

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 Neolin.

Neolin that holds shoe shape and shoe looks.

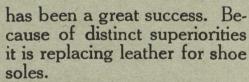
Your shoe dealer will give you Neolin on new shoes. Your shoe repairer will put them on your present shoes.

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 and Rubber Co. of Canada Limited

GOOD YEAR MADE IN CANADA

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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

look like Neolin. But their is only one Neolin—and every pair of soles is branded with the above trade-mark.

