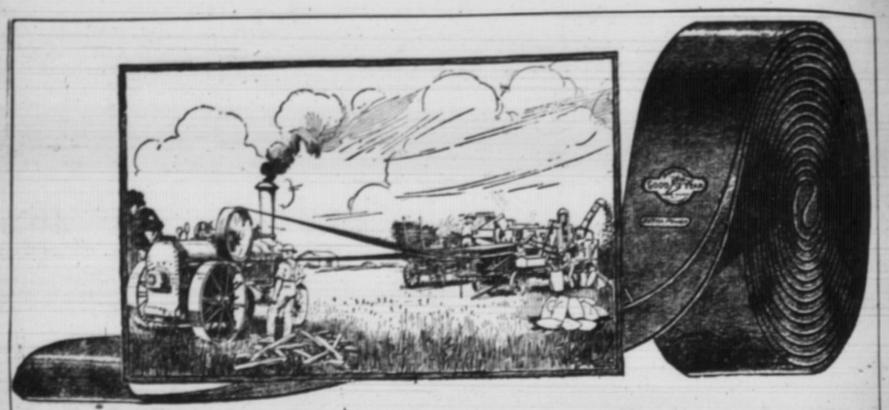
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Is this too good a belt for Farm use?

were wrong in offering a high-grade belt to farmers. They claim that farmers buy entirely "on price."

We don't believe it.

They told us the same thing a few years ago about factory men. They said that belts were bought "on price," that no one would pay for the high quality we were putting into Extra Power Belting.

They were wrong.

Extra Power Belting proved absolutely that it was economical, because it gave betxerservice and longer wear. Factory men now buy more Extra Power Belting than any other grade of belt we. make.

We know that farmers have even greater need than factory men for high quality belts. For no-

ANY number of business body gives a belt harder usage the quality of the rubber proand sun.

> If it breaks down, it is usually costly and inconvenient, because the wages of the gang go on while the belt is being fixed. If carry a fine watch movement the farmer needs a new belt he without a dust-proof case. has to go miles to procure it.

TO-DAY, Poor Belts are an Extravagance

UNDERSTAND how belting is made, and you will see why this is so.

Rubber belting is cotton and rubber, the cotton for strengththe rubber to protect the cotton.

Once the rubber goes-the cotpieces.

price-about three times what it cost before the war. Rubber has increased but little.

Cotton then is the big item of

But the difference in grades of Next time you need a belt, ask belting is largely a difference in for Extra Power Belting.

is out in the weather-wind, rain. Does it seem reasonable to economize on the rubber protection that determines the life of the

No more than it would be to

EXTRA POWER Belting is built of strong cotton, bound together with fine, tough rubber. The rubber, forced through the strands of cotton, forms into one solid mass. It really becomes rubber reinforced with cotton. The seam is sealed tight with pure rubber.

Is it any wonder that Extra ton soon weakens and whips to Power Belting gives service long after ordinary belts go to pieces? To-day cotton is away up in Is it any wonder that we believe farmers will buy it?

> We offer Extra Power Belting as the longest wearing belting on the market, and therefore as the most economical for you to use.

The Goodyear Tire & Rubber Company of Canada, Limited

Carried in Stock in all sizes by Goodyear Branches. - - Your dealer can get it for you promptly.

