

Thrifty Neolin Soles

Neolin soles are thrifty soles. How their lasting, lasting wear does cut down the frequency of shoe-bills. Much longer than leather they wear—for Neolin is better than leather.

And what a blessing they are when they stop the continual running to the shoe store for children's shoes. For Neolin adds even more value to kiddie's shoes than to grown-up's.

Many a leather-soled shoe is cast aside because its good looks are worn out. Not so with Neolin. It holds good looks by holding the uppers in good shape.

Neolin soles are health soles. Waterproof, they defy wet-foot colds. Winter or summer, they carry you dry-foot on your daily round. Again they are extra good for children—for children who love to be outdoors, rain or shine.

Neolin soles are modern soles. They are the necessary outcome of the modern trend to better things. As the modern liner is to the sailing schooner, so is Neolin to the leather sole.

Note Neolin's modern qualities—longer wear, waterproof, flexibility, light-

ness, style, stub-proof and slip-proof.

Longer-wearing because modern people demand economy. Waterproof to meet modern ideas of health. Flexible for modern ease and comfort. Smartly stylish for modern well-dressing. Velvet finish to save scratched floors and furniture.

Shoe your whole family with Neolin soles. Go to the merchant with Neolin in his window and see his varied stock at varied prices. No matter what the price you pay for shoes, the Neolin soles are of the one quality.

Let your shoe repairer rebuild your present shoes on Neolin soles, too. It will add measurably to their life and good looks.

Neolin has been a great success. Because of distinct superiorities it is replacing leather for shoe soles. Neolin's appearance can be imitated. But Neolin's qualities are the result of methods and materials known only to us.

Now there are other soles that look like Neolin. But there is only **one** Neolin—and every pair of soles is branded like the shoe above.

To be sure of the genuine Neolin—**mark** that mark; stamp it on your memory. Ask for Neolin with the accent on the "o"—Neolin—the trade symbol for a quality product of

The Goodyear Tire & Rubber Co.
of Canada, Limited

Neolin

