



Completely Superior

You will never return to leather soles, once you have tried Neolin. Neolin Soles are completely superior in every way. They add comfort and smart style to your shoes. They cut shoe-costs by giving longer wear.

Neolin's greater wear—Neolin's saving in shoe-costs—is an established fact, established by men, women and children in a dozen walks of life. Many, many unsolicited letters come to us from grateful wearers of Neolin. Many have stated that their Neolin Soles have worn two and three times better than their leather soles. Some have written of a six times greater wear. And most enthusiastic are the letters of mothers whose shoe bills for kiddies have been cut in half.

Neolin has surplus advantages. Neolin Soles are better than leather soles not alone because they wear more dependably. They are better because more resilient, more springy, more foot-easy. Better because they are watertight as a leaf. Better because they are tread-sure and safe for young and elderly on sidewalks, marble or ice. And

better for men, as for women and children, because they confer a new foot-trimness in wet weather making clumsy rubbers unnecessary.

If Neolin made no saving over leather, you would want it for these advantages. Add to them its undoubted economy, and Neolin becomes the logical—the essential—sole for you.

Shoe merchants have many styles and prices of shoes with Neolin soles. In their windows are Neolin price tickets. Identify stores that sell Neolin-soled shoes by them.

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.

Now there *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

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

Neolin