

An Interesting Incident at the Exposition

DE LAVAL'S FRIENDS LOYAL

AMONG the many visitors to our booth at the Exposition was a lady who wanted our representative to show her a DE LAVAL. He took the separator apart for her and she seemed surprised at its simplicity and especially at the short time it took to take the machine apart and put it together again. ¶ "Why," said she, "I've got a separator in on trial and their agent told me that the DE LAVAL was complicated, and that it was hard to wash and that the discs would soon rust." ¶ Just then a lady close by spoke up and said, "Why, it's no such thing. I've had a DE LAVAL for eight years and I've never had a bit of trouble with it. It's just as good now as it was when I bought it, and besides it will skim cold milk, and that's what the machine you've got won't do, or any other that I know of, for that matter." ¶ By that time a dozen or more had gathered round and no less than seven people spoke up and said that they owned DE LAVAL separators and that they were giving splendid satisfaction. ¶ There was one man in the crowd whom the lady looking at the DE LAVAL knew, and she turned to him and asked, "You've got a machine like the one I'm trying out. Isn't it alright?" "Well," he admitted, "it's certainly better than skimming by hand, but it's mussy and gets milk on the floor; it's hard to turn, and if I were going to buy a new separator to-day it would be a DE LAVAL. I know more about cream separators now than I did two years ago. My brother has a DE LAVAL and he has tried them all and says the DE LAVAL is the best."

Our salesman didn't have a chance to talk the merits of the DE LAVAL. Our good friends in the crowd persuaded the lady that she ought to give the DE LAVAL a trial before she made any choice, and before she left the hall she gave an order to have a DE LAVAL sent out to her house, and after a ten days' trial she bought the DE LAVAL.

There is a moral to this story: Don't buy a cream separator until you have given the DE LAVAL a trial. It costs you nothing to try it.

The More You Come to Know about CREAM SEPARATORS the More
apt You Will be to Buy a DE LAVAL.

De Laval Separator Company

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