IS LANMCHE HEEE

```
Destroyer Tender Dobbin Is D
```

UUBLIC WOSK TO REMEDY UNEMPLOYMENT IS URGED

## J.B.Sheppard $\mathcal{F}$ Sons

"Vivella" Flannel





Yictor Bread ${ }^{\text {mis }}$, $6^{\text {c }}$
It all our Stores
Matpicin
 Nomen win

Higginson Left $\$ 2,600,000$
Hoston, May
shouts and screams and bellows with
He means no harm, but just wants to be heard He means no harm, but just wants to be
nd doesn't realize that his voice is cracking.
As he grows older, he learns that red, after all. has only $60 \%$ of the strength of black, and that to
Don't you agree that as advertising grows older it grows milder and stronger?

Butterick—Publisher
The Delineator
The Designer



The most delicate mechanism in the world-unprotected!

W HEN a tire blows out you immediOtely pull up to the side of the road. drive even a hundred yards without the protection of a pneumatic tire.
This is the care that we take of our automobiles, although every part of them can be replaced if necessary.
Yet thousands of people fail to protect the human body against the jolts and jars of modern city life. They are slowly but surely world - no part of which can be replaced T the protection of our bodies-the saving of every ounce of energy. The world needs new pilots, new leaders for its great tasks today, but they must be
men and women who can stand the pacc, who will men and women who can stand the pace, who will
not weaken under the strain.

Fatigue - a national menace
Thousands in the great throng of American
workers are suffering from a needless handicap.

Others pass them in the race and they wonder whys is because they waste their energy. The average person takes 8000 steps a day. If he
wears hard leather or ordinary "dead" rubber heels wears hard leather or ordinary "dead" rubber heels he gets 8000 separate shocks-every shock a ham-
mer blow to the delicate nervous system. day this drains away his energy-slowly, stealthily, but none the less with ruinous effects. You can avoid this waste of energy. O'Sullivan's
Heels absorb the shocks that tire you Heels absorb the shocks that tire you out.
O'Sullivan's Heels, the highest grades of rubber are blended by special formula. With this blend of live, springy rubber are "compounded " the best tough,
ening agents known. The compound is then "cured" ening agents known. The compound is then "cured"
or beked under high pressure. The same process that makes O'Sullivan's Heels resilient gives them their great durability. O'Sul-
livan's Heels outlast three pairs of thaty. livan's seels outlast three pairs of leather heels-
they often outlast two pairs of ordinary rubber heels. Stop pounding away your energy. Go to your shoe repairer today and have O'Sullivan's Heele
put on your holoes. Insist put on your shoes. Insist on getting O'Sullivan'sl
NOTE-A wise aconomy these days is to have your repairman resole your old shoes and fit
them with O'Sullivan's Heols. They'll dive you
months of extra wear!

## O'Sullivan's Heels

Absorb the shocks that tire you out

