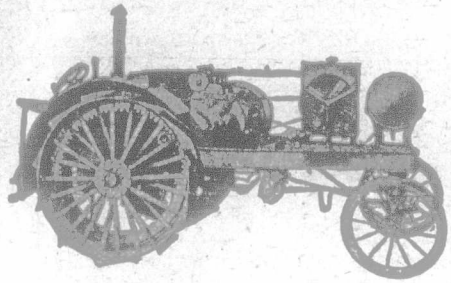
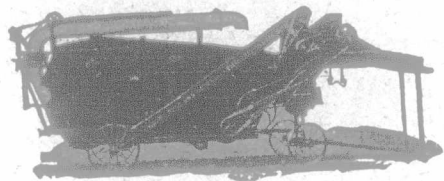


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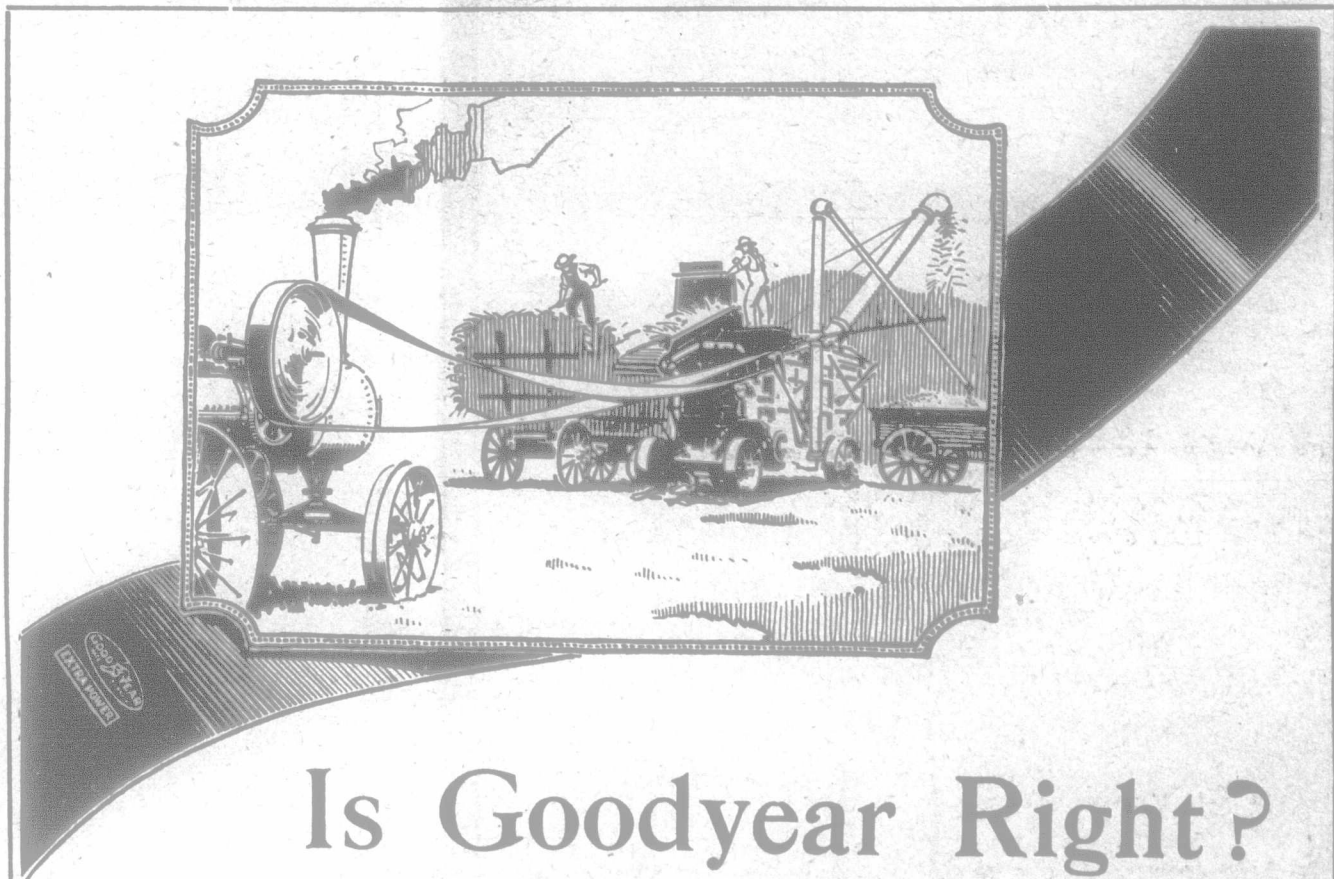
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**Is Goodyear Right?**

Why should we advise farmers to buy the most costly belt we make?

Certainly it is going against custom.

What was always sold, and is still generally offered as "agricultural belting" is low priced.

Farmers have bought it for years. We have sold it.

Then why do we urge farmers to buy "Extra Power Belting," the highest grade Goodyear belt?

Because, there is no reason why a farmer, who gives a belt harder usage than anyone else, should buy one that will not give him the very limit of service.

Because a farmer needs a better quality of belting than any other class of buyer.

Because we know he won't get the best service from ordinary "agricultural belting."

Because we know he *will* get the best value for his money and the best service, from Extra Power Belting.

What difference is there between a poor belt and Extra Power?

The main difference is in the rubber protection.

Extra Power is made the way you would make a belt yourself.

Now if you were making a belt you would see that enough high-grade rubber was used to protect the cotton. You would see that it was forced through the layers of cotton until the whole became a solid pliable mass. You would make that belt so strong that it would resist the roughest outdoor usage a belt gets on the farm. You would use the same kind of cotton we do in "Extra Power"—25 to 50% stronger than is ordinarily used.

That's the kind of belt you would make and it would be a mate for the Goodyear Extra Power Belt.

Then is not Goodyear right in recommending that you buy Extra Power Belting?

Next time you buy a belt, pay a little more and get "Extra Power." Demand it by name. Your implement or hardware dealer has it or can get it for you.

If you have trouble securing genuine Goodyear Extra Power Belting, send your order to us and we will fill it.

The Goodyear Tire & Rubber Co. of Canada, Limited  
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**GOOD YEAR**  
MADE IN CANADA  
**EXTRA POWER BELT**