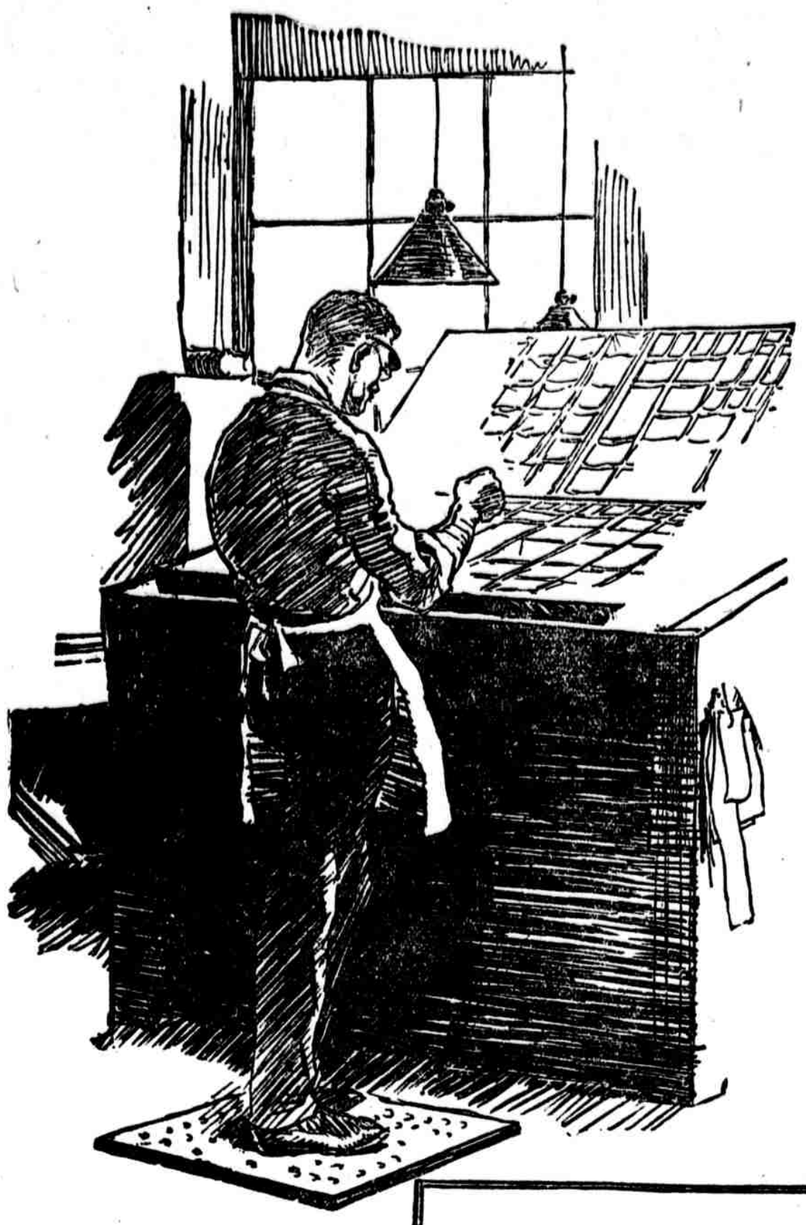


He was tired out every night, until—

He discovered by accident an idea that has saved the strength of millions

In a printing office in Lynn, Massachusetts, 25 years ago worked a tired compositor.

All day long he stood in front of his case setting type. Not the hardest work, perhaps—but he found himself each night with little energy left—and generally a backache in the bargain!

One night he felt unaccountably fresh after work—with his backache gone. For several days this kept up.

Suddenly the explanation dawned on him. Those days instead of standing on the hard floor he had stood on a rubber mat he had found about the office.

Next morning his rubber mat was gone. It was under the desk of a brother printer. He dragged it out, cut two pieces of rubber from the mat and fastened them to the heels of his shoes. And that was the start of the idea that resulted in O'Sullivan's Heels.

Making a good idea better

The printer saw the possibilities of his discovery. And he saw that the special development of a certain type of rubber—something far different from his crude rubber mat—would make this idea a thousand times *more* valuable.

For years he worked. Countless tests—experiments—and the brains of some of the world's best rubber experts brought it to perfection. And today the O'Sullivan idea has spread throughout the country.

Look at your heels!

Like all things of value, O'Sullivan's Heels have been widely imitated.

Are *yours* O'Sullivan's?

If they're not—ask your repairman for "O'Sullivan's" next time! They usually cost you no more than ordinary rubber heels. But notice the difference at the end of each day! See how much freer you are from tiredness and strain.

You'll understand then why millions of men and women today don't just "wear rubber heels"—*they insist on O'Sullivan's!*

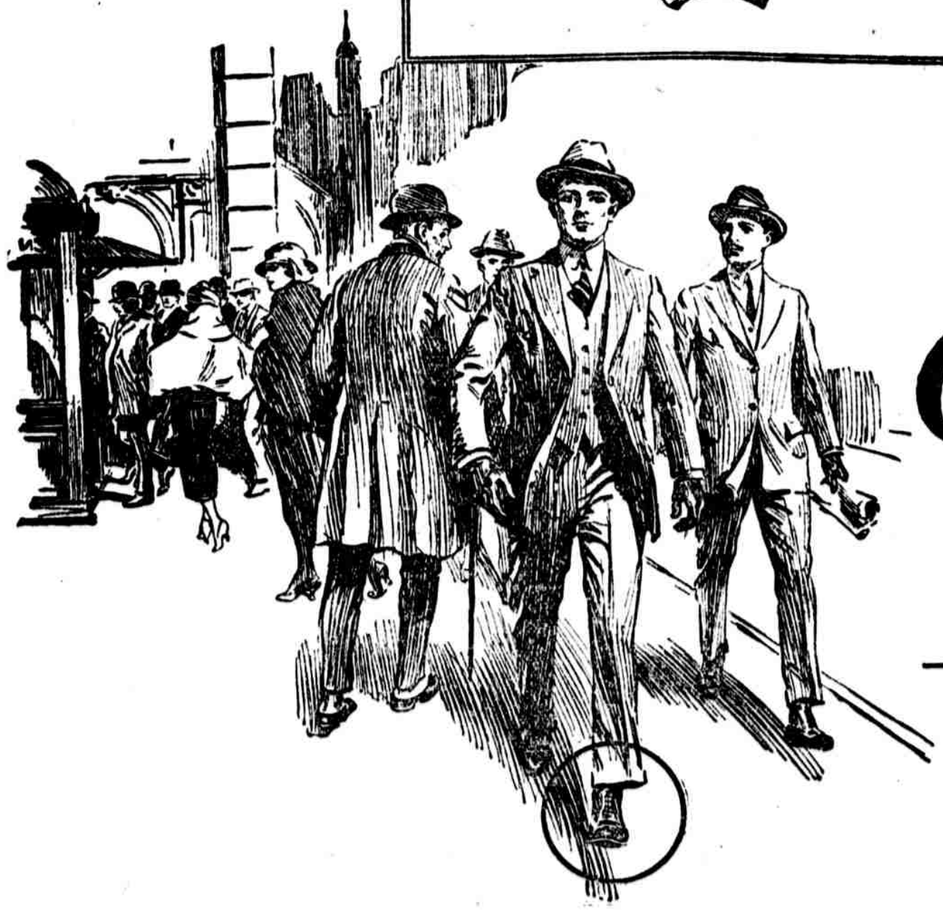
Trembling city sidewalks wreck the seismograph

The seismograph is an instrument which registers the shock of earthquakes.

Long before our morning newspapers told what happened in San Francisco the seismographs in New York City had written their startling story.

The shocks and jars from city trucks and street cars which keep our sidewalks trembling would soon destroy a seismograph. To avoid them and protect his instrument, the scientist houses it in a cellar, deep underground.

Is it any wonder that the human body, the most delicate instrument of all, needs some simple protection against constant shocks and vibrations?



O'Sullivan's Heels

Absorb the shocks that tire you out

This diagram shows how the average man's energy falls. Do you go down too far each day toward exhaustion?