

WE Still Hold the LEADERSHIP FOR VALUE

in Rubber Footwear
Nothing Can Outclass the
B.F. GOODRICH HIPRESS
For Good Wear

PLEASE NOTE-
THE OLD DRY PROCESS-STICKING
THE PARTS TOGETHER BY HAND,
WAS LEFT BEHIND 100 YEARS
WHEN GOODRICH INVENTED HI-
PRESS.

AND REMEMBER

HIPRESS is the only footwear in the
world made after this process. It was
invented by Goodrich, and Goodrich
alone uses it. And it is the first foot-
wear ever made in brown and white
colors.

You Men Who Live In Your Boots

You want these great Brown Boots with the Red
Line 'round the top. They outwear all others two
and three to one.

GOODRICH "HIPRESS" BOOTS AND SHOES

Goodrich "Hipress" Boots and Shoes
are not made like the boots and shoes
you have been buying. New Auto Tire
Stock, the toughest rubber known, is used
in them, and they're cured, like a tire,
INTO ONE SOLID PIECE! They
won't leak, peel or come apart, they'll
outwear two and three to one anything
you ever put on your feet.

Watch out for imitations—you can
always tell the genuine by the Red Line
'round the top.



Everything
That's Best
In Footwear

THE HIPRESS RUBBER BOOT

Has become a **BOON TO THE FISHERMAN**--not only for long service and
good wear, but has proven to be

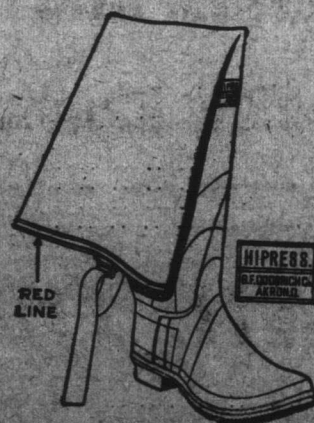
Absolutely Waterproof

Giving the wearer a perfectly dry and
comfortable foot, preventing chills and
colds which would possibly occur when
wearing inferior footwear.

GET THE BEST--It Surely Pays

**THE HIPRESS RUBBER BOOT OUTWEARS ALL OTHERS.
TWO TO ONE. WILL NOT LEAK, CRACK, OR COME APART.**

HIPRESS has been a success from the first.
Others have tried to imitate the same colors,
but cannot duplicate Hipress. Hipress is made
with a **RED LINE 'ROUND THE TOP.**
NONE GENUINE WITHOUT THE RED LINE



**Men's, Boys', Women's and Children's
Light Wear Rubbers from
the same makers.**

**GUARANTEED to give the VERY BEST
VALUE FOR YOUR MONEY.**

BOWRING BROTHERS, Limited