



Is this too good a belt for Farm use?

ANY number of business men have told us we 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 better service 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-

body gives a belt harder usage than does the farmer. His belt is out in the weather—wind, rain and 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 the farmer needs a new belt he 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 strength—the rubber to protect the cotton.

Once the rubber goes—the cotton soon weakens and whips to pieces.

To-day cotton is away up in price—about three times what it cost before the war. Rubber has increased but little.

Cotton then is the big item of cost.

But the difference in grades of belting is largely a difference in

the quality of the rubber protection.

Does it seem reasonable to economize on the rubber protection that determines the life of the belt?

No more than it would be to carry a fine watch movement without a dust-proof case.

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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 Power Belting gives service long after ordinary belts go to pieces?

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.

Next time you need a belt, ask for Extra Power Belting.

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.

GOOD YEAR
MADE IN CANADA

EXTRA POWER BELT