



# "Extra Power" on the Farm

For years special Belting has been made for farm use.

Agricultural Belting it's called. And in plain words it is low-grade stuff.

Why it is made no one can tell.

For if extra good belting is needed anywhere that place is the farm.

Farm Belts get rough handling.

They are out in sun and rain.

The wind whistles across them and rips open seams once they start to go.

Then, a breakdown on the farm is serious.

It's bad enough in town when new belts can be got in a hurry. But on the farm, miles from a store, when the gang has to wait for repairs to a belt it costs money. And it wastes time, when time and fine weather are precious.

Certainly, poor belts are no use to the farmer.

## What is there to a belt?

Rubber belting is cotton and rubber.

The cotton is the strength of the belt.

The rubber protects the cotton.

Without the rubber, cotton soon goes to pieces.

Protected with rubber it wears like iron.

Cotton is the big item of cost in a belt. And to-day cotton costs three times as much as before the war. More reason than ever to protect it well.

What a mistake, then, to save a little on the quality of the rubber protection. Using cheap belting instead of "Extra Power" is like running a machine without oil to save the cost of the oil.

Doesn't it seem reasonable to pay a little extra and fully protect your belts?

A practical farmer figured that up on an endless thresher belt. One shut-down for thirty minutes would cost him as much as the extra price of Extra Power Belting.

It's not hard to guess what Belting he buys.

## Best for factory—best for farm

Extra Power Belting has won over the hardest kind of belting "cranks" in the big industries of Canada. That is because it is the highest type of belting made. And, that is why it is the only belt for the farm.

It 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 are whipped to pieces?

Don't be penny wise on the belting you buy.

See that you get

# EXTRA POWER BELTING

**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**