



## You Will Never Go Back to Leather Soles

Neolin Soles Give You Economy  
Protection, Comfort, Style

For yourself or your children, you will never return to leather soles, once you have tried Neolin. In so many ways does it satisfy over leather, correcting every fault of leather, possessing every virtue of leather.

Especially should you welcome Neolin now. No need to tell you of the cost of shoes—the cost of fine shoes—and the cost of children's shoes. But thousands of mothers have solved this problem with Neolin. For Neolin does give lasting, lasting, wear—even three, four or more times greater than leather. This holds good for children, too. Children who are little shoe-terrors.

But the perfect sole should have other qualities beside wear. Wet, slushy, snowy days are coming. Wet-foot colds loom up. But Neolin steps in with waterproof qualities that leather never has. Waterproof as a duck's back. No more sitting in school with wet feet for the kiddies. No more soaking shoes after a trip to the store or the church.

Wear and waterproofness alone would make Neolin soles the soles for you. Add to these, comfort unknown with stiff soles

—for Neolin is flexible, light, foot-easy. And style—modern, for modern people. Neolin holds smart shoes in shape.

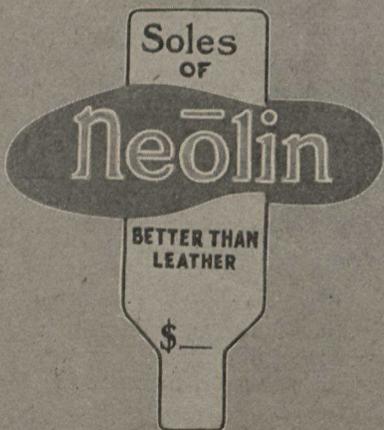
If you are faced with the problem of Winter shoes; if shoe-costs have become almost unbearable, see your shoe-merchant about Neolin soles. On shoes in his window you should find the price-ticket illustrated here. There are many styles and prices of shoes Neolin-soled.

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 is branded with the trade mark shown below.

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

The Goodyear Tire & Rubber Co., of Canada, Limited.



This is the Neolin price ticket which you will see on shoes with Neolin soles. Look for them in your dealers windows.

# Neolin