

Shocks and jars that wear your strength away

A batter who swung with all his might on a stone would get a terrific shock. Yet you pound along every day on stone and concrete, coming down with all your weight, *thousands of times*.

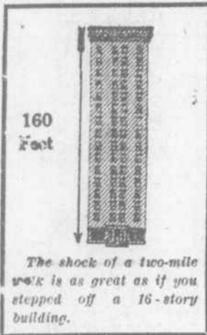
"Coming down with all your weight" is no joke. That is what the runner does who throws himself on the ground in sliding for a base. That is what happens when, in the dark, you step down another stair when you thought you had reached the bottom of the flight.

8,000 heavy jolts every day

It is hard to realize, without such illustrations, the tremendous force exerted by the weight and movement of the human body.

They give you an idea of the force with which you come down on your heels of hard, unyielding leather with every step you take.

The total weight of your daily steps is something enormous. If you are a person of average activity, you take about 8,000 steps a day. If you weigh 150 pounds, the total "thump" on your heels amounts to 1,200,000 pounds, or 600 tons! No wonder this constant succession of heavy shocks, carried through your muscles, spine and nerves, gradually saps your strength and your vitality.



Save your strength and vitality

O'Sullivan's Heels of New, Live Rubber take up the shock caused by pounding along on flinty sidewalks, pavements and floors.

They save your delicate nervous system from jar and strain. You feel the difference when walking; stone, brick and concrete feel like soft turf under your feet. You feel the difference at night—relief from your usual leg-weariness, backache, brain fag and nervous depression. No wonder!—think of the 1,200,000 pound shock those buoyant rubber heels have absorbed for you.



Remember that you cannot use your strength in two ways. The vitality you waste by pounding along on hard heels means just so much less energy to work with and to think with—less efficiency, less earning power, less comfort, less pleasure.

Save your strength and walk in comfort—O'Sullivan's Heels are waiting for you, just around the corner.

Walk with a light, youthful stride

O'Sullivan's Heels are easy, springy cushions which give you a light, youthful stride and an erect carriage. They are economical—they last twice as long as leather. They help to keep the shoes in shape and thus make them wear longer and look better.

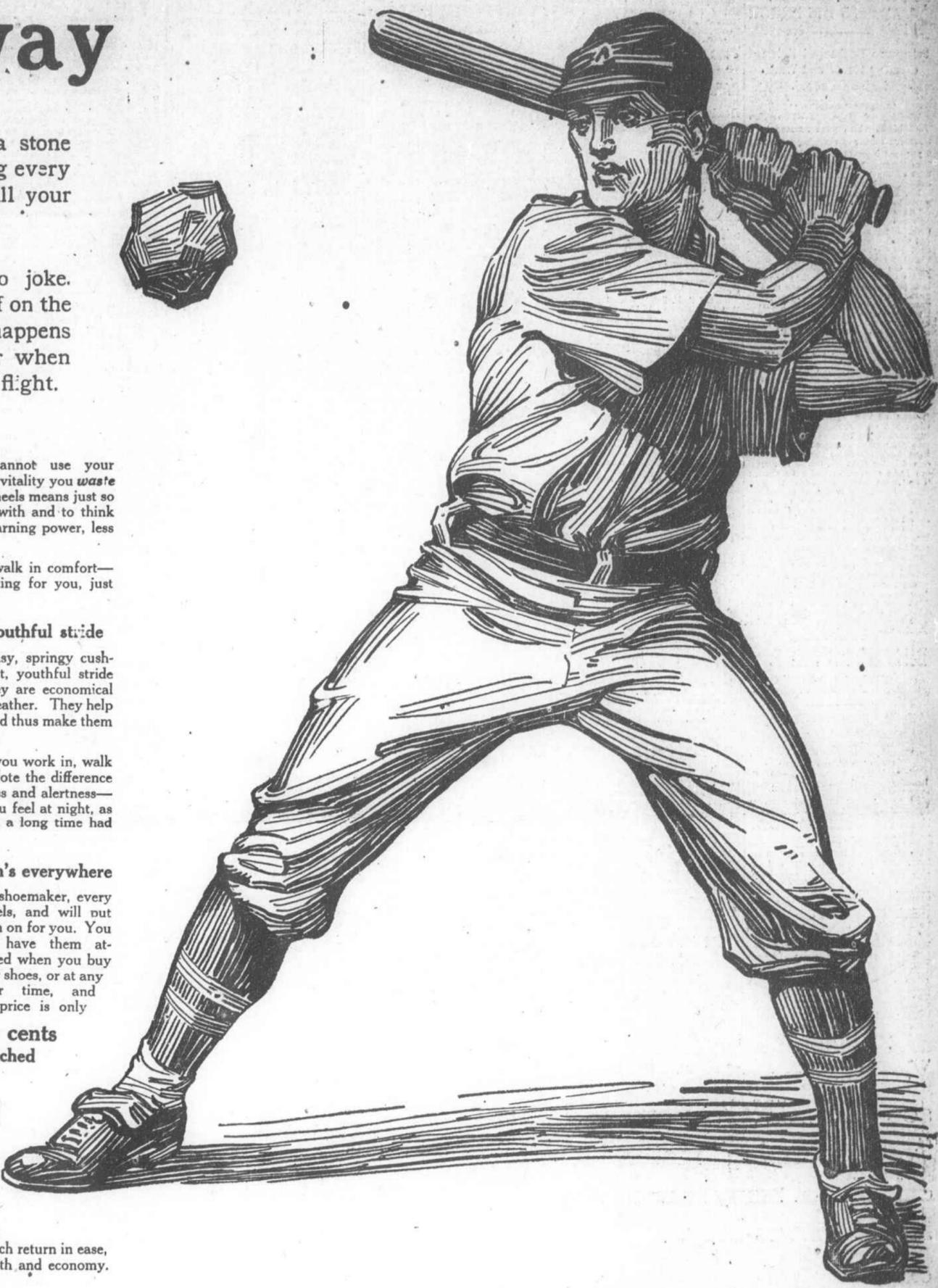
Wear them on the shoes you work in, walk in, play in and dance in. Note the difference in your step—your quickness and alertness—and see how much better you feel at night, as if a burden you had carried a long time had been suddenly lifted.

You can buy O'Sullivan's everywhere

Every shoe dealer, every shoemaker, every cobbler has O'Sullivan Heels, and will put them on for you. You can have them attached when you buy your shoes, or at any other time, and the price is only



Have O'Sullivan's Heels put on your new Fall shoes, and be sure to have the cobbler put them on when he half-soles your shoes. They will save you money, as well as energy. There is no other way you can spend 50 cents and get so much return in ease, pleasure, comfort, good health and economy.



You can get O'Sullivan's Heels, already attached to shoes, at these stores

BECK STORES		WALK-OVER STORES	
\$3.00 and \$3.50 O'Sullivanized shoes for men and women		\$4.50, \$5.50 and upward, O'Sullivanized shoes	
84 Nassau Street, New York City	118 East 14th Street, New York City	179 Broadway, New York City	1175 Broadway, New York City
11 Avenue "C," New York City	141 West 125th St., New York City	1439 Broadway, New York City	252 West 125th St., New York City
186 Bowery, New York City	363 Fulton Street, Brooklyn, N. Y.	557 Melrose Avenue, Bronx, N. Y.	144 Bowery, New York City
231 Eighth Avenue, New York City	1001 Broadway, Brooklyn, N. Y.	565 Fulton Street, Brooklyn, N. Y.	1355 Broadway, Brooklyn, N. Y.
50 East 23rd Street, New York City	702 Broadway, Brooklyn, N. Y.	9 N. Broadway, Yonkers, N. Y.	181 Market Street, Paterson, N. J.
103 West 42nd Street, New York City	490 Fifth Avenue, Brooklyn, N. Y.		
877 Eighth Avenue New York City			
903 Penn Avenue, N. W., Washington, D. C.		843 Broad Street, Newark, N. J.	

Save your shoes, as well as your body; your shoes keep their shape better, and last much longer, when you wear

O'Sullivan's HEELS of New Live Rubber

