



Serving Economy, Health and Fashion

How to save money on shoes and still have her feet smartly clad—

How to keep her feet dry on wet days and still have her feet as trim as on dry days—

These are the two greatest shoe problems for every woman.

Neolin Soles answer both these problems amazingly well.

Shoe economy is largely a question of longer-wearing soles.

And Neolin Soles *are* longer-wearing soles. Good-looking shoes with Neolin Soles now cost you no more in price—and finally cost less because of greater service. And even light-weight Neolin Soles will not let water through.

Yet wear and waterproofness are but two of the important virtues of Neolin Soles. They are exceedingly flexible. They pro-

vide a better grip on walking surfaces. They are quiet.

Don't you think that you should wear Neolin Soles, now that you know these facts?

Get new shoes built on Neolin for yourself and for all the family.

Have Neolin applied to your present shoes as full-soles or half-soles.

**The Goodyear Tire & Rubber Co.
of Canada, Limited**

Most merchants have shoes with Neolin Soles. But you are sure of getting them wherever you see this price-ticket in the window.

But when you buy Neolin Soles be sure you see the Neolin trademark underneath. If it is not there the sole is not Neolin.



Neolin Soles