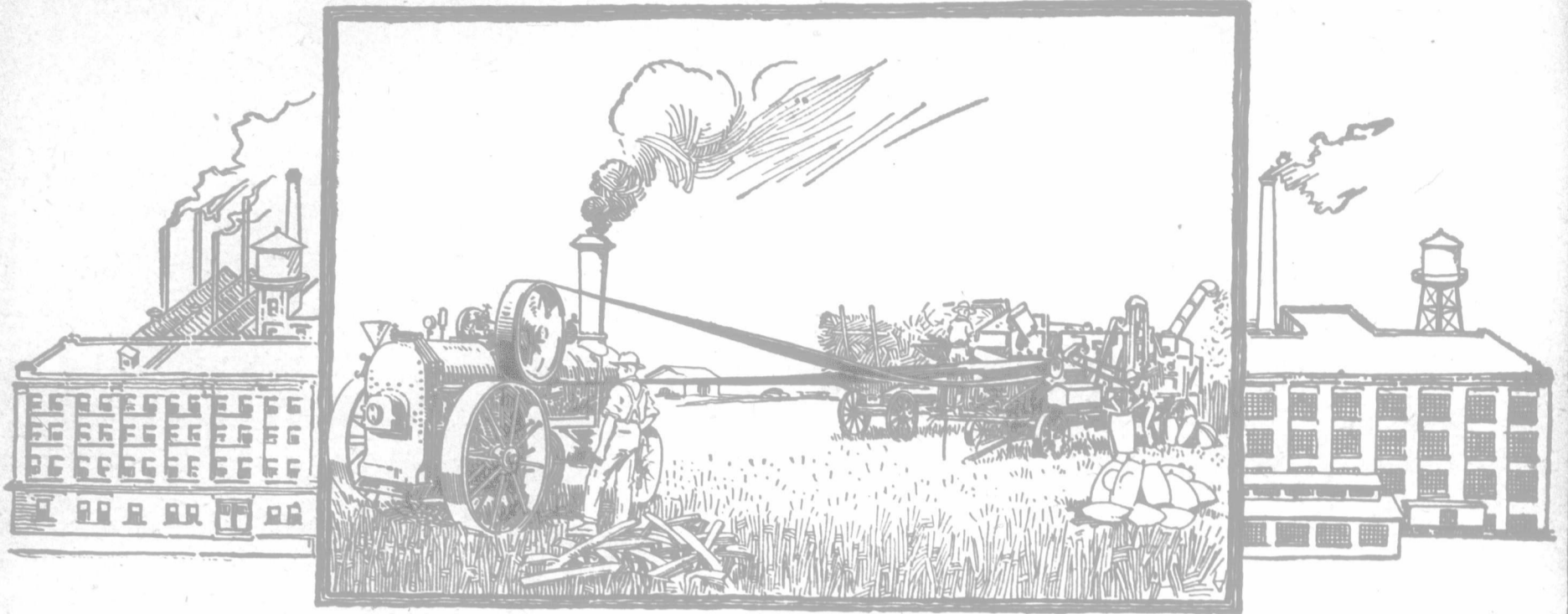


EXTRA POWER BELT



Best for Factory—Best for Farm

A POOR belt wherever you find it is a troublemaker.

It wears out and breaks—just when everything should be going at full speed.

It slips and slows down the machine.

It slides off the pulleys because it hasn't the weight and grip to hang on.

In factories where belts are used the most, the poor belt has no friends.

Why should it find a place on the farm?

THE farmer needs good belting even more than the factory man. He gives it harder usage. He puts it against hard wear and weather. He hasn't time to fuss with it.

Extra Power is the belt we supply for the hardest kind of factory service. It is not too good a belt for the hard use of the farm.

And it will prove the most economical.

TO-DAY, especially, it would seem a needless waste to use any but the best belting. Let us explain why.

Cotton is the big item of cost in a belt. It is the strength of the belt. Rubber is used to protect the cotton.

The moment the rubber protection is gone, the cotton soon goes to pieces.

Now, cotton is up in price, three times what it was before the war. Rubber is, if anything, a little cheaper.

The difference between the poor belt and the best is in the amount and quality of the rubber protection.

To save money on the rubber that is the very life of the belt does seem like poor economy. You might as well wear your fine shoes in the mud to save the price of rubbers.

EXTRA Power, the best Goodyear Belt, is used on the big drives of Canada's greatest industries. That is because it is the highest type of belting made.

Extra Power is built of strong cotton bound together with fine, tough rubber. The rubber, forced through the strands of cotton, forms into one solid, hard-wearing mass. It really becomes rubber reinforced with cotton. The seam is sealed tight with fine rubber.

Such a belt is bound to return every dollar you pay for it.

When you buy your next belt, make an investment in Extra Power.

GOODYEAR
MADE IN CANADA

Carried in stock in all sizes by Goodyear Branches. Your dealer can get Extra Power Belting for you promptly.

The Goodyear Tire & Rubber Co., of Canada, Limited