



Saving the Workingman's Shoe Money—the Family's Feet

Shoe-costs have been mounting for the workingman. Work boots and children's boots keep going up in price.

And if they *do* give reasonable wear, the soles are stiff, clumsy and foot-hurting.

But now come Neolin Soles for work boots and school boots, that wear longer—AND give greater comfort.

Thicker Neolin Soles for the stouter style of boots—but soles that bend with the feet instead of crippling them.

Soles that are waterproof—health-protecting in damp places and on rainy days; holding water-soaked uppers in shape and so prolonging shoe-life.

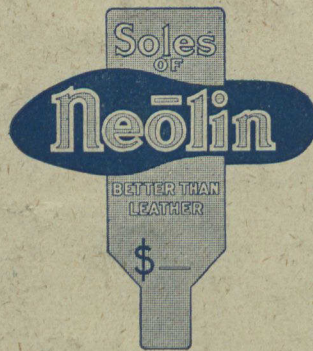
Once you have tried Neolin you will never wish to go back to old fashioned soles. Knowing

Neolin's qualities, you would even be willing to pay more to get these better soles.

Start now to cut your shoe-costs in two ways. Buy your new shoes with Neolin Soles. Get out the shoes you have worn and have your repairman put on full-soles or half-soles of Neolin.

Be sure you get genuine Neolin by seeing the name on the bottom of the sole.

The Goodyear Tire and Rubber Co. of Canada, Ltd.



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.

Neolin Soles