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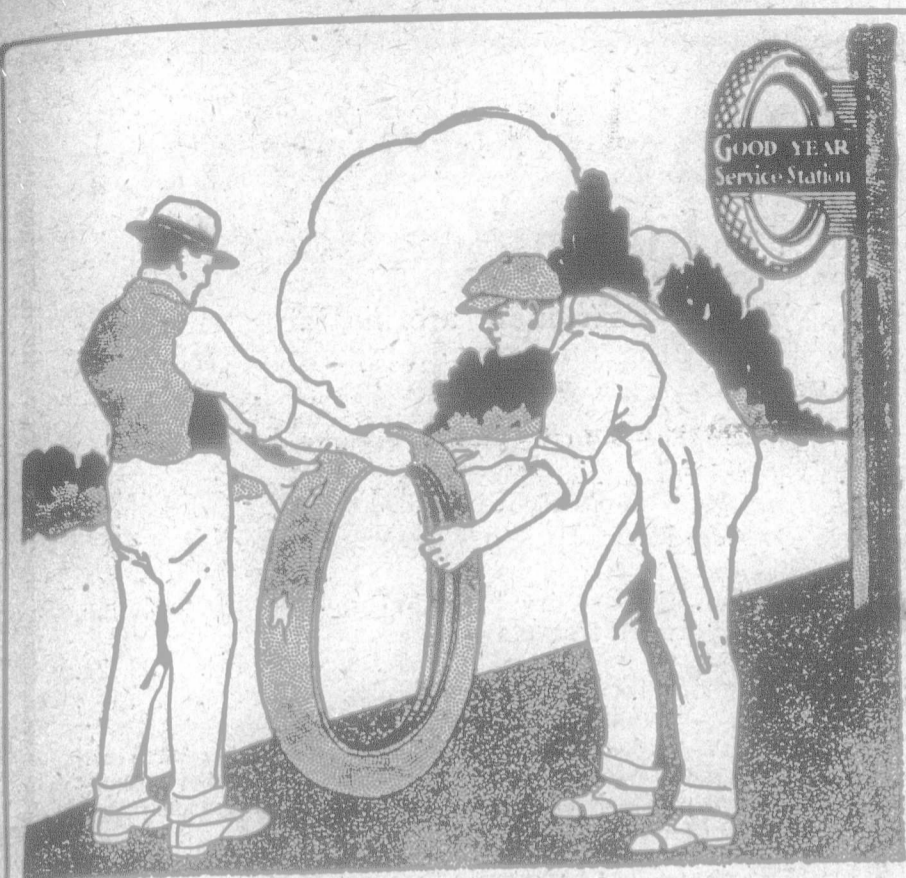
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When to Figure the Cost of Tires

YOU can't tell what your tires cost *until they are worn out.*

Certainly, what you paid for them is not the real cost.

No man with sound business sense would figure his tire cost at so much per tire. That would not tell him what it was costing to run his car.

The cost of tires must be figured at so much a mile.

A tire at \$25 might cost more than a \$30 tire—that is, more per mile of actual service.

It was when men started to buy tires on their cost-per-mile reputation that the Goodyear business forged ahead. To-day Goodyear is the world's most popular tire—a world-wide sale built on the low cost-per-mile of millions of tires.

Buy Goodyear Tires and keep down the operating cost of your car. The Goodyear Service Dealer will be glad to help you.

The Goodyear Tire & Rubber Co.
of Canada, Limited




TOO LATE

Now is the time when you need a silo most. If you had installed a silo last season, right now your cows would be giving 25% more milk at a good deal lower feeding cost.

But it's too late now to worry about that. The best thing to do is to make sure now that you will not be without a silo next winter.

IT'S NOT TOO EARLY TO PLAN FOR YOUR NEW SILO

Send for our silo book. Tells all about silos, silage and silage feeding

THE DE LAVAL COMPANY, Ltd.

LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA. Sole manufacturers in Canada of the famous De Laval Cream Separators and Ideal Green Feed Silos. Alpha Gas Engines, Alpha Churns and Butterworkers. Catalogues of any of our lines mailed upon request.

MONTREAL PETERBORO WINNIPEG VANCOUVER
50,000 BRANCHES AND LOCAL AGENCIES THE WORLD OVER



What Tractor Owners Want

WISE tractor buyers insist upon three features: Their tractors must operate on the cheapest fuel a farmer can buy. They must be so simple that the farmer or his help can operate them. They must do enough good work in the field, and at the belt, to more than pay for themselves. International kerosene tractors meet all three of these demands.

One reason for the very satisfactory records these tractors make is the service our local dealers and branch houses give—a service that enables farmers to keep their tractors going whenever there is work to do. It includes all necessary instructions in the care and handling of the machines.

Keep this service feature in mind when you come to buy a tractor. It applies equally to all International tractors. Send for catalogues now and make your decision soon, so that you may have your tractor for the heavy work of the coming season. Address the nearest branch house listed below.

International Harvester Company of Canada, Limited

BRANCH HOUSES

WEST—Brandon, Man., Calgary, Alta., Edmonton, Alta., Estevan, Sask., Lethbridge, Alta., N. Battleford, Sask., Regina, Sask., Saskatoon, Sask., Winnipeg, Man., Yorkton, Sask.

EAST—Hamilton, Ont., London, Ont., Montreal, Que., Ottawa, Ont., Quebec, Que., St. John, N. B.