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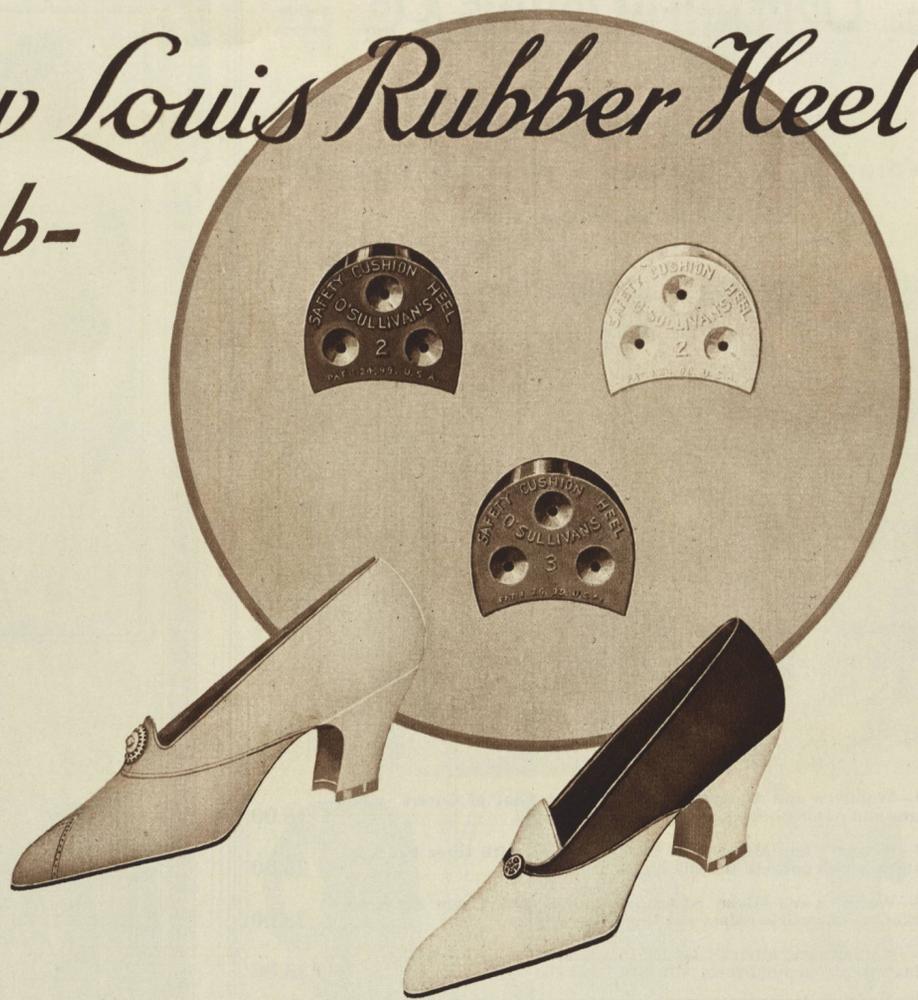
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O'Sullivan's New Louis Rubber Heel

You can wear rubber heels on your dancing slippers and afternoon pumps as well as on your walking shoes



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 save them.

That is why day after day we receive requests for heels to suit dancing slippers. For heels of *white rubber*. For a Louis rubber heel in *tan* to match the new putty or sand pumps. Every one of these we have prepared, and they are now on sale. You can now have your dancing slippers and afternoon pumps, as well as your walking shoes, fitted with O'Sullivan's. You can now O'Sullivanize your every step.

Look to Your Heels

To continue to walk on hard leather heels is to deliberately waste, by needless strain and shock, precious energy. You have just so much vital energy, and this sum total is seriously affected by the constant jar and jolt at every step you take. Every doctor who has studied fatigue-poisons and the laws of fatigue says

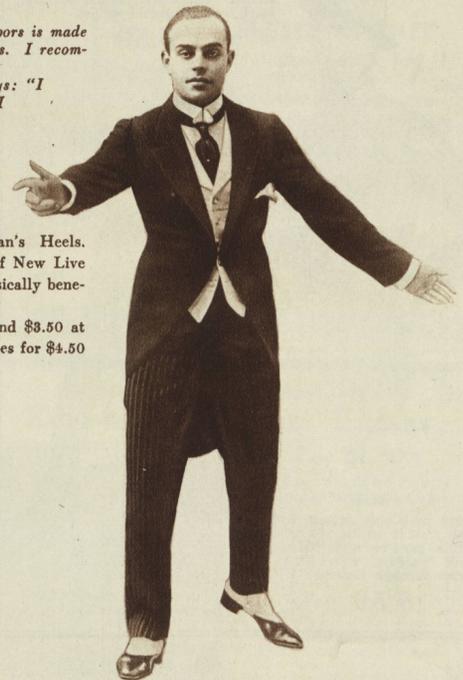
that any wasting of *physical energy* impairs *mental energy*. Turn shops, streets, dancing floors, etc., into velvet rugs by adding O'Sullivan's Heels to *all* your shoes, and for the incessant noise and clatter of leather heels substitute both the relief and quiet of O'Sullivan's. O'Sullivan's Heels are made of new live rubber—rubber with all the spring in it. They are one of the most important of modern devices to make life smoother. They are a contributing factor of recognized value in conserving the energy of important people.

THEIR FEET ARE THEIR FORTUNE.

Florence Walton says: "Dancing on ballroom floors is made much easier by wearing O'Sullivan's Rubber Heels. I recommend them."
Maurice, the exponent of Modern Dancing, says: "I would not run my automobile without tires, and I don't propose to walk around without O'Sullivan's Heels."

Joan Sawyer says: "I consider that O'Sullivan's Heels are a great aid to dancing."

700,000 New Yorkers already wear O'Sullivan's Heels. *Gadski* says: "I have worn O'Sullivan's Heels of New Live Rubber for several years. I have found them physically beneficial, as they reduce fatigue and relieve strain." You can secure O'Sullivanized Shoes for \$8.00 and \$8.50 at any Beck Stores; and higher grade slippers and shoes for \$4.50 to \$5.50 at any Walk-Over Shop.



O'Sullivan's

Heels of New Live Rubber 50c Attached