars wasted annually

STATISTICS show that the average man and woman in the United States can expect to be sick in bed more than a week out of every year. On the average, three million persons are ill on any day. The annual wage loss from illness is at least \$800,000,000.

Who suffers the greatest part of this terrific loss?

People who live in cities!

The city dweller travels from home to office in crowded cars or trains. He seldom walks, or takes other exercise. Usually he works indoors, stooped over a desk, a machine or a counter. Indeed, medical men state that the average city worker uses no more than a third of his lung capacity—that about 400 muscles in his body have actually become weakened through disuse.

What is the result of this kind of life? Is it surprising that sickness is so prevalent? Is it surprising that the death rate in the city is higher than in the country by 21%?

Why city dwellers avoid walking

Walking, the one great exercise which every man should enjoy, has become a burden. Too often it contributes directly to that over-fatigued condition which makes the city dweller an easy prey to illness.

In his usual routine the average city worker takes 8,000 steps a day, on hard, modern floors and pavements. If you wear nail-studded leather heels, you give your body 8,000 jolts and jars a day—for every step with hard heels on still harder pavements acts as a hammer blow to your entire nervous system. The constant repetition of these shocks exhausts your energy, helps to bring an over-fatigue, with its ever-present threat of serious illness.

With every step on leather heels you are pounding away your energy



The leather heel has outlived its usefulness—it is doomed. It has no more place on modern pavements than the wooden sandals of ancient days.

Yet walking on hard pavements need not be any more fatiguing than walking on turf. Walking can easily be made a pleasure and a benefit.

Modern pavements are built for modern traffic. You can't bring back the yielding dirt streets of many years ago—the streets for which leather heels were made, but you can cushion your feet against the jolts and jars that make walking a burden. You can replace hard, old-fashioned heels with O'Sullivan's Heels of live, springy rubber.

What gives a rubber heel "life"

It is not just the rubber that gives O'Sullivan's Heels their springiness and wearing qualities.

Rubber, as you know, can be made hard and brittle as in fountain pens or soft and crumbly as in pencil erasers. To secure the resiliency and durability of O'Sullivan's Heels, the highest grades of rubber are "compounded" with the best toughening agents known. The "compound" is then "cured" or baked under high pressure.

By this special process the greatest resiliency is combined with the utmost durability.

It is this special process that has, since the making of the first rubber heel, established O'Sullivan's Heels as the standard of rubber heel quality.

Guaranteed to outlast any other heels

O'Sullivan's Heels are guaranteed to wear twice as long as ordinary rubber heels; and will outlast three pairs of leather heels.

Go to your shoe repairer today and have O'Sullivan's Heels put on your shoes.

O'Sullivan's Heels are furnished in black, white or tan; for men, women and children. Specify O'Sullivan's Heels, and be sure that you get O'Sullivan's—avoid the disappointment of substitutes.



An O'Sullivan Heel can be cut and stretched as shown above. With an ordinary rubber heel the material snaps in two with little stretching. This test proves the remarkable resiliency and durability of O'Sullivan's Heels

O'Sullivan's Heels

Absorb the shocks that tire you out