



Cuts Costs and Colds

OUTSIDE the Schoolhouse the children are sliding in the slush and mud and wet. Little they care for damp feet and dripping shoes.

But what worries for mother. Wet-foot colds and doctor's bill; spoiled shoes and big shoe-bills.

Listen, Mother, you can't stop the winter weather. But you can stop buying leather shoe-soles that *drink* wet.

You can buy Neōlin, the modern shoe-sole. You can get the kiddies to school dry-footed. And keep them dry all day. You can save shoes from being ruined by soaking wet.

And how Neōlin does cut shoe bills. It lasts and lasts, twice, three, four times as long as leather—sometimes six times as long. Shoe-bills are easily cut in half.

Neōlin is pliant. Let little feet grow strong as they should. It grips the ground, pavement and floor, and saves tumbles.

You will want Neōlin goodness in your shoes, too. Go to your shoe merchant and ask to see his stock of Neōlin-soled shoes. He should have many styles of shoes at varying prices with Neōlin soles. Look in shoestore windows for the Neōlin price-ticket illustrated here. Merchants who sell Neōlin-soled shoes have been supplied with them.

Neōlin has been a great success. Because of distinct superiorities it is replacing leather for shoe-soles. 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 there is only one Neōlin—and every pair is branded with the trademark below.

To be sure of the genuine Neōlin—mark that mark; stamp it on your memory. Ask for Neōlin with the accent on the "o"—Neōlin—the trade symbol for a quality product of

The Goodyear Tire & Rubber Company of Canada, Limited



This is the Neōlin price ticket, which you will see on shoes with Neōlin soles. Look for them in your dealer's window.

neōlin soles