



Do men "save themselves" more than women do?

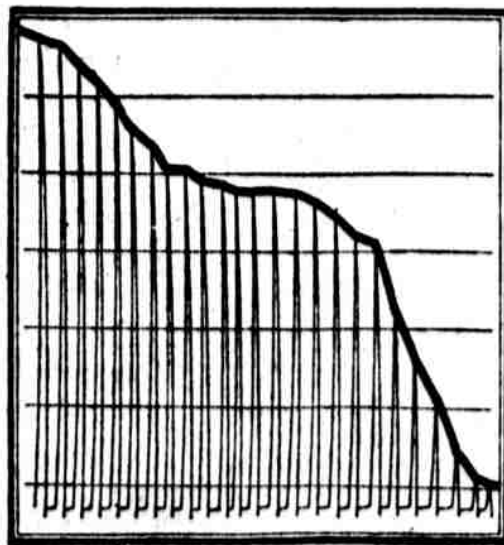
MAN'S work is no more exhausting than woman's. From the time she gets up in the morning until the last task at night, a woman is often on her feet all day. Millions never learn to spare themselves.

Yet men have used a simple way of saving energy for years—8 out of 10 do today.

A man who had the same problem so many women have

Twenty-five years ago a man who worked constantly on his feet found himself with little energy when work was over—with a backache each night in the bargain.

One day instead of standing all day 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.



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

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

Although men took it up first, millions of women today are finding how these heels can save their energy—can stop the needless waste that takes so much of their strength.

If you do wear "rubber heels"

Look at them!

Are they O'Sullivan's? It will pay you to find out! Like all good things O'Sullivan's have been widely imitated.

If yours are not O'Sullivan's—don't say "rubber heels" next time. Tell your repairman to put on O'Sullivan's—and notice the difference at the end of each day! See how much freer you are from tiredness and strain.

There is an O'Sullivan Heel for practically every style of women's shoes—for the high cuban heel as well as for the various low heel types and the "in-between" styles. O'Sullivan's are always adapted for the prevailing mode.

Furthermore, as millions of women are finding out, they preserve the original trim appearance of the heel and prevent the running-over that occurs so quickly with ordinary heels.

O'Sullivan's usually cost you no more than ordinary rubber heels. But wear a pair—and you'll know why millions always insist on them!



Brooklyn Bridge could not withstand them

Engineers report that the shocks and jars from heavy traffic are slowly weakening Brooklyn Bridge.

But this is not the only structure under strain.

They tell us further that heavy traffic in our modern cities keeps every building, street, and sidewalk in constant vibration.

Is it any wonder that the human body, a delicate, sensitive instrument, should need some simple protection against vibrations that even steel cables cannot indefinitely withstand?



O'Sullivan's Heels

Absorb the shocks that tire you out