



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 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-soleing them with Neolin.

And remember that every Neolin Sole bears the brand Neolin.

Mark that mark—stamp it on your memory—Neolin

The Goodyear Tire & Rubber Company, 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

PORTLAND

- Ackerson Shoe Store, 3d and Alder.
- Baron's Shoe Store, 230 Morrison St.
- Christensen, Maurice, 783 Mississippi Ave.
- Davis, B. E., 1670 E. 13th St.
- John Dellar, 291 Morrison St.
- Eastern Outfitting Co., 10th and Wash.
- Economy Shoe Store, 148 3d St.
- Eder, John, 535 Williams Ave.
- Eggert-Young Co., 129 3d St.
- Hoffman Emery, 106 Killingsworth ave.
- Knight Shoe Co., 342 Morrison St.
- Lion Clothing Co., 4th and Morrison Sts.
- Lipman, Wolfe & Co., 5th and Washington.
- Marks Men's Shoe Store, 243 Washington.
- Meier & Frank Co., 5th and Morrison.
- Moyer Clothing Co., 81 3d.
- Oak Tan Shoe Co., 262 Washington St.

- Olds, Wortman & King, 10th and Morrison.
- Phillips-Harbke Co., 262 Morrison St.
- Phillips Shoe Co., 109 6th St.
- Reeves Shoe Co., 350 Washington St.
- Roberts Bros., 3d and Morrison Sts.
- Rosenberg, Jacob, 224 Morrison St.
- Rosenthal & Co., 129 10th St.
- Royal Shoe Co., 148 4th St.
- Staiger Shoe Co., 292 Washington St.

PORTLAND

- Armishaw Bros., 367 Stark St.
- Sam Baker, 731 Washington St.
- Brown's Quick Shoe Repair Co., 388 East Burnside St.
- Champion Shoe Store & Repair Works, 714 Thurman St.
- A. J. Bessner, 1697 East 13th St.
- F. L. Curtis, 676 Lombard St. W.
- Palace Shoe Repair Co., 421 Washington.
- Model Shoe Repair, 128 4th St.
- W. J. McClune, 425 Jefferson St.

These Repairmen Re-Sole Shoes With Neolin

- Alf Malston, Cor. 6th and Oak Sts.
- K. Miyakowa, 424 Morrison St.
- A. M. Mueller, 538 1/2 Williams Ave.
- Athens Shoe Repair Shop, 154 2d St.
- M. Rozeen, 464 East Burnside St.
- Progressive Shoe Repair Shop, 406 Morrison St.
- Jacob Schwind, 161 W. Park St.
- Stanley A. Strylevich, 815 Lombard St. W.
- McDonald Sole Saving Shop, 246 Washington St.
- Modern Shoe Repair Shop, 16th and Washington St.
- Washington Shoe Shop, 650 1/2 Washington.
- William Jacobs, 126 2d St.
- Knight Shoe Co., 342 Morrison St.
- Imperial Shoe Repairing Co., 442 East Burnside St.
- VANCOUVER, WASH.
- A. Negoscue, Vancouver.
- S. Deyak, Vancouver.
- Tama Jiga, Vancouver.
- O. D. Hicks, Vancouver.
- United Shoe Repair Co., Vancouver.

Neolin Soles
TRADE MARK REG. U. S. PAT. OFF.
Better than Leather