

Better than Leather



OR a thousand years men walked on leather—and thought there was nothing better.

Leather soled shoes seemed stiff—hard to break in. They tried rubber. But rubber seemed soft—uncomfortable. So they wore leather, and waited.

A year and half ago a man strode forth on the first pair of—a new sole.

He went about the foot-miles of his busy life—and wondered how long the soft, light, flexible tread of his new-kind shoes would last.

He tramped foot-dry through slush and mud—and still his shoes held their shape.

When the life of an ordinary shoe had been passed, he noted with satisfaction that his shoes were still good. And that satisfaction grew and grew as the shoes wore and wore.

Thus auspiciously entered Neōlin.

Probably very many of your friends have found this sole that is better than leather. They will tell you of its wear—and wear and WEAR. Their health will testify to its snug-foot waterproofness. And if you start to walk out with them—light-footed, easy-footed, on flexible Neōlin, they will make you step out.

Shoe merchants have shoes with soles that are better than leather. Shoe repairers will rebuild your present shoes on Neōlin.

Neōlin has been a great success. Because of distinct superiorities it is replacing leather for shoe soles. Neōlin's appearance can be imitated. But Neōlin's qualities are the result of methods and materials known only to us. Now there are other soles that look like Neōlin. But there is only one Neōlin—and every pair of soles is branded with the trademark below.

To be sure of the genuine Neōlin—mark that mark, stamp it on your memory. Ask for Neōlin, with the accent on the "ō"—Neōlin—the trade symbol for a quality product of:

The Goodyear Tire & Rubber Co. of Canada, Limited

Neōlin

