



All Merchants Can Now Supply You With Better Shoes Because of Neolin

Neolin makes any shoe a better shoe. It was proved before ever a pair of Neolin Soles left the factory. It has since been proved on over a million pairs of shoes—men's, women's, children's—at many prices. No matter for what purpose you buy shoes, they are better with Neolin Soles.

For nearly a year Neolin has been in the hands of Canadian shoe manufacturers, merchants and wearers. It was an instantaneous success. For nine months we have been unable to manufacture enough Neolin to meet the demand. But now the factory has increased the output tremendously.

Some makers have built their shoes on Neolin since its introduction. These firms ordered more than we could supply. Many others wanted Neolin, but could not be supplied. *All shoe manufacturers can now secure some Neolin for immediate use on shoes going to the merchants now.*

In the same way many merchants up till now have had to do without Neolin. *Whatever may be your favorite make of shoes, if the dealer has not got them built on Neolin soles, he can get them immediately.*

Many brands of shoes are sold with Neolin Soles. Many more will add this betterment now. You should be able to secure Neolin anywhere. But we know the shoes listed below have Neolin Soles, and if you will ask for one of these brands you will be offered a wide range to choose from.

Men's Shoes			
Altro	Eagle	Slater	London Lady
Aristo	Frank W. Slater	Wayland	Macfarlane
Aylmer	Strider	Monarch	Mayflower
Ames-Holden	Humphrey's	Brandon	Miss Canada
Beresford	Goodyears	Paris	McCready
Canadian	James-Muir	Metropolitan	Onyx
Gentleman	Just-Wright	Ladies' Shoes	
Carleton	Murray-Made	Altro	Blachford
Corona	McCready	Ames-Holden	Perth
D. & F.	Reliance	Bernice	Vassar
Daisy	Regal	Classic	Bell
Derby	Trustworthy	Corona	
Bell	Traveller	Georgina	
	Leckie	La Parisienne	
	Robert-Taylor		
		Children's Shoes	
		Hurlbut	

Have Your Winter Shoes Built on Neolin Soles

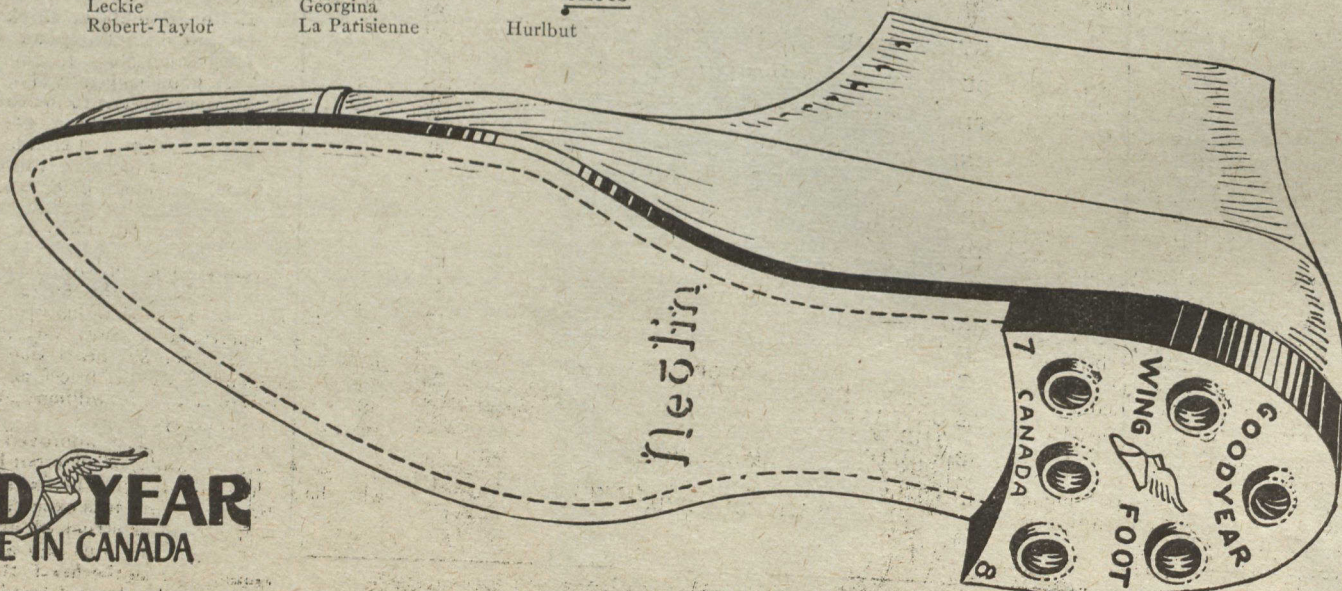
You do not need to wait for Spring for Neolin. See that your next shoes have Neolin Soles.

Neolin is specially desirable on winter shoes. It keeps the feet dry and warm because it is waterproof, prevents accidents because it is slip-proof. It is good for indoors because it is noiseless and will not scratch furniture or floors. It is light and flexible, easy on the feet. Best of all, it wears very much longer than the best leather. It has a distinctive style touch, beauty of finish.

Once more we say "Have your winter shoes built on Neolin Soles."

Neolin

Every genuine Neolin Sole is branded with the above mark



GOODYEAR
MADE IN CANADA