



## Shoe-Soles Would Insure Every Returned Soldier for \$2,000

Every year Canadians buy millions of dollars worth of shoe soles they don't need.

Enough to pay the premium on \$2,000 insurance for every returned or returning soldier.

Enough to give the next of kin of every man who died in France insurance for over \$10,000.

Enough to build homes for a workingman's city of 20,000 people.

Enough to give every city child in Canada two weeks' holiday in the country.

Enough to give every shoe merchant in Canada between \$4,000 and \$5,000.

Enough to buy a motor car for every farmer working over 200 acres in Manitoba; for every second such farmer in Saskatchewan; for nearly all in Alberta; for all in Ontario, New Brunswick and Nova Scotia combined; for all in Quebec, British Columbia and Prince Edward Island combined.

You are partly responsible for this appalling waste. You are partly the loser—nationally and personally. You

can help make this tremendous national saving.

Wear shoes with Neolin Soles.

Neolin Soles have been tested in actual use in direct comparison with other soles.

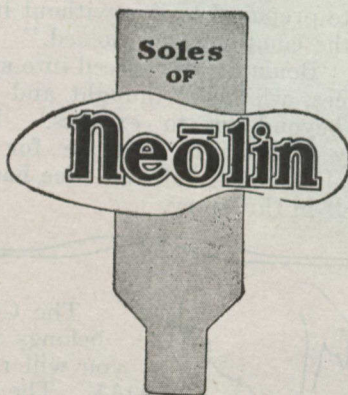
The actual saving has been figured out for the whole of Canada on a very conservative basis.

And the result, as given above, is startling.

Start now to make this big saving. Start now to wear shoes of longer life. See your shoe merchant at the first opportunity and ask him to show you the shoes he has with Neolin Soles.

Neolin Soles—half-soles and full-soles—are nailed or sewn on all kinds of shoes by manufacturers, repairmen, and at home.

Neolin Soles have been a great success. So they have imitators. But the methods and materials that make Neolin Soles superior are known only to Goodyear. You can be sure of Neolin Sole quality only when you see the trademark "Neolin" on the bottom of the sole.



Watch for this price-ticket. Where you see it, ask for your favorite style of shoes with Neolin Soles.

The Goodyear Tire & Rubber Company of Canada, Limited

# Neolin Soles