

POOR DOCUMENT

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THE EVENING TIMES-STAR, SAINT JOHN, N. B., WEDNESDAY, DECEMBER 23, 1925

Announcing! HI-PRESS



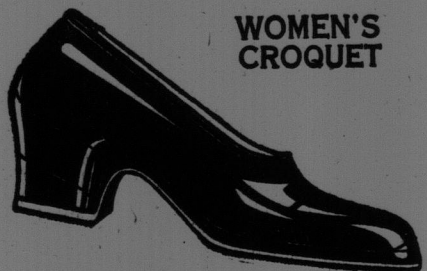
CHEYENNE GUM LUMBERMAN



SPORT



MEN'S GENERAL



WOMEN'S CROQUET



STORMER



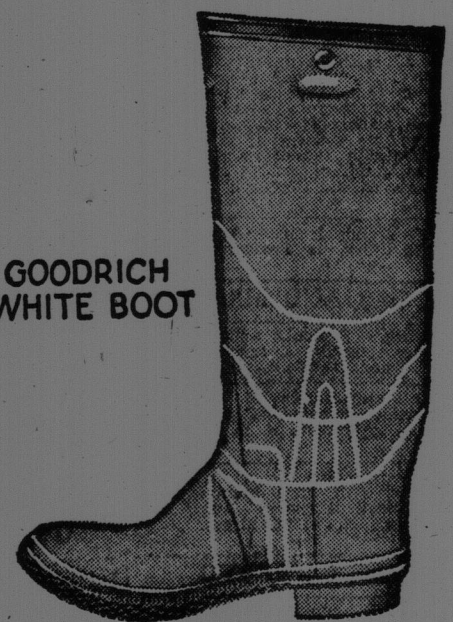
ZIPPER FOR WOMEN



ZIPPER FOR MEN



STANDARD OVERSHOE



GOODRICH WHITE BOOT



BANGOR LEATHER TOP LUMBERMAN



GOODRICH BROWN BOOT



SKIPPER

A rubber shoe-making process—entirely new in Canada—higher standards of quality—longer wear—better appearance and fit—costs no more.

The Goodrich Company announces another important step in the development of their programme for manufacturing the world famous line of Goodrich rubber goods in Canada.

For many years the name Goodrich has represented the highest quality in rubber products. Public opinion placed Goodrich Silvertown Cord Tires on the highest plane of perfection during the many years that Silvertowns were imported and sold at higher prices in Canada. With the acquisition of a rubber manufacturing plant two years ago, it became possible to sell these Goodrich Silvertown Cord Tires at the same level of prices as other tires of domestic make. The sweeping success of Goodrich Silvertowns in Canada has paved the way for a still further development in the Goodrich Company's activities, and now Goodrich announces the manufacture in Canada of the famous Hi-Press line of rubber footwear.

"Hi-Press" in its field ranks with Silvertown and other Goodrich products in quality standards and is made after exclusive Goodrich formulae and processes. The Goodrich process of manufacturing footwear is revolutionary and during the past ten years has attained new standards of service for all classes of light and heavy rubbers. The processes and equipment are exclusive to Goodrich and cannot be duplicated. In those parts of Canada where the service conditions demand absolutely the utmost in quality, Goodrich footwear is already well-known, having been imported and purchased at considerably higher prices by those users to whom long service in footwear is an absolute necessity.

Goodrich has given its expert attention to the development of Rubber Footwear particularly suitable for the city-dweller, the farmer, the miner, the lumberman, the deep-sea fisherman—the sportsman, etc. In each case Goodrich positively sets the pace in style and quality.

Goodrich Zipper BOOT

It is no longer necessary for you to make footwear purchases with any degree of uncertainty, because the name "Goodrich" is the guarantee of maximum value regardless of the footwear your particular needs may require.

Buy thoughtfully—buy Goodrich Products and

COMPARE THE WEAR

THE women of Canada will undoubtedly be most interested in the "Zipper" boot—the greatest contribution to winter footwear comfort that has ever been made by any rubber company. The genuine "Zipper" was originated and is made only by the Goodrich Company.

The main feature of the "Zipper" is the patent fastening device which, as its name implies, permits the opening and closing of the boot with ease and speed. There is nothing to hook, button, lace or tie, it opens with a Zip and closes with a Zip.

Added quality features of the "Zipper" boot are certain reinforcements which lend fit, neatness, stylish appearance and longer wear. These are found only in the "Zipper" type of gosh.

The "Zipper" will undoubtedly be the vogue in Canada as it is in the centers of fashion wherever overshoes are worn. While it was introduced primarily for women, it is now made also for men to whom the ease of opening and closing appeals strongly.

NOTE:

Goodrich Footwear is now sold by the better class of footwear dealers throughout Canada, or may be secured by any dealer on short notice through the complete chain of Goodrich warehouses located in all distributing centres from Halifax to Vancouver.

COMPARE THE WEAR

Goodrich Rubber HI-PRESS Footwear

CANADIAN GOODRICH COMPANY, LIMITED
Factory: KITCHENER, ONTARIO