



## Neolin Now for Work Boots

**I**N two years Neolin has proven to millions that it is better than anything ever used for the soles of boots.

Neolin makes shoes easier on the feet. It is pliable, springy, "gives" with the step.

Neolin keeps out the wet. It is water-tight.

Neolin wears longer.

There are many grades of leather, but Neolin is always the same. No matter what the price of the shoe, "Neolin" stamped on the sole means the longest wear you can get from a sole.

Some thousands of pairs of Neolin Soles are bought in Canada every day—millions of people would hardly buy Neolin, and even pay more for it, were it not better than leather.

This hard-wearing sole, this water-tight sole, this pliable, comfortable sole, this Neolin, proved absolutely to thrifty buyers that it was better than leather.

*Now Neolin is being put on Work Boots,* for people on the farms. There are several thicknesses of Neolin Soles.

Everyday work boots with Neolin Soles will now be comfortable as old Sunday shoes. They will *keep* pliable. They won't get hard, and curl with the wet.

Every man on his feet as much as a farmer should wear Neolin for the extra ease on his feet every day. The dryness for dewy mornings and showers is an extra comfort.

Everybody who sells shoes can quickly supply you shoes with Neolin Soles. Shoe-repair men, hardware stores and general stores have half-soles for your old shoes.

Try them—but do look for the word "Neolin" stamped on the soles, so you don't get fooled with something else.

THE GOODYEAR TIRE AND RUBBER COMPANY OF CANADA, LIMITED

# Neolin Soles