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# Why our age limit is 43

Great gain in mortality rate from wear and tear of city life  
*E. E. Rittenhouse analyzes the average American*

**T**HE average American is a physical sham and he doesn't know it. He is trying to crowd two life-times into one. He seriously overstrains his heart, arteries, kidneys, nerves and digestion. He is easily winded, weak, flabby-muscled and stiff-jointed. He lacks agility and endurance.

*Furthermore, he will probably die at forty-three years of age.*

These startling facts were told by E. E. Rittenhouse, former President of the Life Extension Institute, at the last convention of life insurance presidents.

## Habits of people changed

"Time-saving and labor-saving devices," he said, "have radically changed the living habits of a vast number of people. Physical exertion has greatly declined. *The mortality rate from wear and tear of life is abnormally gaining.*

"The age at death of the American people is about forty-three. The average American is a good liver. He has no time to waste. His hair is aged and he is getting bald. His eyes have been strained by close-focus and inside work; hence, the eyeglasses. His teeth put up a good front, but they need attention.

"He is designed as an erect outdoor animal with feet and legs for service, but he not only lies down by night, he sits down by day. His 400 muscles are virtually all soft and weak from lack of use. He never walks when he can ride.

## On downward path

"An abnormal increase has occurred in the death rate from diseases due *directly to life strain, the direct results of the heavy burden of service* put upon the vital organs of the body. To check this vital waste is an imperative duty."

## Look to your nerves

To fortify yourself against the ever-increasing drain on your energy and vitality, you must look to your nerves.

The successful men today are those who have realized the need of keeping themselves fit for the grind of business. It's not genius so much as endurance that wins success today.



**Starting the day wrong**  
*In the morning the jam and crush of the "rush hour" saps the freshness from you. You reach your office handicapped for your day's work.*



**Speeding up the lunch hour**  
*We bolt our food. We grab some indigestible quick lunch product, and hustle back to the office. We sit for an hour in a stupor of indigestion. There is no time economy in this.*



**Victims of the city**

*Watch the crowds swarm from the subway and elevated in the evening rush hours. They are victims of the wear and tear, the jolts and jars, the "speeding up" of city life.*

The successful man has tremendous nerve force. He has energy *plus*: energy inexhaustible. He does not have brain fag when he wants to concentrate.

Just the least bit more drive and most of us would reach the goal we are striving for. It's the little energy leaks that drain our strength. Stop one small energy waste, and we can make the sale, win the promotion, swing the big deal.

## A needless waste of energy

There is one form of energy waste which we all can stop. We can stop pounding away our energy on hard pavements with hard leather heels. 8,000 times a day our leather-shod feet hit city streets or floors. 8,000 little shocks, each one jars a mite of energy from our system. Modern city streets and stone-paved office buildings constitute one of the great causes of lost energy.

## Leather heel doomed

The leather heel has outlived its usefulness.

On modern city pavements it is as obsolete as sandals.

Today, in every trade and profession, intelligent workers are saving

their energy by wearing O'Sullivan's Heels.

One out of every four people in the most nerve-racking city in the world wears these little shock absorbers.

Remember, if you stop one energy leak, it will go far toward giving you the added force and drive you need. By wearing O'Sullivan's Heels you can stop 8,000 energy leaks every day.

## The best heels for city wear

The heels best suited to modern city streets and floors are O'Sullivan's Heels.

They are guaranteed to outlast any other heel on the market.

Because of our special process, these heels combine the greatest durability with the greatest resiliency. They are made of perfect heel material.

Buy your new shoes O'Sullivanized. Good dealers sell the latest style shoes with O'Sullivan Heels already attached. Have them put on all your shoes at once.

Every day you delay putting on O'Sullivan's Heels, you are wasting your most valuable asset—Energy.

In black, white or tan; for men, women and children; 50c attached. Insist on O'Sullivan's. Avoid the disappointment of substitutes.

## The unrelenting drive

*The struggle of business and city life today is a constant "drive." You dare not rest for fear of being left behind. But gradually fatigue slows down your pace. Your energy is gone.*

