THE FARMER'S ADVOCATE.

2 to 1 Advantage in buying a DE LAVAL NOW

1916

Butter-fat is now worth twice as much as it was two or three years ago.

So is labor.

A De Laval saves both. And never before was there so urgent reason for saving every ounce of butter-fat and every half-hour of time and labor.

A De Laval will now pay for itself in half the time, compared with former years.

Buy it now and it will cave its cost in a few months.

See the nearest De Laval agent right away and let him show you what the De Laval will save for you.

The De Laval Company, Ltd. Largest Manufacturers of Dairy Supplies in Canada MONTREAL PETERBORO WINNIPEG VANCOUVER



It's Mileage that counts FOUNDED 1866

initial and

top.

When you travel on the railroad, you don't expect to go as far for \$20 as for \$30. You travel at so much per mile, and get only the mileage you buy.

You should not expect to go as far on cheap tires as you will travel on Goodyears. But regardless of tire price you have no right to pay higher cost-per-mile.

Car owners have found by experience that Goodyear Tires cost uniformly *less* per mile than other Tires.

That built the enormous world-wide Goodyear business.

That increased the sales of Goodyear Tires so rapidly that they are now made at the lowest possible cost for high quality tires. They actually cost less per tire than many inferior tires.

When you buy tires, think only of the reputation for cost per mile. A tire that looks like a good buy may cost far more per mile than a Goodyear Tire.

Ask at any Goodyear Service Station, how

other motorists are getting the most mileage for their money. Ask how you can save money in buying your tires.

The Goodyear Tire & Rubber Co. of Canada, Limited

