

# Women Appreciate Neōlin Soles

**N**eōlin has qualities that appeal especially to women. In city and town and country women are turning to Neōlin—Neōlin for wear, for modern style, for modern comfort.

Mothers are welcoming a shoe-sole that stands the pound and play of young feet. For a long day about the house—Neōlin springiness, Neōlin flexibility, Neōlin quiet.

For a foot-dry journey on a rainy day—waterproof Neōlin.

For lasting looks—for shoes that hold their shape—Neōlin.

Neōlin soles are modern in *every* way—with never-before known standards of wear, looks, comfort, health.

Shoe-bills come down when you ask for Neōlin Soles.

Whether a fine kid or split upper makes a wide difference in the price of shoes. Neōlin is always the same.

Your shoe dealer will supply you with your favorite shoe Neōlin-soled.

Your shoe repairer will put Neōlin soles on your present shoes.

## The Goodyear Tire & Rubber Company of Canada, Limited

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.*

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 of soles is branded with this trade mark—

# Neōlin

