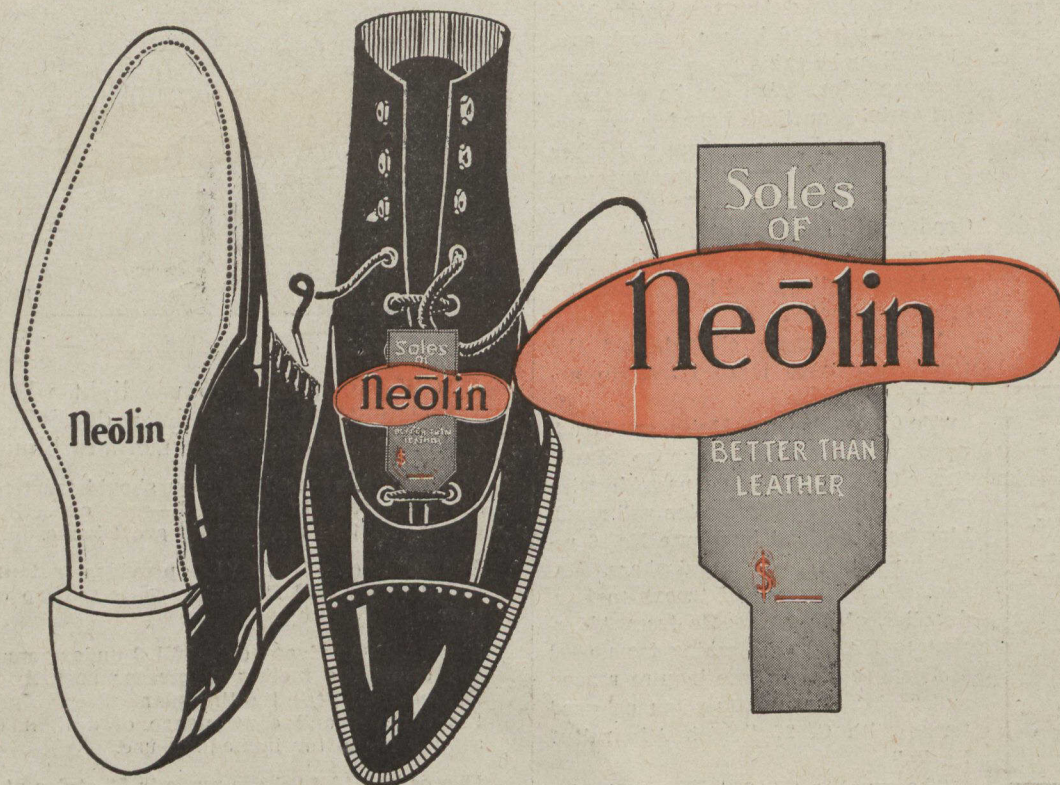


The Guiding Ticket



Where shoes built on Neolin are ready to-day

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

Numbers of people who desired the advantages of Neolin's qualities have had to buy from other than their usual shoe dealer.

They sought the long, long wear of Neolin soles.

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 Neolin-soled shoes.

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 Neolin soles was limited. As a result most merchants were able to obtain only a small percentage of their stock with Neolin soles.

That condition has been overcome. Shoe manufacturers' recent orders from dealers for shipment next Fall call for Neolin on half the shoes. Realizing the superiority of Neolin, many merchants are now ordering big portions of next Fall's stock on Neolin. At that time you will be able to obtain Neolin-soled shoes at any good store.

But you want Neolin 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

Neolin-soled shoes by merely looking for these tickets 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 this ticket.

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.

The Goodyear Tire and Rubber Co. of Canada, Limited

Neolin