



Foot-Dry Soles - Long-Wear Soles - Modern Soles - Neōlin Soles

Dripping skies and sopping wet underfoot ---time for Neōlin protection.

No excuse for wet-foot colds now that Neōlin is here. Neōlin soles make water-proof quality a sole standard---and add a comfort standard---a wear standard, and a modern appearance standard of their own.

Neōlin soles will often **double** shoe-wear for you. Neōlin is replacing leather for man wear, woman wear, child wear.

Stylish women are wearing Neōlin, saving feet and shoe-bills alike---it is so springy and buoyant and foot-easy, so durable, so flexible, so light.

And children are slush-tramping to school **dry-footed** because of Neōlin. They play the Neōlin way now, without scratching floors or furniture, without pound or sound.

You try Neōlin.

Neōlin that holds shoe shape and shoe looks.

Your shoe dealer will give you Neōlin on new shoes. Your shoe repairer will put them on your present shoes.

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

The Goodyear Tire and Rubber Co. of Canada Limited

GOODYEAR
MADE IN CANADA

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 their is only **one** Neōlin—and every pair of soles is branded with the above trade-mark.

