



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—oftentwice 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 Goodyear 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

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|---------------------------------------|---|
| Gamer Shoe Co., 113 N. Main | D. J. Charles, 905 E. Front |
| Hennessy Co., Main and Granite | M. J. Connell Co., Main and Granite |
| Hubert Shoe Co., 51 W. Park | Economy Shoe Co., 39 W. Park |
| Kumfort Shoe Co., 16 W. Park | Palace Store, 24 E. Park |
| Mutch and Young, 900 Talbot Ave. | Rask Bros., 303 E. Park |
| T. J. Bennett Co., Harrison Ave. | Red Boot Shoe Co., 26 N. Main |
| Frank Boucher, 37 W. Park | Symons Dry Goods Co., Phoenix Block |
| Jacob Brinig, 53 East Park | Walkerville Commercial Co. 1600 N. Main |
| The Toggery, 27 W. Park | Walk Over Shoe Co., 46 W. Park |
| Broadway Shoe Co., 38 N. Main | Keene Shoe Co., 43 E. Park |
| George Broughton and Son, 737 E. Park | Wein's Clothing Store, 35 E. Park |

These Repairmen Re-Sole Shoes with Neolin

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| Corgiat, Antone, 13 Smelter, Meaderville | McManus, Hugh, 319 S. Arizona |
| Eglin, Leonard, 738 W. Park St. | Manning, Asarias, 1015 Talbot Ave. |
| Farrell, Joseph, 947 North Main | Neghorbon, Jouis, 1515 1/2 North Main |
| Georgevich, Michael, 203 E. Park St. | Walkerville |
| Gissel, George, 1721 Harrison Ave. | Nelson, A. P., 423 N. Main |
| Hakke, Andrew, 18 N. Dakota | O'Rourke Shoe Co., 25 N. Wyoming |
| Hennessy Co., Repair Department. | Rosenfield, William, 551 S. Arizona |
| Hessa, George, 2123 Oak, McQueen Ad. | Saare, C. E., 3 1/2 N. Montana |
| Janick, Jack, 1637 Harrison Ave. | Stroms, Werner, 419 1/2 S. Arizona |
| | Symons Dry Goods Co., Repair Dept. |

- SHOE DEALERS, ANACONDA, MONT.
Copper City Commercial Co., Main and Commercial
Fitzgerald and Luxton, 125 E. Park
Goodfriend Clothing Co., 113-115 E. Park Ave.
A. M. McIntyre, 219 E. Park
J. J. Schwartz O. K. Store (Adv. under latter), 211 E. Park

Neolin Soles

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

Better than Leather

- SHOE DEALERS, ANACONDA, MONT.
A. Share
J. H. Strain and Co., 221-223 E. Park
Anaconda Shoe Shop, 8 Main (cobbler)
Klein's Goodyear Shoe Shop, 213 1/2 Park (cobbler)
J. C. Penny Co., 416-418 E. Park
Braniscl & Diehl, 701 E. Third (cobbler repairman)