



# A Far Step in One Year

**I**T has taken just one year for old-fashioned leather soles to go into the discard with those who are shoe-critical.

1916 was the year when thousands found increased shoe wear and shoe comfort to offset increased shoe prices.

1916 was the year when Neolin came into its own—a better sole.

Literally hundreds of thousands have welcomed Neolin as the wonder-sole. They have taken joy in testing it—in urging it to the utmost of wear, comfort, appearance, goodness.

And they are coming back in thousands and hundreds of thousands to make the nation walk on Neolin.

Neolin must be a better sole to meet such universal acclaim.

Those who have tested Neolin have found that:

Neolin cuts shoe costs by giving longer wear. Neolin will outwear leather soles.

Neolin will keep the feet dry—a health-saver and comfort-giver. With Neolin, new shoes are flexible, needing no breaking in. It is slip-proof and stub-proof. It holds the uppers to their shape. It has a distinctive style and finish. It saves furniture and floors by not scratching them.

# Neolin

Take your old shoes to your shoe repairer. He probably stocks Neolin. If not he can easily get it.

Ask for Neolin soles on your new shoes. You can secure shoes built on Neolin at many prices and in many styles.

Insist on Neolin—better than leather.

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

The Goodyear Tire & Rubber Company of Canada, Limited