



Smart appearance, wearability and restfulness have been added to this, as well as others of the new Walk-Over models, by supplying them with O'Sullivan Heels of new live rubber—they keep your heels straight, trim and give delightful ease. \$4.50.



"Light as a feather and dainty as a fairy" is the debutante at the dansant when she is slipped in this beautiful patent leather "Janet" Pump—her lightness and sureness of step are attributable to O'Sullivan Heels of new live rubber. They come already attached to this tractive Walk-Over model.



"To walk gracefully," says that charming exponent of attractiveness, Miss Mary Nash, "is half our work well done."
Hundreds of professional women say they could not get along under the strain of their work without O'Sullivan Heels of new live rubber. They relieve fatigue so wonderfully, give one a lightness of step and a sense of ease that you would not be without; once you have worn O'Sullivan's, you would never go back to hard leather heels.



"Well begun is half done" and if young James is started right with his first pair of "heeled shoes" he will carry himself more joyfully erect all his life. Mother should take care to see that those first heels are of springy, new live rubber—O'Sullivan's, 50 cents attached.



You can remove *one* cause of fatigue by wearing O'Sullivan Heels of new live rubber. These soft, springy rubber pads absorb the jolts and jars of your daily walk. An average of 8000 steps a day will jolt your spine with a total of 1,200,000 pounds.
Try O'Sullivan Heels. They give relief at once. At the end of the day notice how much fresher, how energetic you feel! 50 cents attached.



Beau Brummel said: "A gentleman never raises his voice, pounds the table, nor clatters with his feet." Beau Brummel, were he alive to-day, would insist on having that sense of quietness and ease O'Sullivan Heels of new, springy rubber give. One of many distinctive Walk-Over styles to which O'Sullivan Heels are already attached—\$6.50.

For years women have worn rubber heels on walking shoes. From their own experience from actually wearing them, they know how much O'Sullivan's Heels of new live rubber save them. You can now have your dancing slippers and dress shoes fitted with Louis heels of O'Sullivan rubber—white, tan or black. You can now O'Sullivanize your every step. Ask to see them at any Walk-Over Shop to-day—50 cents attached.

There is a way of making shoes wear longer, keep their shape better—look better. So many New York men realize the value of O'Sullivan Heels of new live rubber that Walk-Over is showing their latest models with these heels already attached. This shoe is one of the most successful models launched this season. With O'Sullivan Heels attached—\$5.50.



The suffragist, the sportswoman, women with occupations—every woman who appreciates what foot comfort really means, will find it, combined with a very swagger cut, in this new "Tramp" model. See it at any of the Walk-Over Shoe Shops, with O'Sullivan Heels of new live rubber already attached—\$4.50.



Smart as it is—and this new Walk-Over model is exceedingly well cut—yet a pair of O'Sullivan Heels of new live rubber are needed to give a woman that delightful consciousness that she goes well-turned-out before the world—\$5.50.

In addition to the smart cut of this latest Walk-Over model, it has a special feature. With its fashionable appearance is combined the ability to withstand the rough usage of the winter months—and this in a shoe light enough to be comfortable indoors and out. With springy O'Sullivan Heels of new, live rubber already attached—\$4.50.

The expression "He just walked away with it" must have first been said of a well-shod man. The tailoring of this latest Walk-Over model is enough, in itself, to stamp a man "a success." Already equipped with O'Sullivan's Heels of new live rubber—\$4.50.

Wear shoes fitted with O'Sullivan Heels of new live rubber and save the strength you have been wasting—with soft, springy O'Sullivan Heels on your shoes you notice the difference at once. Start now to know the relief they give.

O'Sullivan Rubber Heels will absorb the shocks. Try them! Contrast their quiet elasticity with the clattering and constant jarring of leather heels.
O'Sullivan's Heels are made of New Live Rubber—soft, springy, durable. They are worn by thousands of New York men. Try them and see why.