

A VICTORY BOND for every Baby

THE people of Canada could present every baby born this year with a Victory Bond:—

Out of money now wasted on shoe-soles.

Or they could give every city child in Canada a two weeks' holiday in the country.

Or they could give every man over sixty a pension of over \$100.

This vast sum of money Canadians can save easily—without sacrifice—indeed with benefit.

By wearing shoes with Neolin Soles.

Severe and exact tests have revealed the saving of Neolin Soles over customary soles.

If every man, woman and child in Canada were to wear shoes with Neolin Soles, the total saving would be tremendous.

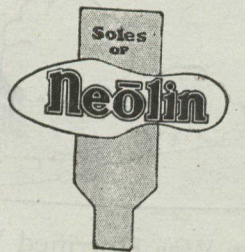
And in addition everyone would have more comfortable shoes with flexible soles; with water-proof soles.

You can start now to make your share in this great saving. Buy shoes with Neolin Soles. Your shoe merchant has them in great variety.

Neolin Soles—half-soles and full soles—are nailed or sewn on all kinds of shoes by manufacturers, repair men, and at home.

Neolin Soles have been a great success. So they have imitators. But the methods and materials that make Neolin Soles superior are known only to Goodyear. You can be sure of Neolin Sole quality only when you see the trade mark "Neolin" on the bottom of the sole.

The Goodyear Tire & Rubber Co. of Canada, Limited



Neolin Soles