



## Neolin Soles are Better Soles

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

The merchant who offers you shoes with Neolin 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 Neolin Soles.

### Better shoe-soles

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

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 stock.*

Know that Neolin Soles are flexible and comfortable.

Know that Neolin Soles are waterproof.

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

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

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

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

The Goodyear Tire & Rubber Company  
of Canada, Limited

# Neolin Soles