



Waterproof Soles—that Make Shoes both Smart and Comfortable



In the past you bought shoes by the uppers—by their appearance, their feel. You could get only one sole—leather.

Now we ask you to buy shoes by the soles—as millions are doing. For it has remained for a new sole to add to smart shoes the great desirables of comfort and waterproofness. That sole is Neolin.

Smart shoes we've had—with thin soles that leaked. Waterproof shoes we've had—with thick soles, heavy and stiff.

Now we have Neolin—modern in smartness, light and flexible, yet waterproof. Neolin means foot-comfort and foot-health.

No need to break in new shoes with Neolin soles. No need for wet feet. No need for tired feet.

And these advantages are just as good for men and children as they are for women.

Don't forget Neolin's lasting wear. Soles that wear longer than the best of leather. Soles that cut shoe-costs, especially for the children.

See Neolin-soled shoes at your dealer's. Many dealers' who carry Neolin-soled shoes have been supplied with tickets like the one illustrated at the side of this page. They are the means of identifying his store. They make it easy for you to find Neolin. Look for them in shoe store windows.

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 with the trademark shown on the shoes 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 soles