

Here is the heart of  
**THE NEW DE LAVAL  
CREAM SEPARATOR**

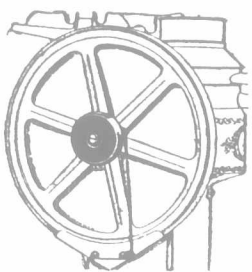
THIS is the new self-centering De Laval bowl with detached spindle, that is creating such a sensation in the dairy world.

This new De Laval bowl, with patented tangential tubular milk passages and patented removable milk conveyor, makes possible in a bowl of given size and weight, operated at a given speed, greater skimming efficiency and capacity than has ever before been attained in any other cream separator bowl.

These are big advantages that you can secure only in the De Laval.

But aside from the big advantages of greater capacity and closer skimming, there are many other important improvements in the New De Laval.

All discs are now interchangeable and are unnumbered. There are fewer discs. On account of greater simplicity of bowl construction, the New De Laval is easier to wash and, capacity considered, is still easier to run than before. High grade construction and design, together with perfect automatic lubrication, are a guarantee that the splendid De Laval record for durability will be maintained in the new style machine.



Every New De Laval is now equipped with a Bell Speed-Indicator, the "Warning Signal" which insures proper speed and uniform cream.

If you are trying to get along without a cream separator or with a half-worn-out or unreliable machine, why not get a NEW De Laval NOW and stop your cream waste? You don't need to count the cost, because the De Laval will soon pay for itself.

There is a De Laval agent near you who will be glad to explain all the improvements and advantages of the NEW De Laval, and who will set and start a machine for you on your farm and let you try it for yourself.

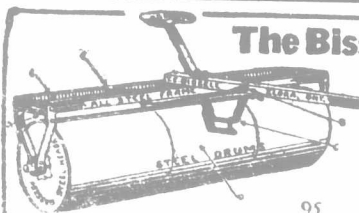
Why not see the nearest De Laval agent at once? If you do not know him, write to the nearest office for any desired information.

New Catalog will be mailed upon request

**THE DE LAVAL COMPANY, Ltd.**

Montreal Peterboro Winnipeg Vancouver

50,000 BRANCHES AND LOCAL AGENCIES THE WORLD OVER




**The Bissell Steel Roller** has a rigid steel frame —no wood whatever.

Large roller bearings and strong 2" axles insure durability and great strength. The Bissell is a 3-drum Roller of good weight, built to stand hard usage and give great service. Write Dept. W for free catalogue.

T. E. BISSELL CO., LTD., Elora, Ont.

## The very policy for you



Circumstances must determine the particular policy you should select. Whatever your circumstances may be, however, we have the particular policy to provide for them.

Is it protection you need? A straight life Mutual policy, with profits applied to reduce premiums, is the one to choose.

If again you wish for protection, but do not care to think of paying throughout life, take a Mutual life policy, but with payments limited to say twenty years.

If you wish to save money but find it difficult—as most of us do—take a Mutual Life 15, 20 or 25 year-endowment payable to yourself at the end of that time.

It may be that you are liquidating a debt which it will take some years to pay. Let us should not live to complete the payments, take a term policy sufficient to pay the debt.

Do you fear that the proceeds of your policy might be misspent on account of inexperience on the part of the beneficiary? The policy for you is our Life Income Policy payable in monthly instalments.

### The Mutual Life Assurance Company of Canada

Waterloo, Ontario

# Big Ben

A Westclox Alarm



6 a.m.—

## There's Success in His Wake

**B**IG BEN at six a. m. for the big man of business—who knows the luxury of ample time—who's up before duty insists. Try Big Ben in the business of living. Set him a little ahead.

To get your salary up, a year of Big Ben get-ups is better than a pull

with the Boss. You'll like Big Ben face to face. He's seven inches tall, spunky, neighborly—down-right good.

Big Ben is six times factory tested. At your dealer's, \$2.50 in the United States, \$3.50 in Canada. Sent prepaid on receipt of price if your dealer doesn't stock him.

Westclox folk build more than three million alarms a year—and build them well. All wheels are assembled by a special process—patented, of course. Result—accuracy, less friction, long life.

LaSalle, Ill., U.S.A. Western Clock Co. Makers of Westclox

Other Westclox: Baby Ben, Pocket Ben, America, Bingy, Sleep-Meter, Lullaby and Ironclad