



## Such Shoes As You Would Wish

Were you to carefully enumerate the advantages you would like to have in your children's shoes you would most certainly mention all those qualities that Neolin Soles give to shoes.

Unquestionably first would come *wear*. How you would welcome a shoe with a sole that would give service commensurate with its cost! And that is just what Neolin Soles do. They wear much longer than the leather soles usually put on children's shoes. So much longer that they reduce materially the shoe-expense of your youngsters.

But young feet have other needs. They should grow freely in flexible, muscle-developing shoes. Neolin Shoes are light and flexible.

And what of the colds that come from wet feet? Children *don't like* rubbers. Neolin has made rubbers practically unnecessary. For Neolin Soles are waterproof.

In the rush and tumble of playing, Neolin Soles resist slipping. They are quiet. They will not scratch floors or furniture.

If you have not already experienced the advantages of Neolin Soles—for grown-ups and children—get them now. On new shoes from almost any dealer. As full-soles or half-soles from shoe repairers.

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

*Neolin-soled shoes are in most shoe stores. But you will find them more quickly by looking for this price-ticket in shoe-store windows. When you buy Neolin Soles on new shoes or as re-soles, be sure you see the Neolin trademark underneath. If it is not there the sole is not Neolin.*



# Neolin Soles