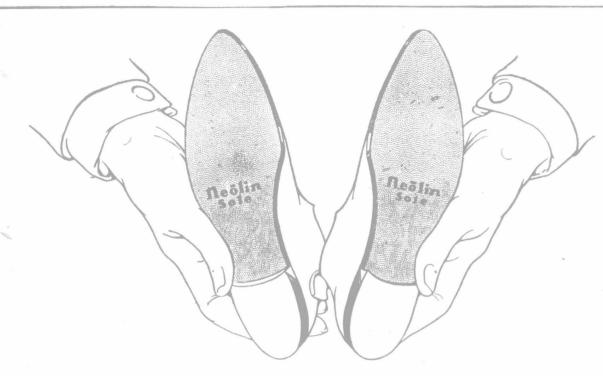
TULY 3, 1919



Neolin Soles are Better Soles

Different from any Shoe Soles which Have Been Available in the Past

The merchant who offers you shoes with Neōlin Soles is rendering you a real service. He is giving you the benefit of his years of experience in buying shoes of big value. He is offering you shoes with soles which he knows are better than a shoe-sole ever was before.

There was only one objective for the Goodyear Scientists who developed Neölin Soles.

Better shoe-soles

To-day millions of people know that we have succeeded.

Soles of Soles

Know that Neolin Soles wear longer than the soles they've been getting.

This price ticket will mark for you the store where shoes with Neolin Soles are in Know that Neolin Soles are flexible and comfortable.

Know that Neolin Soles are water-proof.

Your shoes can have these better soles. All kinds of shoes are now available with Neōlin Soles. See them at your shoe-store.

Neōlin Soles — half-soles and full-soles—are nailed or sewn on all kinds of shoes by manufacturers, repairmen, and at home.

Neōlin Soles have been a great success. So they have imitators. But the methods and materials that make Neōlin Soles superior are known only to Goodyear.

You can be sure of Neōlin Sole quality only when you see the trademark "Neōlin" on the bottom of the sole.

The Goodyear Tire & Rubber Company of Canada, Limited

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