

"I'm glad I found Neolin!"



Many men have made just such a remark during the past year. Neolin-comfort, Neolin-wear, Neolin style have been new things to them. They have been won by this modern wonder-sole.

Ask your friends who have worn Neolin what they think. You will be surprised at the number who think themselves fortunate in being able to secure such a sole.

For Neolin is a new thing under the sun.

It is a shoe sole of new abilities.

Your first Neolin-shod shoes will give you the same pleasant surprises such shoes have given millions of men, women and children. You too will be glad you have found a sole that is better than leather.

You will find the same increased, and even doubled, wear. Neolin wears better than the best of leather.

Foot-weariness will become foot-liveliness. Neolin is a velvet-tread light, comfortable, noiseless.

Shoe-style will become as lasting as shoe-wear. Neolin holds the upper to its shape. No "shoe-trees" needed to keep Neolin-soled shoes from turning up their toes.

And if Children's shoe-bills have been a bugbear—put Neolin under their playing feet. Then let them romp and run. Neolin defies the pound and tumble of their busy little morning-to-night.

Neolin is the same whether on \$12 shoes or \$6 shoes. The uppers may vary in fineness and durability. But we protect your interest by not knowingly selling Neolin to manufacturers whose shoes are skimped between inner and outer sole, where you cannot see.

—you need only insist on Neolin—your shoe merchant will give it to you on new shoes, and your shoe repairer will put it on your present shoes.

The Goodyear Tire & Rubber Co. of Canada, Limited

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.

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 of soles is branded with this trademark.

neolin