

# What Is Neolin?



Neolin is a synthetic substance used in making better soles for shoes—Neolin Soles, lasting from two to six times as long as leather—Neolin Soles, more flexible and more comfortable than leather—Neolin Soles, grip-sure and waterproof.

Neolin is built of several elements, none of which, alone, would be useful for shoe soles. But when combined as they are in Neolin, they produce a substance differing in character from any of its constituents.

Just as cement is made from lime, clay, sand and water, but different from any of these elements, so does Neolin have virtues unknown to the separate elements from which it is made.

Naturally the substances used in making Neolin are held secret; but the merits of Neolin Soles are common knowledge because of the satisfaction they have given to 8,000,000 pairs of American feet.

Neolin Soles have unfailingly given longer wear and greater comfort; they have given protection against water underfoot and protection also against the disappointment and needless expense due to the variable quality of leather.

For Neolin Soles are always the same, while leather soles are *variable*. Different hides and different parts of hides produce different leather values. Some leather wears well; other leather wears poorly.

But Neolin Soles always wear well and long—often twice as long as ordinary standard leather and up to six times as long as inferior leather.

And Neolin Soles are more comfortable than leather. Leather is *stiff*. It needs breaking in to make it comfortable. And leather is not waterproof. After one thorough wetting it easily becomes porous and spongy, soaking up moisture and water underfoot—literally breathing in the water from wet ground, crossings and pavements.

Because of these defects of leather many attempts have been made to find something better. Rubber, fibre and various combinations were tried. But all failed until Neolin came.

Rubber soles, for instance, were too *heavy*. They *cracked* and *tore loose* from the shoe. They *slipped*. They *stretched*. They were not firm enough. They were *uncomfortable*. They had only one redeeming feature. They were *waterproof*.

Neolin has none of the faults of rubber, but it has its one saving virtue—it is waterproof.

Neolin has none of the faults of leather and has qualities of comfort and long wear that leather lacks. Neolin is not leather and it is not rubber. It is a synthetic substance, produced by science, furnishing Americans everywhere with better shoe soles.

It costs no more than leather. On new shoes it can be had in men's, women's and children's styles—in black, white or tan—from any of the dealers listed here. Any one of the repairmen listed can give new life to your old shoes by re-soling them with Neolin.

And remember that every Neolin Sole bears the brand Neolin.

Mark that mark—stamp it on your memory—Neolin

The Good year Tire & Rubber Co., Akron, O.

Leather soles are stiff—Neolin Soles are comfortable.

Leather soles soak up water—Neolin Soles are waterproof.

Leather soles slip—Neolin Soles grip, yet they can not scratch fine floors and furniture.

Rubber soles crack—Neolin Soles will not crack.

Rubber soles stretch—Neolin Soles hold their shape.

Rubber soles are heavy—Neolin Soles are light.

Rubber soles tear loose—Neolin Soles stick tight.

## [Tear Out and Preserve These Lists]

### These Merchants Sell Neolin-Soled Shoes

ACKERSON SHOE STORE  
Third and Alder, Portland, Or.

BARON'S SHOE STORE  
230 Morrison st., Portland, Or.

CHRISTENSEN, MAURICE  
783 Mississippi ave., Portland, Or.

B. E. DAVIS  
1670 East Thirteenth st., Portland, Or.

JOHN DELLAR  
291 Morrison st., Portland, Or.

EASTERN OUTFITTING COMPANY  
Tenth and Washington sts., Portland, Or.

JOHN EDER  
535 Williams ave., Portland, Or.

EGGERT-YOUNG COMPANY  
129 Third st., Portland, Or.

HOFMANN, EMERY  
106 Killingsworth ave., Portland, Or.

KNIGHT SHOE COMPANY  
342 Morrison st., Portland, Or.

LION CLOTHING COMPANY  
Fourth and Morrison sts., Portland, Or.

LIPMAN, WOLFE & CO.  
Fifth and Washington sts., Portland, Or.

MEIER & FRANK COMPANY  
Fifth and Morrison sts., Portland, Or.

MOYER CLOTHING COMPANY  
81 Third st., Portland, Or.

ECONOMY SHOE STORE  
148 Third st., Portland, Or.

OAK TAN SHOE COMPANY  
262 Washington st., Portland, Or.

OLDS, WORTMAN & KING  
Tenth and Morrison sts., Portland, Or.

PHILLIPS-HARBKE COMPANY  
262 Morrison st., Portland, Or.

PHILLIPS SHOE COMPANY  
109 Sixth st., Portland, Or.

REEVES SHOE COMPANY  
350 Washington st., Portland, Or.

ROBERTS BROS.  
Third and Morrison sts., Portland, Or.

ROSENBERG, JACOB  
224 Morrison st., Portland, Or.

ROSENTHAL & CO.  
129 Tenth st., Portland, Or.

ROYAL SHOE COMPANY  
148 Fourth st., Portland, Or.

MARKS' MEN'S SHOE STORE  
243 Washington st., Portland, Or.

STAIGER SHOE COMPANY  
292 Washington st., Portland, Or.

### These Repairmen Re-Sole Shoes with Neolin

ARMISHAW BROS.,  
367 Stark st., Portland, Or.

SAM BAKER  
731 Washington st., Portland, Or.

BROWN'S QUICK SHOE REPAIR CO.  
388 East Burnside st., Portland, Or.

CHAMPION SHOE STORE & REPAIR WORKS  
714 Thurman st., Portland, Or.

A. J. BESSNER  
1697 East Thirteenth st., Portland, Or.

F. L. CURTIS  
676 Lombard st. W., Portland, Or.

PALACE SHOE REPAIR COMPANY  
421 Washington st., Portland, Or.

MODEL SHOE REPAIR  
128 Fourth st., Portland, Or.

W. J. McCLUNE  
425 Jefferson st., Portland, Or.

ALF MALSTON  
Corner Sixth and Oak sts., Portland, Or.

K. MIYAKOWA  
424 Morrison st., Portland, Or.

A. M. MUELLER  
538½ Williams ave., Portland, Or.

ATHENS SHOE REPAIR SHOP  
154 Second st., Portland, Or.

M. ROZEEN  
464 East Burnside st., Portland, Or.

PROGRESSIVE SHOE REPAIR SHOP  
406 Morrison st., Portland, Or.

JACOB SCHWIND  
161 West Park st., Portland, Or.

STANLEY A. STRYLEVICZ  
815 Lombard st. W., Portland, Or.

McDONALD SOLE-SAVING SHOP  
246 Washington st., Portland, Or.

MODERN SHOE REPAIR SHOP  
Sixteenth and Washington sts., Portland, Or.

WASHINGTON SHOE SHOP  
650½ Washington st., Portland, Or.

WILLIAM JACOBS  
126 Second st., Portland, Or.

KNIGHT SHOE COMPANY  
342 Morrison st., Portland, Or.

IMPERIAL SHOE REPAIRING COMPANY  
442 East Burnside st., Portland, Or.

A. NEGOSCUE  
Vancouver, Washington.

S. DEYAK  
Vancouver, Washington.

TAMA JIGA  
Vancouver, Washington.

O. D. HICKS  
Vancouver, Washington.

UNITED SHOE REPAIR COMPANY  
Vancouver, Washington.

# Neolin Soles

TRADE MARK REG. U. S. PAT. OFF.

## Better than Leather