

"HIPRESS"

RUBBER BOOTS

with the "RED LINE 'Round the Top"

Better Footwear for Fishermen

HOW far ahead of the flat bottomed dory is the fast power boat? About as far as "Hipress"—the wonderful ONE-PIECE rubber footwear—is ahead of the old style black footwear.

What does ONE SOLID PIECE mean to you, Mr. Fisherman? It means that your boot won't crack, peel or leak. And because The B. F. Goodrich Company puts the toughest, longest wearing rubber ever known—actually the SAME RUBBER that has made its TIRES celebrated the world over—into "Hipress" footwear, it will positively outwear 2 and 3 to one any rubber footwear you ever bought.

No one ever made a boot by this method before we invented it—and no one has succeeded in duplicating it yet—although the market is full of boots and shoes imitating the rich "Hipress" Brown color. But YOU want the BEST—"Hipress"—and you can always tell it by the "Red Line 'Round the Top."

Don't take a "just as good" boot. Come here for Goodrich "Hipress."



Bowring Brothers, Limited

St. Johns, Newfoundland