



New shoes with Neolin Soles can be obtained at most stores—for men, women and children in everyday styles and Sunday styles. They wear longer, are waterproof and comfortable.

Neolin Now in Half-Soles

Every subscriber to Everywoman's World has read about Neolin in these pages.

Probably you, like thousands of other Canadian women, have tried these better soles on your own shoes and on the children's.

You will welcome, then, Neolin Half-Soles.

For Neolin has now entered a broader field. It is now *easily* available for worn shoes as well as on new shoes.

You can go to your repairman and have Neolin Half-Soles put on your shoes, your husband's shoes, the children's shoes. It doesn't matter what the style. And the soles can be nailed or sewn.

Or if you prefer you can go to the nearest hardware store and buy Neolin Half-Soles—and apply them at home.

Many people get more wear from shoes *after* Neolin Half-Soles are put on than they got before the original soles wore through. Neolin was invented to give greater wear and so lower shoe-costs.

But there are other advantages. Neolin Half-Soles are flexible and do not slip easily.

Start now to save money and get greater shoe-comfort. Get Neolin Half-Soles.

The genuine have the name "Neolin" on the bottom.

The Goodyear Tire & Rubber Co. of Canada, Limited

Neolin Half Soles