



## Women are Saving Shoes and Saving Health with Modern Neolin Shoes

Women are searching for ways to save. They are making thrift a slogan and a business.

Thousands and thousands of women are saving on shoe bills. And saving on doctor bills. And saving in work and worry. By virtue of Neolin.

Neolin is the new-idea shoe sole with modern sole qualities.

It meets modern standards of long, lasting wear.

It meets modern views of health with waterproofness and flexibility and lightness. It takes you foot-dry over wet pavements. It relaxes and relieves tired foot-muscles.

"I wear Neolin for its modern style." "My children pound and play, but Neolin lasts and lasts—and makes no noise." "My beautiful floors and furniture are never scratched by shoe soles since Neolin came." "My shoes just last and last, and the uppers hold their style longer—because of Neolin." "No more wet feet—Neolin."

Modern people everywhere—young and old—are talking thus.

Say "Neolin" to your shoe dealer. He, or a more progressive dealer has shoes for you, for the men-folk, and for the kiddies, with soles of Neolin.

Your shoe repairer can put Neolin soles on your present shoes.

Neolin has been a great success. Because of distinct superiorities, it is replacing leather for shoe soles. Neolin's appearance can be imitated. But Neolin's qualities are the result of methods and materials known only to us.

Now there *are* other soles that *look* like Neolin. But there is only *one* Neolin—and every pair of soles is branded with the trademark below.

To be sure of the genuine Neolin—*mark* that mark, stamp it on your memory. Ask for Neolin, with the accent on the "O"—Neolin—the trade symbol for a quality product of—

The Goodyear Tire and Rubber Co. of Canada Limited

# Neolin

