



The Survival of the Fittest

Tried in the furnace of competition and subjected to the test of years of practical use on nearly 2,000,000 farms the world over, the De Laval has proved its overwhelming superiority to all other cream separators.

Twenty years ago there were as many makes of factory as of farm separators, but for the past ten years the De Laval has had this field almost to itself, 98 per cent of the cream separators in use by creamerymen and market milk dealers to-day being of the De Laval make.

It has taken the inexperienced farmer a little longer to sort the true from the untrue, the wheat from the chaff, in the maze of confictory catalog and local dealer separator claims, but year by year the ever-increasing proportion of farm separator buyers is reaching the same conclusion as the creamerymen—that the De Laval is the only cream separator they can afford to buy or use.

Many other cream separators have come into the limelight of publicity

for a few short months or a few short years, claiming to be "as good as" or "cheaper" than the De Laval, but their users have sooner or later found them lacking in some one respect or another, and even where a few have seemingly done well their users have come to learn that the De Laval was a still better machine.

The unfit or the less fit cannot possibly survive for long in separators or anything else. Think of all the separators you used to see advertised so extravagantly in your favorite farm papers? Wher are they now? Why do you seldom, if at all, see their names mentioned? Simply because the fittest must survive and the others must fall out of the race.

The De Laval has triumphed over all other separators, and its supremacy is now almost as firmly established in farm as in factory separators because its separating system, design and construction are essentially different from and superior to other separators.

DE LAVAL DAIRY SUPPLY CO. LIMITED

MONTREAL PETERBORO WINNIPEG VANCOUVER

50,000 BRANCHES AND LOCAL AGENCIES THE WORLD OVER

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