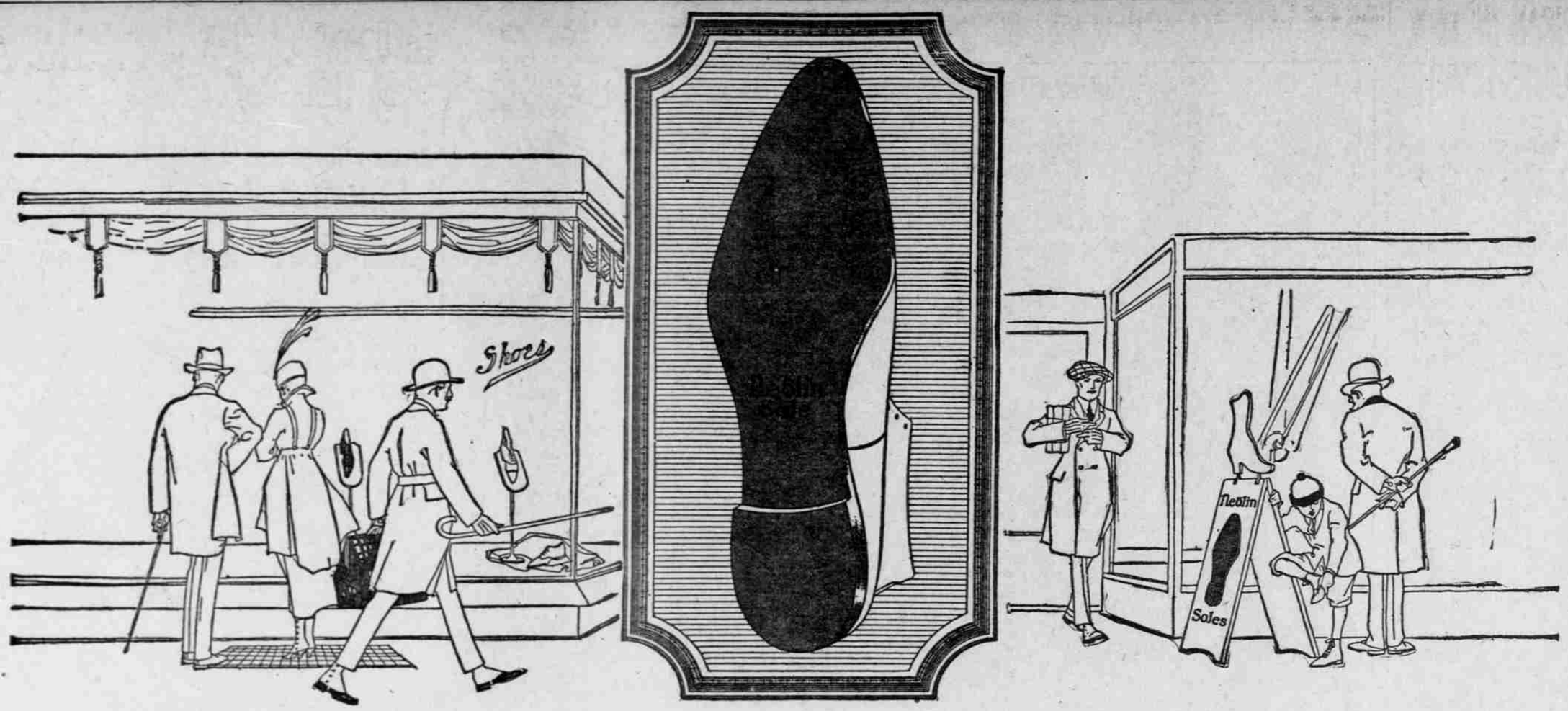

How to Cut Shoe Expense

Shoes are judged largely by the way they *wear.*

And shoe wear, analyzed, means *sole* wear. What you have to pay for shoes, by the year, depends almost altogether on *how long* your soles last.

So when you buy shoes this Spring—for yourself or for others in your family—it will pay to give separate and thoughtful attention to the *soles.*

It will pay to learn the merits of Neōlin Soles—for these soles, costing no more than others, *wear longer* and so make shoes cost less.

If you have not learned the economy of these soles do so now. Get them on all the shoes you buy for members of your family this Spring. And specify Neōlin Soles when you send worn shoes to the repairman for re-soling.

You will find that you get not only longer wear—money-saving wear—but also a pleasant and satisfactory kind of wear that you have not known before. For these soles were created by scientists to have all the qualities that soles should have—long wear, comfortable flexibility, waterproofness and resistance to slipping.

But when you ask for Neōlin Soles, look underneath for the Neōlin trade mark. Dealers and repairmen in the lists below will point out this mark to you as identifying the genuine.

Mark that mark; stamp it on your memory:

Neōlin—

the trade symbol for a never changing quality product of

The Goodyear Tire & Rubber Co., Akron, Ohio

(Tear out and Preserve these Lists)

These Stores Sell Shoes with Neōlin Soles

(Letters after Shoe Retailers' Names indicate extent of stocks of Neolin-soled Shoes carried. M-*Men's*—W-*Women's*—B-*Boys'*—G-*Growing Girls'*—C-*Children's*—R-*Repairing done with Neolin Soles.*)

RETAIL SHOE DEALERS:

Ackerson Shoe Store, Third and Alder	M W B G C
Baker, C. H., 270 Washington	W G C
Baker, C. H., 308 Washington	W G C
Baker, C. H., 270 Morrison	W G C
Baker, C. H., 380 Washington	W G C
Baron's Shoe Store, 230 Morrison	M W B G C
Dellar, John, 291 Morrison	M W B G C
Eastern Outfitting Co., Tenth and Wash.	M W B G C
Economy Shoe Store, 148 Third	M W B G C
Eggert-Young Co., 129 Third	M W B G C
Fleshman's, 263 Morrison	M W B G C
Ground Gripper Shoe Store, 381½ Wash.	M
Knight Shoe Co., 342 Morrison	M W B G C
Levitt's Everybody's Store, 4th & Wash.	M W B G C
Lion Clothing Co., 280 Morrison	M B
Lipman, Wolfe & Co., Fifth and Wash.	W B G C
Marks' Men's Store, 243 Washington	M
Meier & Frank Co., Fifth and Morrison	M W B G C
Model Boot Shop No. 2, 313 Washington	
Moyer Clothing Co., 81 Third	M
Oak Tan Shoe Co., 262 Washington	M W B G C
Olds, Wortman & King, 10th and Morrison	M W B G C
Phillips Shoe Co., 109 Sixth	M W B G C
Phillips-Harbke Co., 262 Morrison	M W B G C
Roberts Bros., Third and Morrison	M W B G C
Rosenberg, Jacob, 224 Morrison	M W B G C
Rosenthal & Co., 129 Tenth	M
Staiger Shoe Co., 292 Washington	M W B G C
The Florsheim Shoe Shop, 350 Washington	M B

East Side

Christensen, Maurice, 783-5 Mississippi Av.	M B G
Davis, B. E., 1670 East Thirteenth	M W
Eder Shoe Co., J., 535 Williams Ave.	M W B G C
Hofmann, E., 106 Killingsworth Ave.	M
Kunkel, E., 272½ Russell	M W B G C
Senders, B., 1671 East Thirteenth	M

Vancouver, Wash.

S. DeYak.	M

These Repairmen Apply Neōlin Soles

SHOE REPAIR SHOPS:

Armishaw Bros., 367 Stark
Athens Shoe Repair Shop, 154 Second
Baker, Sam, 731 Washington
Jacobs, Wm., 126 Second
Knight Shoe Co., 342 Morrison
Malston, Alf, Sixth and Oak
McClune, W. J., 425 Jefferson
McDonald Sole Saving Shop, 246 Wash.
Miyakowa, K., 424 Morrison
Model Shoe Repair, 128 Fourth
Modern Shoe Repair Shop, 16th and Wash.
Palace Shoe Repair Co., 421 Washington
Progressive Shoe Repair Shop, 406 Morrison
Rothenberger, Max, 714 Thurman
Schwind, Jacob, 161 West Park
Washington Shoe Shop, 650½ Washington

East Side

Bessner, A. J., 1697 East Thirteenth
Brown, H. R., 388 East Burnside
Eberle, Jacob, 561 Williams Ave.
Guaranteed Shoe Repairing, 442 E. Burnside
Mueller, A. M., Shoe Repairing, 538½ Williams Ave.
Rozeen, M., 464 East Burnside
Stanley A. Strylevicz, 815 Lombard

Vancouver, Wash.

S. DeYak — Tama Jiga
O. D. Hicks — A. Negoscue
United Shoe Repair Co.

Neōlin Soles

Trade Mark Reg. U. S. Pat. Off.