



It Is Worth-While to Buy Neolin

Pounding over city pavements—tramping on stone and cinders, up stairs and down—so goes the daily walk-work.

Little thought is there of the leather soles on which you walk.

And that little thought, if you please, is usually one of discouragement. Discouragement in leather's failure to meet shoe sole requirements.

For leather, that sufficed for so long, has faltered and failed in the face of a newer, better sole—Neolin.

Neolin is superior to leather, as leather was to the wooden sole. Neolin has brought to millions of modern people new-day ideas of shoe value.

Neolin has made it necessary for you to *think* about your shoe-soles, for Neolin's advantages are too great to be disregarded.

So after testing Neolin for two years—after manufacturing and selling millions of pairs—we say "It is worth while to buy Neolin."

We challenged the nation with our claims for Neolin. Thousands have tested Neolin and found the answer—

—the answer to shoe-costs in Neolin's wear, far more dependable than leather, sometimes mak-

ing one pair of soles last where *two* were needed before. Effecting a more noticeable saving where there are little feet to shoe.

—the answer to foot-comfort in Neolin's weight-light flexibility, needing no breaking-in on new shoes, causing no blistering feet, strengthening tired foot-muscles.

—the answer to health in Neolin water-tightness, moisture-defending as seal-skin, foot-dry prevention for sore throats and colds on slop-foot days.

—the answer to modern style in Neolin's smartness and quiet.

Are not these reasons to win you to Neolin?

Shoe repairers have full-soles and half-soles of Neolin for your present shoes.

To protect you against imitations, every Neolin sole is stamped with the trademark—"Neolin." Look for it.

The Goodyear Tire & Rubber Company of Canada, Limited



This is the Neolin price ticket which you will see on shoes with Neolin soles. Look for them in your dealer's window.

Neolin soles