



Makes All Shoes Wear Longer (Especially Children's) Puts Joy in Walking

The story of Neolin is the story of better shoes. Because of Neolin, the new synthetic substance for shoe soles, shoes can now be had that wear longer than before.

Neolin was discovered in the Goodyear laboratories. It was tested in our factories. A year ago we announced its advent to the Canadian public.

Since then throughout the world millions of men, women and children have worn shoes built on Neolin soles. Thousands of shoe merchants who sold these shoes, have reported,

The Result of a Million-Pair Test

We who make Neolin, those who sell shoes with Neolin soles, and those who have worn those shoes, all came to the same conclusions.

That Neolin wears longer than the best of leather—and good leather is very scarce. That because poorer leather is so often used for children's shoes, Neolin gives such shoes greatly increased wear.

That Neolin is waterproof. Such an advantage is of inestimable value during the winter and spring months. That Neolin is light and flexible, easing shoes and strengthening foot muscles.

That Neolin is slip-proof and stub-proof—noiseless and will not scratch. Children can be allowed to play anywhere indoors in shoes with Neolin soles.

Neolin is:

Neolin is a new synthetic substance for the soles of shoes.

It differs from both leather and rubber in many ways. It possesses advantages over both.

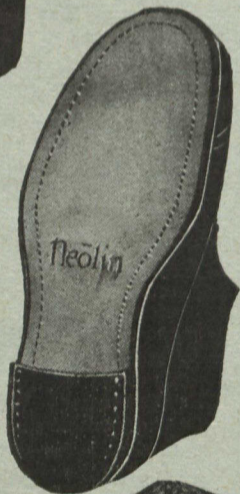
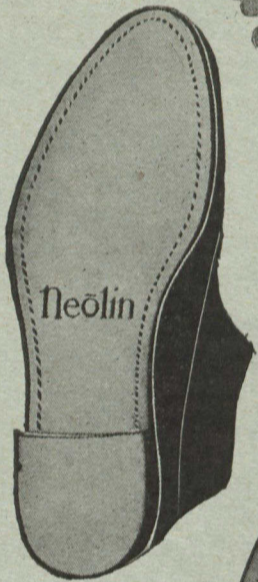
Neolin wears longer than leather or rubber. Neolin is waterproof—slip-proof—noiseless—light—flexible. Neolin will not scratch furniture or floors.

In the face of the rising cost of leather and consequent cutting down of quality, Neolin, one quality on shoes of all prices, is a boon to all people.

Neolin is a quality product of The Goodyear Tire & Rubber Co., of Canada, Limited.

Every genuine Neolin sole is branded with this trademark.

Neolin



You can secure now some brand of shoe with Neolin soles from your favorite store. If you will ask for one of the brands listed below you will be sure of getting them promptly. If your merchant has not got shoes on Neolin soles he can secure them immediately.

Ladies' Shoes

- | | |
|---------------|----------------|
| Altro | Macfarlane |
| Ames-Holden | Mayflower |
| Bernice | McCready |
| Classic | Onyx |
| Corona | Blachford |
| Georgina | Perth |
| La Parisienne | Vassar |
| London Lady | Bell |
| | John McPherson |

Children's Shoes

- Hurlbut

