

BOOTS AND SHOES

Soles
OF
Neōlin

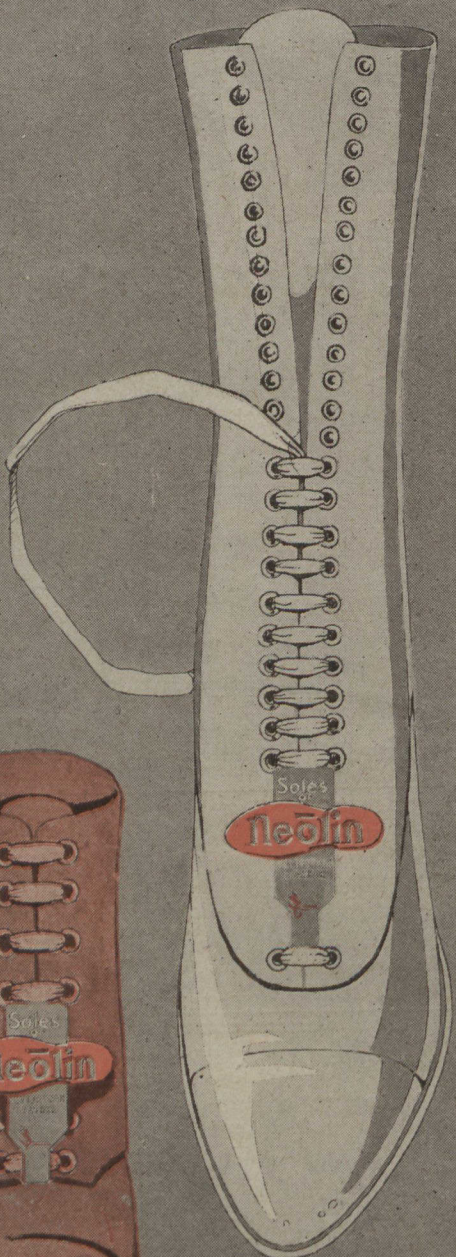
BETTER THAN
LEATHER

\$—



The Guiding Ticket

Where shoes built on Neōlin are ready today



Perhaps you have not known just where to buy shoes built on Neōlin.

Many women who desired the advantages of Neōlin's qualities have had to buy from other than their usual shoe dealer.

With woman's thrifty instinct, they sought the long, long wear of Neōlin shoes.

They sought its protecting waterproofness, its easy flexibility, its modern style.

But they have had to depend on inquiry in identifying those stores that sell Neōlin-soled shoes for women.

The shoes you are buying to wear this summer, your dealer ordered early last Fall or Winter. At that time our factory capacity for producing Neōlin soles was limited. As a result most merchants were able to obtain only a small percentage of their stock with Neōlin soles.

That condition has been overcome. Shoe manufacturers' recent orders from dealers for shipment next Fall call for Neōlin on half the shoes. Realizing the super-

iority of Neōlin, many merchants are now ordering big portions of next Fall's stock on Neōlin. At that time you will be able to obtain Neōlin-soled shoes at any store selling good shoes for women.

But you want Neōlin right away. So to make it easy for you to find it, we have offered shoe merchants the ticket illustrated here. They are on shoes in the windows. You can find Neōlin-soled shoes by merely looking for these tickets in shoe store windows.

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

Now there are other soles that look like Neōlin. But there is only **one** Neōlin—and every pair of soles is branded with the trademark shown on this ticket.

To be sure of the genuine Neōlin mark that mark, stamp it on your memory. Ask for Neōlin, with the accent on the "O"—Neōlin—the trade symbol for a quality product.

Neōlin