

TWENTY-FIVE YEARS IN SEPARATOR BUSINESS, AND EVERY YEAR'S BUSINESS VASTLY GREATER THAN ITS PREDECESSOR'S.

THE SALE OF De Laval Separators

THE PAST YEAR IN CANADA IS UNPRECEDENTED.
THIS IS ALSO TRUE OF THE UNITED STATES AND EUROPE.

Day after day and year after year the Dairy Public has had brought home to it the overwhelming superiority of the De Laval Machines in every material respect which counts for value in a cream separator.

Creamerymen have long since recognized the superiority of the De Laval machines. To-day 90% of the creameries in Canada and the United States are users of the De Laval. Fifteen of the largest creamery companies on the American continent are exclusive users of De Laval Separators, owning and operating 1,200 of these machines, an average of 80 each. The dairy or farm users of cream separators may well profit by the experience and follow the example of the creamery or factory users of such machines on a large scale.

The differences between a superior and inferior separator are just as relatively material to the farm user as to the factory user. The amount is not a couple of thousand dollars a year, of course, but it is from \$25.00 to \$75.00 (according to the quantity of milk), and that means just as much to the farmer. Moreover, a De Laval machine is twice as well made and will last at least twice as long.

ARE YOUR COWS IN ARREARS FOR BOARD?

At this time of the year, when your cows are giving a large flow of milk, don't you think it would be advisable and profitable to figure out the Loss and Gain Account of your dairy, allowing market price for fodder and fair wages for your labor?

WHERE ARE YOU AT?

The balance is probably on the wrong side. Now go over your figures again, but this time

ADD \$10.00 PROFIT PER COW PER YEAR,

which represents the gain from the use of a De Laval Separator. Now follow the argument to its logical conclusion—

PURCHASE A DE LAVAL SEPARATOR

Don't be misled by the "Just as Good for Less Money Agent." Make him prove his statement.

Remember that there are over 250,000 De Laval machines in actual use, or ten times all other makes combined.

CATALOGUE FOR THE ASKING.

THE DE LAVAL SEPARATOR COMPANY.

WESTERN CANADIAN OFFICES, STORES AND SHOPS:
248 McDERMOT AVENUE, WINNIPEG, MAN.

MONTREAL.
TORONTO.

NEW YORK.
PHILADELPHIA.

CHICAGO.
SAN FRANCISCO.