



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

# The hardest thing man has to learn

## *He can never go beyond this limit*

**EVERY** man knows that it's the ability to "put on extra steam" that means getting ahead—no matter what his job is.

The hardest fact that he has to face is—his energy is limited.

Every day he starts out with a certain amount. And all day long, under the strain of exhausting demands, his "energy curve" is going down—often a lot faster than he realizes! That's why so often when the extra punch is needed—it isn't there.

So pressing has the need for "more energy" become that to prevent one great waste a new habit has spread throughout the entire country.

*More widespread than the automobile—as universal as the telephone*

Walking, or even standing on *hard heels* is a way of wasting energy that millions are trying to avoid today.

Twenty-five years ago you could put all the rubber heels in the United States in your coat pocket—and count the people who wore them on the fingers of one hand.

Today 8 out of every 10 people in the country are wearing rubber heels instead of leather! In a few short years the O'Sullivan idea has changed the habits of millions—enabled them to save energy instead of pounding it away on hard unyielding pavements.

Now it is no longer a question of "do you wear rubber heels?" But "what *kind* of rubber heels" has become a question of importance.

Like every unusual achievement, the famous O'Sullivan Heel has given rise to a score of imitations.

### *Look at your heels*

Are yours O'Sullivan's? It will pay you to make sure!

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

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?



For men, women and children—a special O'Sullivan Heel for every type of shoe.

# O'Sullivan's Heels

*Absorb the shocks that tire you out*

*Your energy is limited—don't waste it*