



Children's Shoes WILL Wear Longer

WHY do the children need so many shoes? The question looms larger every year in the mind of every mother. If you could cut out one pair of shoes a year for each of the kiddies, what a saving it would mean.

After all, children's shoe-wear is largely a question of sole-wear. If the soles would wear longer and hold the uppers in shape, shoe bills would come down. *Neolin Soles do these things.*

Every day thousands of mothers are proving it. Millions of grown-ups have proved it on their own shoes.

Neolin was produced by science expressly for shoe-soles. Long wear was the first quality aimed at and attained. And in children's shoes Neolin gives a greater margin of wear over old-style soles.

Other qualities there are that win mothers to Neolin:
 Neolin Soles are flexible and help little feet to grow naturally.
 Neolin Soles are waterproof, protecting health on wet days.
 Neolin Soles are quiet and will not scratch floors or furniture.

For long wear, for the comfort of the kiddies and for the sake of your fine furniture, buy shoes with Neolin Soles. You can get them in many styles at your regular shoe store. The repair man has full-soles and half-soles of Neolin for the children's worn shoes.

Just to protect yourself, see that the name "Neolin" is on the bottom of the sole.

THE GOODYEAR TIRE & RUBBER CO. OF CANADA, LIMITED

Neolin Soles