

EXTRA POWER BELT

GOOD YEAR
MADE IN CANADA

A little more money for a great deal more wear

Extra Power, the highest priced belting ever offered to farmers, is easily the most economical belting to buy.

Remember that. It is not only a better belt—with the weight and grip that clings to the pulleys, a belt that saves you trouble and worry, but Extra Power *actually saves you money.*

To understand that, you must know what a belt really is, how it is made, what gives it strength and wear.

Belting is simply cotton and rubber.

The cotton is the strength of the belt.

The rubber is used to protect the cotton.

Without rubber protection the cotton would quickly fray out, wear, and rip apart. But well protected with fine rubber it wears like iron.

The expensive part of a belt is the cotton. Especially is this so to-day, for cotton costs three times as much now as before the war. Protected or unprotected it stands as the big item in the cost of a belt.

The difference between poor belts and Extra Power is entirely a matter of the quality of rubber used to protect the cotton, the quantity of rubber, and the care and skill used in applying it.

If you buy a poor belt *you buy expensive cotton*—And leave it unprotected or poorly protected.

Does that sound like good business?

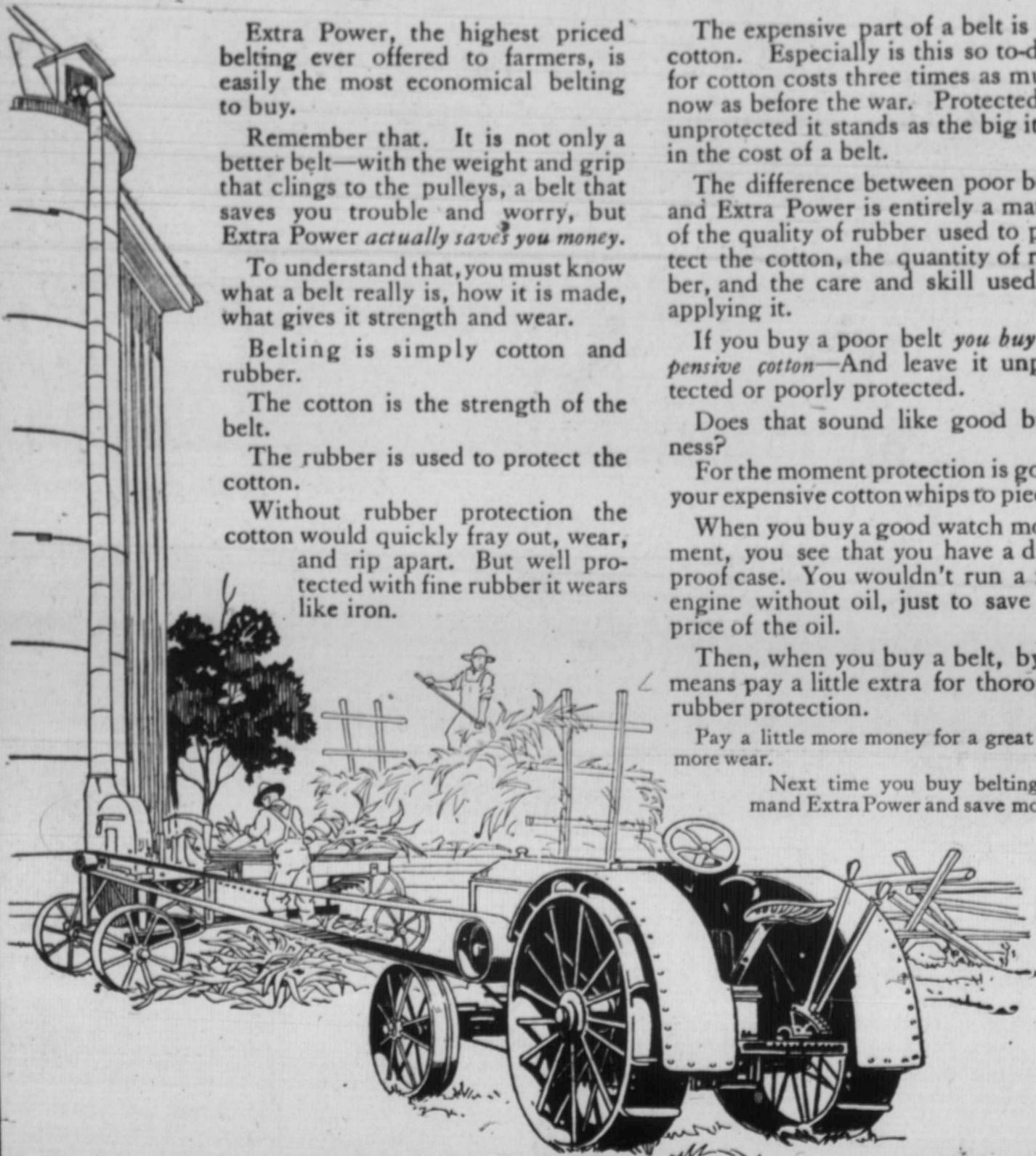
For the moment protection is gone, your expensive cotton whips to pieces.

When you buy a good watch movement, you see that you have a dust-proof case. You wouldn't run a fine engine without oil, just to save the price of the oil.

Then, when you buy a belt, by all means pay a little extra for thorough rubber protection.

Pay a little more money for a great deal more wear.

Next time you buy belting demand Extra Power and save money.



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