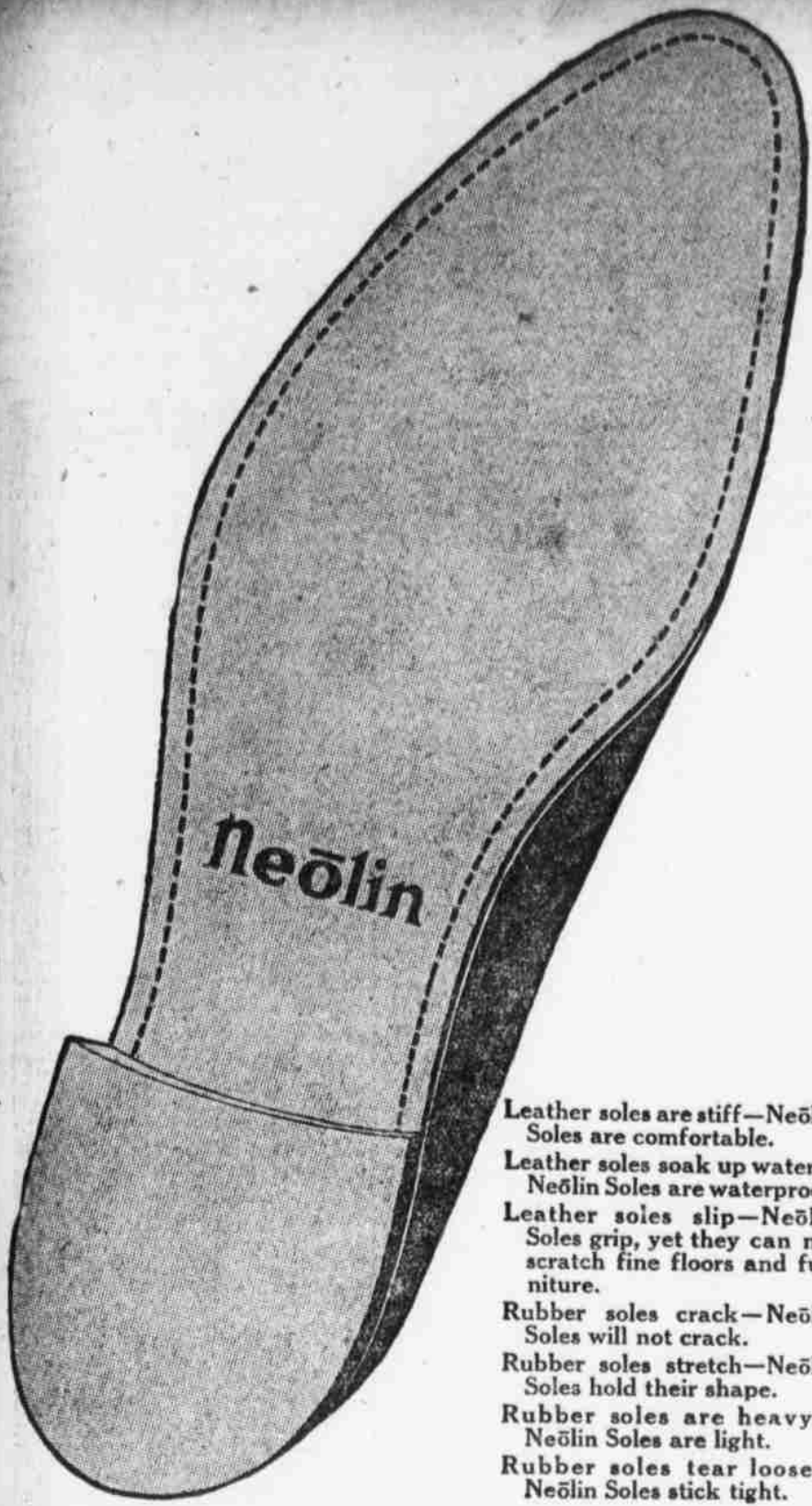


What Is Neolin?



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.

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 resoling 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 Co., Akron, Ohio

[Tear Out and Preserve These Lists]

These Merchants Sell Neolin-Soled Shoes

These Repairmen Re-Sole Shoes With Neolin

CENTRAL

New England Shoe Market, 507 Market St.
 Economy Shoe Store, 437 Market St.
 Cadmus Bros., 300 Market St.
 S. Rosman, 44 N. 8th St.
 L. Mark, 8th and Race Sts.
 The Earle Store, 10th & Market Sts.
 C. M. Kaplan, 254 to 60 N. 8th St.
 P. T. Hallahan, 919-21 Market St.
 W. L. Douglas, 1117 Market St.
 Lit Brothers, 8th & Market Sts.
 S. Niederman, 930 Chestnut St.
 Emerson Shoe Co., 34 N. 13th St.
 Fred L. May, S. E. Cor. 13th & Filbert Sts.
 F. I. Reizner, 1305 Market St.
 A. H. Geuting, 1230 Market St.
 Regal Shoe Co., 1226 Market St.
 Dalsimer, 1204-06 Market St.
 Strawbridge & Clothier, 8th & Market Sts.
 Bambridge Bros., 602 Market St.

NORTH PHILA.

M. Beckman, 2023 Ridge Ave.
 Samuel Shoe Store, 2131 Ridge Ave.
 W. P. Knittle, 1836 Columbia Ave.
 W. N. Westenberg, 2860 Germantown Ave.
 Stauffer's, 3429 Germantown Ave.
 P. T. Hallahan, 2746 Germantown Ave.
 G. W. Skyrn, 1833 Cayuga St.
 Frank Schreiber, 2712 Germantown Ave.
 Shelnig, Germantown & Lehigh Aves.
 Slack's Boot Shop, 1717 Ridge Ave.
 Edw. Miller, Ridge Ave. & 18th St.
 F. Wm. Harrison, 1847-51 Ridge Ave.
 D. Wald, S. W. Cor. 2d & Girard Ave.
 H. Goldfine, 930 N. 2d St.
 Max Marcus, 1138 N. 2d St.
 Frederick Veit, 1549 Germantown Ave.
 R. Cohen, 728 N. 2d St.
 Chas. Claus, 613 W. Girard Ave.
 B. Linderman Co., 2232-34 N. Front St.
 W. L. Douglas, 2254 N. Front St.
 Whitehead's, 2450 N. Front St.
 Strumpf, 2220 N. Front St.
 B. Esig, 2014 N. Front St.
 J. Segal, 1801 N. 25th St.
 Elias Shoe Store, E. Cor. 16th & Susquehanna Ave.
 F. Rosenberg, 1524 Susquehanna Ave.
 Filtrcraft Booterie, 2952-54 Ridge Ave.
 S. Rosman, Franklin & Poplar Sts.
 L. C. Scharf, 429 W. Girard Ave.
 I. Cades, S. W. Cor. 29th & Dauphin Sts.

SOUTH PHILA.

B. Miller, 1039 South St.
 Pitchner & Gotlob, 8th & South Sts.
 Louis Marks Shoes, 437 South St.
 A. T. Gurvitz, 1800-02 S. 2d St.
 Stanley Czeleden, 1227 S. 2d St.
 Boehlin & Lipschultz, 7th & Snyder Ave.
 Morris Zeldin, 715 S. 4th St.
 Maxwell L. Freedman, Reliable Shoe Store, 725 S. 4th St.
 C. Senker, 324 South St.
 H. Cohen, 538 South St.
 D. Finkler, 1826-28 E. Passyunk Ave.
 Alex. Kissler & Co., 1645 Federal St.
 A. Cursan, 1311 Point Breeze Ave.
 Lawrence & Son, 1228-28 Point Breeze Ave.
 David Preis, 2139 South St.
 M. T. McCauley, 1631 South St.
 Guarantee Shoe House, 1828 Passyunk Ave.
 Beacon Shoe Store, 1709 South St.
 A. Plotnick, 825 S. 2nd St.
 H. Plotnick, 1414 South St.

GERMANTOWN & CHESTNUT HILL

S. Gordon, 4344 Germantown Ave.
 J. Slipakoff, 5040 Germantown Ave.
 Thos. Cahill, 5127 Germantown Ave.
 Coulter Quality Shoe Shop, 5337 Germantown Ave.
 Robert Cherry Son's, 5541 Germantown Ave.
 Germantown Boot Shop, 5603 Germantown Ave.
 Success Boot Shop, 5835 Germantown Ave.
 P. T. Hallahan, 5604 Germantown Ave.

NORTHEAST PHILA.

A. Schneeburg, 2912 N. 5th St.
 H. Altman, 5532 N. 5th St.
 R. Christian, 4505 Frankford Ave.
 Boston Sample Shoe Store, 2042 N. Front St.
 Ella Stockley, 2947 Frankford Ave.
 M. Abrams, 2941 Kensington Ave.
 William Clayton, 3035 Kensington Ave.

NORTHEAST PHILA.

Kensington Shoe Shop, 3232 Kensington Ave.
 Miller Shoe Store, 5524 Kensington Ave.
 John Pferfer, 2628 Frankford Ave.
 S. Zanklovitz, 4248 Frankford Ave.
 Povey Bros., 2433 to 63 Frankford Ave.
 Boston Sample Shoe Shop, 2516 Kensington Ave.
 Boston Shoe Market, 2434 Kensington Ave.
 William MacFarlane, 2039 Frankford Ave.
 R. Miller, 3102 Frankford Ave.
 Crown Shoe Shop, 2538 Kensington Ave.

WEST PHILA.

W. L. Douglas, 132 South 52d St.
 Boston Shoe Store, 5037 Baltimore Ave.
 F. I. Reizner, 20 S. 52d St.
 The Leader Shoe Store, 619 S. 60th St.
 S. Rotman, 40th & Poplar Sts.
 M. Baker, 4214 Lancaster Ave.
 W. L. Douglas, 4016 Lancaster Ave.
 Goldberg's Sample Shoe Store, 4110 Lancaster Ave.
 J. Berman, 4248 Lancaster Ave.
 A. Hortman, 5934 Haverford Ave.
 Seafried Bros., 2811 Girard Ave.
 Boston Shoe Store, 6000 Girard Ave.
 Konqueror Shoe Co., 5957 Market St.
 P. Cooper, 39 S. 60th St.
 T. J. Carey, 5412 De Lancey St.
 Geo. M. Garman, 258 N. 52d St.
 P. T. Hallahan, 4028 Lancaster Ave.
 M. O. Marble, 6233 Woodland Ave.
 Doelp Bros., 4904 Woodland Ave.
 A. A. Fuges, 6351 Woodland Ave.
 Shore's Dept. Store, 6339-41 Woodland Ave.

SUBURBAN

Regal Shoe Store, Ardmore, Pa.
 C. F. Hartley, Ardmore, Pa.
 Sweeney Shoe Shop, Media, Pa.
 Harrison Bros., 871 Main St., Darby.
 W. L. Douglas Shoe Co., 404 Market St., Chester, Pa.
 Geo. & Jos. Messick, 11 W. 3d St., Chester, Pa.
 Moyer Shoe Store, 812 Edgemont Ave., Chester, Pa.
 Royal Shoe Store, 625 Edgemont Ave., Chester, Pa.
 A. H. Cloud, 704 Edgemont Ave., Chester, Pa.
 Harry Baylis, 536 Federal St., Camden, N. J.
 Lorigan's Shoe Store, 542 Federal St., Camden, N. J.
 Baker, Flick Co., 214-20 Market St., Camden, N. J.
 Mungler & Long, Broadway & Federal St., Camden, N. J.
 Chas. E. Morris, 1311 Haddon Ave., Camden, N. J.
 Sargol Shoe Store, 455 Kaighn Ave., Camden, N. J.
 L. Kline, 401-5 Kaighn Ave., Camden, N. J.
 M. Sacks, 1150 Broadway, Camden, N. J.
 A. Kobus & Sons, 4th & Spruce Sts., Camden, N. J.
 C. S. Brown, 321 Broadway, Camden, N. J.
 Broekton Shoe Co., 4335 Main St., Manayunk.
 J. N. Vaer, 4405 Main St., Manayunk.

These Repairmen Re-Sole Shoes With Neolin

CENTRAL

Deitch's Shoe Repair Shop, 631 New Market St.
 Eagle Shoe Repair, 1230 Filbert St.
 C. Mayansky, 222 N. 15th St.
 Penna. Shoe Repair Co., 104 N. 15th St.
 Athletic Shoe Repair, 30 S. 7th St.
 Penna. Shoe Repair Shop, 36 S. 8th St.
 Nick Anello, 138 S. 11th St.
 Philadelphia Shoe Repair Shop, 27 S. 6th St.
 Union Repair Shop, 244 Market St.
 Gimble Bros., 9th & Market Sts.
 Philadelphia Shoe Rep. Co., 533 Chestnut St.

CENTRAL

Philadelphia Elec. Shoe, 309 N. 13th St.
 Famous Shoe Rep. Co., 64 N. 13th St.
 Stanley Shoe Repairing, 22 N. 13th St.
 Dalsimer, 1204-6-8 Market St.
 M. Rosenberg, 23 S. 9th St.
 Famous, 858 Race St.
 A. H. Geuting, 1230 Market St.

NORTH PHILA.

D. V. Gasperis, 2319 N. 30th St.
 Columbia Elec. Shoe Rep. Shop, 2306 Columbia Ave.
 Wm. Pasturino, 2018 Columbia Ave.
 H. Kravitz, 429 W. Lehigh Ave.
 F. G. Schneible, 3428 Germantown Ave.
 Louis Nanos & Co., 2826 Germantown Ave.
 Mintz's Elec. Shoe Rep., 2361 N. 6th St.
 Porter's Elec. Repairing, 4433 Germantown Ave.
 G. W. Skyrn, 1833 Cayuga St.
 Keystone Shoe Rep., 3050 Germantown Ave.
 Walker's Shoe Hospital, 3024 Germantown Ave.
 I. Silgoff, 1013 West Huntingdon St.
 People's Shoe Rep., 2711 Germantown Ave.
 Elec. Shoe Rep., 1929 Germantown Ave.
 Frank Schreiber, 2712 Germantown Ave.
 French Elec. Shoe Rep., 1611 Ridge Ave.
 Union Elec. Shoe Repairing, 1705 Ridge Ave.
 Edw. Miller, 20th & Cambridge Sts.
 Dewey's Elec. Shoe Rep., 2500 N. Chadwick St.
 Ben Benjamin, 805 W. Huntingdon St.
 J. Fisher, 633 Indiana Ave.
 M. Klein Co., 2715 Berks St.
 D. Schneider, 2430 Ridge Ave.
 Chas. W. Riggsell, 2847 Ridge Ave.
 N. Hirschberg, 1612 Montgomery Ave.
 A. Strauss, 1528 W. Susquehanna Ave.
 Louis Berman, 1431 W. Susquehanna Ave.
 Elec. Shoe Rep. Shop, 3016 Ridge Ave.
 S. Terhanian, 818 Columbia Ave.
 E. Epstein, 1342 West Somerset St.
 H. Budman, York Road and Fracker St.
 H. Kauffman, 1102 W. Girard Ave.
 N. Gelfand, 3605 N. 6th St.
 Sherman's, 2726 W. Girard Ave.

SOUTH PHILA.

American Quick Electric Shoe Rep. Co., 905 South St.
 Southwark Elec. Shoe Rep., 2211 S. 6th St.
 A. Jacobs, 2315 S. 12th St.
 J. Mancinelli, 1201 S. 12th St.
 Miffin Shoe Repairing, 19th & Miffin Sts.
 Mike Cimnera, 307 S. 16th St.
 L. Jacobs, 2315 S. 12th St.
 Louis Sanlino, 757 S. 8th St.
 M. Kun, 1836 South St.
 Broadway Elec. Shoe Repairing, 1409 Snyder Ave.
 Roman Shoe Repairing Co., 1627 Ritner St.
 C. Lombardi, 1601 Fitzwater St.
 D. Rodia, 407 S. 17th St.
 J. De Luca, 411 S. 8th St.
 O. K. Shoe Repair Co., 248 S. 17th St.
 South Phila. Elec. Shoe Rep. Co., 1200 S. 16th St.
 Point Breeze Elec. Shoe Rep. Co., 1526 So. 22nd St.

SUBURBAN

Electric Shoe Repairing Co., Ardmore, Pa.
 C. F. Hartley, Ardmore, Pa.
 Sweeney's Shoe Shop, Media, Pa.
 Lansdowne Elec. Shoe Repairing Shop, Lansdowne, Pa.
 The Cynwyd Shoe Rep. Co., Cynwyd, Pa.
 D. Bammaro, 135 W. 3d St., Chester, Pa.
 Penna. Repair Co., 124 W. 3d St., Chester, Pa.
 Electric Shoe Rep. Shop, 623 Welsh St., Chester, Pa.

SUBURBAN

Jos. Casciano, Wyncote, Pa.
 N. Berman, Glenside, Pa.
 Overbrook Elec. Repair Factory, Overbrook, Pa.
 Main Line Shoe Co., Ardmore, Pa.
 G. Rossi, Lanerch, Pa.
 William Stalker, Bryn Mawr, Pa.
 Manayunk Elec. Shoe Rep. Shop, 4404 Main St., Manayunk
 Ridge Ave. Elec. Shoe Rep., 6139 Ridge Ave., Roxborough
 H. G. Gleason, 525 Federal St., Camden, N. J.
 J. E. Mortimer, 822 Market St., Camden, N. J.
 Imperial Shoe Rep. Shop, 231 Market St., Camden, N. J.
 The Broadway Elec. Shoe Rep. Co., 1204 Broadway, Camden.
 L. Zuranski, 1218 Haddon Ave., Camden, N. J.
 M. D. Andria, 918 S. 4th St., Camden, N. J.
 S. S. Izuddin, 315 Broadway, Camden, N. J.

GERMANTOWN & CHESTNUT HILL

C. J. Hausman, 5847 Germantown Ave.
 Wm. Sher, 5038 Wayne Ave.
 Robt. Cherry's Sons, 5541 Germantown Ave.
 Vernon Shoe Repair Shop, 5713 Germantown Ave.
 Edw. Selka, York Rd. & Haines St.
 John P. Ortino, 8490 Germantown Ave.
 Harry Axe, 4663 Germantown Ave.
 L. Farry, 6233 Germantown Ave.

NORTHEAST PHILA.

M. Levin, 612 Luzerne St.
 Olney Elec. Shoe Hospital, 5508 N. 5th St.
 Rose Kowel, 3175 Richmond
 B. Kalmann Elec. Shoe Rep. Co., 4934 N. 5th St.
 P. Rosenthal, 3607 Longshore, Tacony
 A. Miller, 6833 Torresdale Ave., Tacony
 Tacony Elec. Shoe Shop, 6909 Torresdale Ave., Tacony.
 S. Megarlie, Bustleton, Pa.
 Wolf Kolman, 4607 Frankford Ave.
 M. Harper, 4643 Frankford Ave.
 B. Nason, 4842 Frankford Ave.
 Philip Nosky, 4807 Frankford Ave.
 Kensington Mod. Rep. Shop, 3043 Kensington Ave.
 M. E. Schaeffer, 2904 Frankford Ave.
 Star Elec. Shoe Rep. Shop, 2845 Kensington Ave.
 Elec. Shoe Rep. Co., 3228 Kensington Ave.
 L. Nordel, 3237 Frankford Ave.
 Harrowgate Elec. Repair Shop, 3456 Kensington Ave.
 H. Slasberg, 2847 E. Allegheny Ave.
 S. Yanklovitz, 4248 Frankford Ave.

WEST PHILA.

Meyer Maxman, N. E. Cor. Union & Mt. Vernon Sts.
 Vincent Gilbert, 205 S. 52d St.
 H. Pinsk & Bro., 623 S. 60th St.
 H. Pinsk & Bro., 282 S. 60th St.
 Thos. G. Ashjian, 325 S. 52d St.
 Harry Flicker, 233 S. 53d St.
 John G. Smith, 6027 Baltimore Ave.
 R. Jos. Dentist, 526 S. 52d St.
 Baltimore Shoe Repairing, 5034 Baltimore Ave.
 G. Hovepin, 5104 Haverford Ave.
 American Shoe Repairing Co., 4237 Parrish St.
 Preston Electric Shoe Repairing, 4015 Brown St.
 Electric Shoe Repairing Co., 4253 Lancaster Ave.
 Porter Electric Repairing Co., 4121 Lancaster Ave.
 Childs Electric Shoe Repairing, 4551 Lancaster Ave.
 Erin Shoe Repairing, 4606 Lancaster Ave.
 Atlas Shoe Repairing Co., 4322 Lancaster Ave.
 West Phila. Shoe Repairing Co., 3963 Lancaster Ave.
 G. Parouang, 5035 Market St.
 Comley & Watkins, 6024 Market St.
 Modern Shoe Repairing Shop, 6041 Market St.
 Union Elec. Shoe Rep. Co., 1327 N. 52d St.
 Nathan's Elec. Shoe Rep. Co., 5220 Vine St.
 Girard Shoe Rep., 451 N. 60th St.
 F. Duffield, 3600 Lancaster Ave.
 Vincent Laury, 4428 Locust St.
 D. Snyder, 5519 Chester Ave.
 52d St. Elec. Rep. Co., 1410 S. 52d St.
 Girard Elec. Shoe Repairing, 5237 Girard Ave.
 J. B. Garner, 6004 Cedar Ave.
 Satisfaction Elec. Shoe Rep. Shop, 5402 Spruce St.
 United Electric Shoe Rep., 1666 S. 54th St.
 David Moskowitz, 4502 Baltimore Ave.
 Farley's Elec. Shoe Rep., 607 S. 53d St.
 Modern Elec. Shoe Rep., 5741 Woodland Ave.
 Union Elec. Shoe Repair Co., 1227 N. 52d St.
 A. Robbin, 1326 S. 53d St.
 G. Paul, 52 N. 60th St.

Neolin Soles

Better than Leather