

A JUNK PILE MOUNTAIN OF VERY EXPENSIVE CREAM SEPARATOR EXPERIENCE



(A sample pile of scrapped competitive separator bowls—the frames being broken up in the field to save freight on same.)

During the year 1909 more than 10,000 enlightened and disgusted American users of poor or wornout competitive makes of separators threw them aside and replaced them with new

DE LAVAL CREAM SEPARATORS

on top of 8,500 having done so in 1908, 7,000 in 1907 and 5,000 a year for several years before, or at least 50,000 within ten years.

If it were possible to put these 50,000 machines into one huge "junk pile," as they have in fact gone into a thousand "junk piles," it would make a veritable mountain of cream separator experience, as impressive as Pike's Peak and representative of as much costly acquired separator experience as though it were a great mine of gold or silver.

These 50,000 "near" and "just as good" cream separators cast aside to be replaced with De Laval machines within ten years, and so many of them within a couple of years, cost their users at least three and one-half millions of dollars in the first place, and probably wasted three times that much in quantity and quality of product, excessive repairs and excessive time required to put the milk through them while they were used, or a total of at least fifteen millions of dollars, and more likely twenty-five millions.

What has happened in America in this way has in the same time been doubled throughout the rest of the world, so that the total aggregates twice as much, or perhaps fifty millions of dollars. And worse still, this accounts only for those users who have recognized the facts and remedied them. There are thousands more users of inferior separators who have yet to do so, and unfortunately some yet embarking anew on this expensive separator experience of their own.

These figures are monumental, but they deal with a problem of enormous importance to everyone who has cream to separate from milk, which the average man can better appreciate put in this collective way than he can when applied to himself alone, though it means exactly the same thing one way or the other.

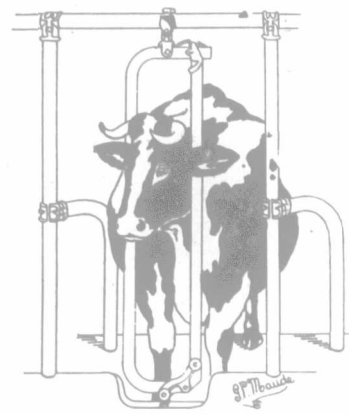
The facts are all capable of proof to the man who cares to have them proved and who doesn't want to contribute at his own expense to this enormous and ever-increasing "junk pile" mountain of cream separator experience; or, better still, to the man who has been doing so and thinks it about time to stop.

To such owners we would say that the De Laval Company will this year continue its "trade allowances" for these old machines, because of the opportunity such changes afford in an educational way for the most practical illustration possible of the difference between good and poor separators, and thus putting a stop to the sale of others like them in the same neighborhood.

Any desired "trade allowance" information may always be had of the nearest De Laval local agent, or of the Company directly.

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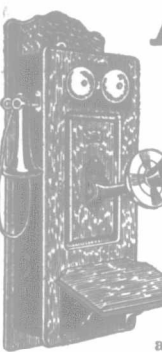
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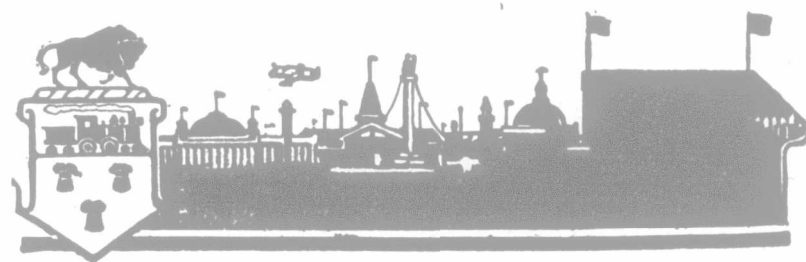
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