

## AN AWFUL LOSS

In Ontario, Quebec and the Maritime Provinces, there are in round numbers

**2,370,000 Cows**

Assuming the average dairy to contain 10 cows, there are in the business

**237,000 Dairymen**

Estimating the number who use Cream Separators at 60,000, and allowing 77,000 for cheese factories and milk dealers' supply, there remain of those who are doing their part toward the annual loss of ten dollars per cow

**100,000 Dairymen**

**Who lose Ten Million Dollars  
per year**

A sum sufficient to buy every one of the 100,000 dairymen a large capacity, clean skimming, easy running, durable and old reliable

**De Laval Cream Separator**

These are the figures. Head off any further runaway butter fat.

*The* **DE LAVAL SEPARATOR CO.**  
173-177 WILLIAM ST., MONTREAL