


From 7 to 11 tonight—
**How much do you get out of
 your hours of recreation?**



**The city's jarring shocks
 would ruin them**

Balances delicate enough to weigh the ink on a comma—galvanometers whose needles betray the presence of even the slightest electric current—seismographs that show small tremors in the earth from shocks 3,000 miles away—

These instruments will not perform their functions in cities whose heavy traffic keeps every building, street, and sidewalk in a constant state of vibration. That is why they had to build the U. S. Bureau of Standards in the country.

Is it any wonder that thousands of men and women are trying to protect the human body, the most sensitive instrument of all, against constant shocks and vibrations?



Exercise, a chance to read, theatre, movies—whatever you like to do best—must be crowded into four short hours each day.

You work hard for those hours. How much do you really get out of them? How much energy does the day's job leave you?

Few of us realize that we start out each day with a certain fixed amount of energy—and *no more*. From the time we get up in the morning constant drains are being put upon it. Yet, instead of saving this energy for the things that count, many people waste part of it every day in a score of useless ways.

One of the greatest wastes is *standing or walking on hard heels*.

*Even if you do
 wear rubber heels—*

Most men today know the tiring effect of pounding about on leather heels. They wear rubber to relieve this drain on their strength.

This idea was started twenty-five years ago. It was started by a man

who worked constantly on his feet all day and had little energy left when work was over—with a backache each night in the bargain.

One day instead of standing on the hard floor he stood on a rubber mat.

The effect astonished him. He felt better that night than he had in weeks. Next day he cut two pieces of rubber from the mat and fastened them to the heels of his shoes.

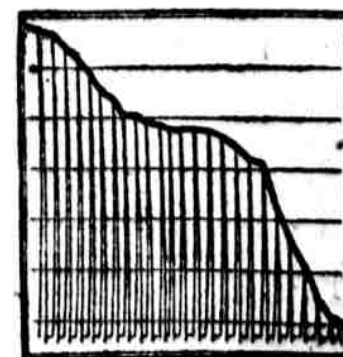
And that was the beginning of the idea that resulted in O'Sullivan's Heels.

Look at your heels!

Like all good things, 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! O'Sullivan's 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!*



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

O'Sullivan's Heels

Absorb the shocks that tire you out