

RELIABLE ITS NAME

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purchaser of a "Reliable"
is a reason.

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YOU ARE INTERESTED



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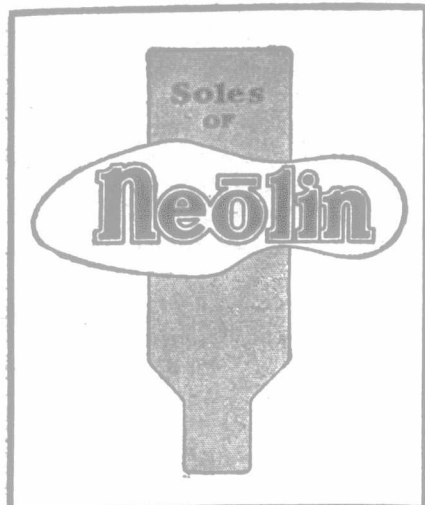
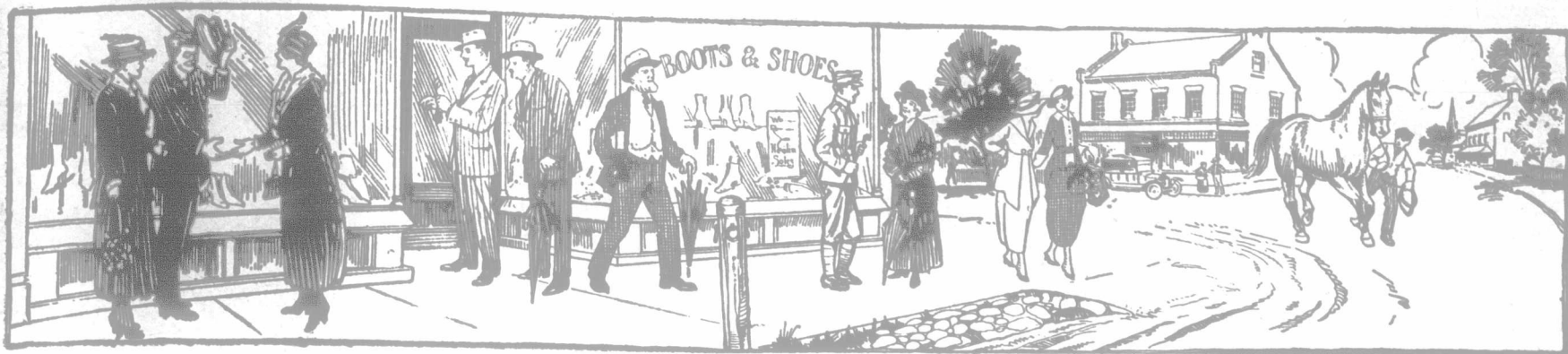
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*This price ticket will mark
for you the store where shoes
with Neolin Soles are in stock*



Tested and Not Found Wanting

For three and one-half years Neolin Soles have been tested and tried throughout the length and breadth of this continent. Millions of pairs have been subjected to the daily grind of work and play in city and country.

And Neolin Soles have not been found wanting.

For every pair that was tried when Neolin was unknown outside of the shoe trade, a hundred pairs are purchased now by people who know the good qualities of Neolin Soles.

You cannot go into any gathering in America without passing people who are saving shoe costs, gaining foot-comfort, with Neolin Soles.

On thousands of farms Neolin Soles are making work easier, and shoe-bills less frequent. Soles which are light and flexible, and yet long-wearing. Comfortable soles, on Sunday shoes, and on work-shoes. Damp-proof soles, protecting against wet feet.

You can see them at your shoe-merchant's—a wide range of shoes with Neolin Soles—shoes for Sunday and for field work, women's and children's shoes. Start now to make the saving which Neolin Soles bring.

Neolin Soles have been a great success. So they have imitators. But the methods and materials that make Neolin Soles superior are known only to Goodyear. You can be sure of Neolin Sole quality only when you see the trade-mark "Neolin" on the bottom of the sole.

The Goodyear Tire & Rubber Co. of Canada, Limited

Neolin Soles