



# Save With Neolin Soles

Neolin soles for the whole family save you money just as surely as would two pairs of shoes for the price of one.

There can be no question about Neolin's economy. It wears longer than leather—even two and three times longer, depending on the grade of leather. Yet Neolin costs you the same as leather.

On your own shoes—on the children's shoes—on the men-folk's shoes—Neolin means an all-round lowering of shoe-bills.

Long wear is not Neolin's only advantage. It is foot-easy and foot-healthy. It is light and more flexible than leather. New shoes with Neolin soles need no breaking-in. Neolin grips the ground, pavement or floor. It is waterproof. It is trim and smart in style, and makes ugly rubbers unnecessary on rain-soaked pavements.

Every virtue that you could desire in a shoe sole, Neolin has. All the disadvantages of leather and rubber soles have been eliminated. Just as surely

as science adds new comforts to our daily lives, you will come to Neolin.

One word of warning—be sure you get Neolin, the synthetic shoe sole that is different from all others. Avoid fibre and composition imitations.

Go to the shoe-merchant near you who shows Neolin price tickets in his window. They identify his store. One is illustrated here. He has many styles and prices of shoes with Neolin soles.

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.

No where are other soles that look like Neolin. But there is only one Neolin—and every pair is branded with the trademark below.

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 of



This is the Neolin price ticket, which you will see on shoes with Neolin soles. Look for them in your dealer's Window.

**The Goodyear Tire & Rubber Co., of Canada, Limited**

# Neolin soles