

WE Still Hold the LEADERSHIP

FOR

VALUE

in Rubber Footwear

Nothing Can Outclass the

B.F. GOODRICH HIPRESS

For Good Wear

PLEASE NOTE-

THE OLD DRY PROCESS-STICKING THE PARTS TOGETHER BY HAND, WAS LEFT BEHIND 100 YEARS WHEN GOODRICH INVENTED HIPRESS.

AND REMEMBER

HIPRESS is the only footwear in the world made after this process. It was invented by Goodrich, and Goodrich alone uses it. And it is the first footwear ever made in brown and white colors.

You Men Who Live In Your Boots

You want these great Brown Boots with the Red Line 'round the top. They outwear all others two and three to one.

GOODRICH
"HIPRESS"
BOOTS AND SHOES

Goodrich "Hipress" Boots and Shoes are not made like the boots and shoes you have been buying. New Auto Tire Stock, the toughest rubber known, is used in them and they're cured, like a tire, INTO ONE SOLID PIECE! They won't leak, peel or come apart, they'll outwear two and three to one anything you ever put on your feet.

Watch out for imitations—you can always tell the genuine by the Red Line 'round the top.



Everything That's Best In Footwear

THE HIPRESS RUBBER BOOT

Has become a **BOON TO THE FISHERMAN**--not only for long service and good wear, but has proven to be

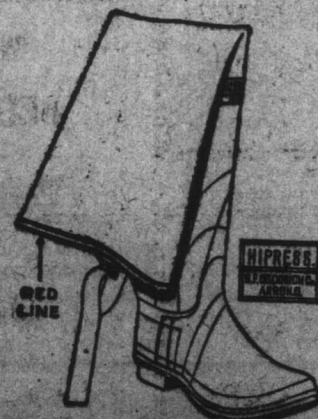
Absolutely Waterproof

Giving the wearer a perfectly dry and comfortable foot, preventing chills and colds which would possibly occur when wearing inferior footwear.

GET THE BEST--It Surely Pays

THE HIPRESS RUBBER BOOT OUTWEARS ALL OTHERS.
TWO TO ONE. WILL NOT LEAK, CRACK, OR COME APART.

HIPRESS has been a success from the first. Others have tried to imitate the same colors, but cannot duplicate Hipress. Hipress is made with a **RED LINE 'ROUND THE TOP**. NONE GENUINE WITHOUT THE RED LINE



Men's, Boys', Women's and Children's
Light Wear Rubbers from
the same makers.

GUARANTEED to give the **VERY BEST**
VALUE FOR YOUR MONEY.

BOWRING BROTHERS, Limited