

# Cutting Down Your Children's Shoe Bills



ONE of the biggest bills you have to face is the cost of your children's shoes—the climbing price of new shoes and the rising cost of repairs.

Because Neolin Soles wear from two to six times as long as ordinary leather, they materially reduce repair charges.

And because Neolin Soles are waterproof they give old shoes new life and make new shoes last longer than with ordinary soles.

Ordinary soles are not waterproof. After one thorough wetting they become spongy and porous, so that they easily soak up—literally breathe in—the moisture from damp playgrounds, from snow underfoot, from muddied crossings, and even from the thin film of water on pavements after showers and thaws.

Then the constant pressure of the walking or running foot stretches the welts and seams so that the shoes lose shape and wear out quickly.

But Neolin Soles protect the uppers from this damage because they are waterproof.

And this waterproofness not only saves shoe bills, but doctors' bills, too.

For children with the constantly damp

feet that ordinary soles cause, are always in danger of colds.

Eight million pairs of American feet have proved Neolin's greater saving and its greater comfort, too. For Neolin-soled shoes are so comfortable that they require no breaking in.

Be sure to have your children's new fall and winter shoes soled with Neolin. And when you have their worn shoes re-soled, have it done with Neolin.

Neolin comes in black, white and tan—on and for men's, women's, boys' and girls' shoes—and it always bears the brand Neolin.

Mark that mark, stamp it on your memory—Neolin

The Goodyear Tire & Rubber Company  
Akron, Ohio

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**

**These Repairmen Re-Sole Shoes With Neolin**

**CENTRAL**

- Eagle Shoe Repair, 1230 Filbert St.
- New England Shoe Market, 507 Market St.
- Economy Shoe Store, 457 Market St.
- Cadmus Bros., 300 Market St.
- S. Rosman, 44 N. 8th St.
- I. 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.
- Gimbel Brothers, 9th & Market Sts.
- Emerson Shoe Co., 34 N. 13th St.
- Fred L. May, S. E. Cor. 13th & Filbert Sts.
- F. I. Reiszner, 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.
- Shelmir, Germantown & Lehigh Ave.
- 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, 950 N. 2d St.
- Max Marcus, 1138 N. 2d St.
- Frederick Veit, 1549 Germantown Ave.
- R. Cohen, 728 N. 2d St.
- Chas. Clauss, 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. Essig, 2014 N. Front St.
- J. Segal, 1801 N. 25th St.
- Elis Shoe Store, N. E. Cor. 16th & Susquehanna Ave.
- R. Rosenberger, 1524 Susquehanna Ave.
- Filtercraft Booterie, 2952-54 Ridge Ave.
- S. Rosman, Franklin & Poplar Sts.
- L. C. Scharrf, 329 W. Girard Ave.
- I. Cades, S. W. Cor. 29th & Dauphin Sts.

**SOUTH PHILA.**

- B. Miller, 1039 South St.
- Fischer & Gotlob, 8th & South Sts.
- Louis Marks Shoes, 437 South St.
- A. T. Gurvitz, 1800-02 S. 2d St.
- Stanley Czeledon, 1227 S. 2d St.
- Rochlin & Lipshaelz, 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. Curson, 1311 Point Breeze Ave.
- Lawrence & Son, 1226-28 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. Slipkoff, 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, 5582 N. 5th St.
- A. 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, 3524 Kensington Ave.
- John Piferer, 2628 Frankford Ave.
- S. Zankovitz, 3248 Frankford Ave.
- Povey Bros., 2451 to 63 Frankford Ave.
- Boston Sample Shoe Shop, 2516 Kensington Ave.
- Boston Shoe Market, 2434 Kensington Ave.
- William MacFarlane, 2639 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. Reiszner, 29 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. Hartman, 5934 Haverford Ave.
- Seafried Bros., 2811 Girard Ave.
- Boston Shoe Store, 6000 Girard Ave.
- Konqueror Shoe Co., 5967 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.
- Dool Bros., 4004 Woodland Ave.
- A. A. Fuges, 6351 Woodland Ave.
- Shore's Dept. Store, 6329-41 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., 494 Market St., Chester, Pa.
- Geo. & Jos. Messick, 11 W. 3d St., Chester, Pa.
- Moyer Shoe Store, 812 Edgemont Ave., Chester, Pa.
- Royal Shoe Store, 628 Edgemont Ave., Chester, Pa.
- A. H. Cloud, 704 Edgemont Ave., Chester, Pa.
- Harry Baylie, 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.
- Munger & 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.
- Brookton 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. Mayjansky, 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.
- Gimbel 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.
- Falsimer, 1204-6-8 Market St.
- M. Rosenberg, 23 S. 9th St.
- Famous, 838 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. Schreiber, 3428 Germantown Ave.
- Louis Namos & Co., 2825 Germantown Ave.
- Mintz's Elec. Shoe Rep., 2351 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, 3624 Germantown Ave.
- I. Slagoff, 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.
- J. Benjamin, 805 W. Huntingdon St.
- J. Fisher, 633 Indiana Ave.
- M. Klein Co., 2715 Berks St.
- D. Schneider, 2430 Ridge Ave.
- Chas. W. Riggett, 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.
- S. 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.
- Millin Shoe Repairing, 18th & Millin Sts.
- Mike Cimnera, 307 S. 16th St.
- A. Jacobs, 2315 S. 12th St.
- Louis Salino, 757 S. 8th St.
- M. Kun, 1836 South St.
- Broadway Elec. Shoe Repairing, 1409 Snyder Ave.
- Roman Shoe Repairing Co., 1627 Kitner St.
- C. La bard, 1601 Fitzwater St.
- D. Roua, 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. Tammaro, 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, Llanerch, 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. Izzuddin, 315 Broadway, Camden, N. J.

**GERMANTOWN & CHESTNUT HILL**

- C. J. Hausman, 5847 Germantown Ave.
- Wm. Sher, 5035 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, 8430 Germantown Ave.
- Harry Axe, 6603 Germantown Ave.
- L. Farry, 6233 Germantown Ave.
- B. Wise, 4938 Wayne Ave.

**NORTHEAST PHILA.**

- M. Levin, 612 Luzerne St.
- Oiney Elec. Shoe Hospital, 5508 N. 5th St.
- Rose Kewel, 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. Megargle, Bustleton, Pa.
- Wolf Kolman, 4607 Frankford Ave.
- M. Harper, 4643 Frankford Ave.
- B. Nason, 4842 Frankford Ave.
- Philip Noskay, 4807 Frankford Ave.
- Kensington Mod. Rep. Shop, 3043 Kensington Ave.
- M. E. Schaeffer, 2904 Frankford Ave.
- Star Elec. Shoe Rep. Shop, 2645 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. Yankovitz, 4248 Frankford Ave.
- N. Berman, Glenside, Pa.

**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. 52d St.
- John G. Smith, 6927 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.
- Prenton Electric Shoe Repairing, 4015 Brown St.
- Electric Shoe Repairing Co., 4253 Lancaster Ave.
- Power Electric Repairing Co., 4121 Lancaster Ave.
- Childs Electric Shoe Repairing, 4501 Lancaster Ave.
- Erin Shoe Repairing, 4606 Lancaster Ave.
- Atlas Shoe Repairing Co., 4322 Lancaster Ave.
- West Phila. Shoe Repairing Co., 3963 Lancaster Ave.
- G. Parounag, 5035 Market St.
- Comley & Watkins, 6024 Market St.
- Modern Shoe Repairing Shop, 6041 Market St.
- Union Elec. Shoe Rep. Co., 1227 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 Elec. Rep. Co., 1410 S. 52d St.
- Girard Elec. Shoe Repairing, 5227 Girard Ave.
- J. R. 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. 52d St.
- Modern Elec. Shoe Rep., 5741 Woodland Ave.
- Union Elec. Shoe Repair Co., 1227 N. 52d St.
- A. Robkin, 1326 S. 52d St.
- G. Paul, 58 N. 60th St.

# Neolin Soles

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

## Better than Leather