

The "Empire" Separator will Help Your Farm Profits. Look Into These Figures

WE would like you to own an "Empire" Separator, because it is distinct and separate from all other cream separators. It has achieved a wonderful triumph. As a separator, it has lasted through 3 generations. Grandfathers of present users were "Empire" owners many a long year ago.

This feature of a separator "lasting" is very important. It means more than good material and perfect construction. It means the "Empire" is so made that the wear and tear of use does not spoil its efficiency.

A man can get an "Empire" and run it 6 or 7 or 8 years so easily, and at such high speed, that all the butter fat is separated. He can also select another machine, with apparently equally good talking points. This machine runs easily at first. As it wears, it gets harder and harder. Without knowing it, the user slows it down. At a certain point, easily reached, it spills the valuable butter-fat into the skim milk—only partly separating it. Here is loss in money. The user isn't blind. He sees this loss. His remedy is another make of separator—perhaps an "Empire."

The "Empire" to-day has come through these 3 generations of users in one family. They have bought "Empire" after "Empire," each time getting new models. The "Empire" has kept pace with the times. Its basic and exclusive features of design that make it a perfect machine have been in all these models. Hundreds and hundreds of makes of separators have discontinued and gone out of commercial existence. They have been failures as to basic design. The "Empire" has been a success in basic design. It has lived and grown.

Why should you get a separator? Your separator should be an "Empire," we know, if you regard your future. But why should you have a separator at all?

In the first place a cream separator gets you more butter-fat from your milk, quicker, easier, and with less trouble than you can get from pans or coolers.

If you depend on cream "rising" you only get about 93 lbs. of butter-fat from your milk where you should get 100 lbs.

This is a big loss. It is a very great reduction on your profits. Even then, when you actually get 93 lbs. by skimming, you are doing mighty well. It is easily possible to secure only 60 lbs. of butter-fat by skimming. A little change in the weather, a little neglect—you lose 40 lbs. of butter-fat that is worth \$12.00. You load on the remaining 50 lbs. of butter, the cost of milking 2,800 lbs. of milk, pasturing, etc.

If you get an "Empire," you earn anything from \$2.10 for 7 lbs. gained, to \$12.00 for 40 lbs. of butter-fat saved, according to efficiency.

If you have 12 ordinary milk cows, giving about 6,000 lbs. of milk each during a year, and running 3½% butter-fat, an "Empire" will make savings of at least \$53.22 a year over skimming. It will get you nearly 177 lbs. of butter extra—over 2,500 lbs. instead of 2,300 lbs.

Remember, this comparison is for a pretty low grade of cow—the average every-day milker. If the 12 cows were like Creamelle Vale, the famous Massachusetts Holstein, the milk production would run to 355,092 lbs. for the year, with a butter record of 13,860 lbs. In this case the "Empire" would have secured for such a farm over 970 extra pounds of butter, worth at 30 cents a pound, about \$291.

We have made you two comparisons—one taken from a farm with 12 ordinary cows on it, and another from a farm with 12 Holsteins worth \$180,000 in cold cash. On the everyday farm the "Empire" saves \$53.22 by efficient separating of butter-fat. This might be **your** farm. Also, instead of an "Empire" it might be any separator that gets 100% of the butter-fat while **new**.

In 11 years of service the "Empire" earns its own cost and money up to \$587.42—a profit of \$500, let us say.

The other separator will deteriorate and slow down. If it runs 100% for two years, 98% for two years, 95% for two years, 93% for two years and 91% for two years, it will only **average** about 95 lbs. 6 ozs. of butter-fat over the period, out of every 100 lbs. produced.

It will only earn 2 lbs. 6 ozs. of extra butter in each 100, or 60 lbs. per year, worth \$18, or \$198 in 11 years.

This means a profit of about \$98 in 11 years after paying for a separator, not an "Empire," against about \$500 for an "Empire" at the same cost, and doing the same work.

This comparison shows **why** the "Empire" has been used in single families through three generations, and why it has lasted as a commercial success. It pays about **five times** as well, with ordinary everyday milkers on the ordinary farm, as a separator of good make, but without the lasting qualities of the "Empire."

All separators "pay their way." But the best separator is the "Empire" in its ability to keep high efficiency.

We would like to have you write us a letter regarding the "Empire" machine, if you have several milch cows.

On receipt of post card we will send you our book on the "Empire."

If you want to buy an "Empire," ask us for our **SPECIAL EMPIRE OFFER**.

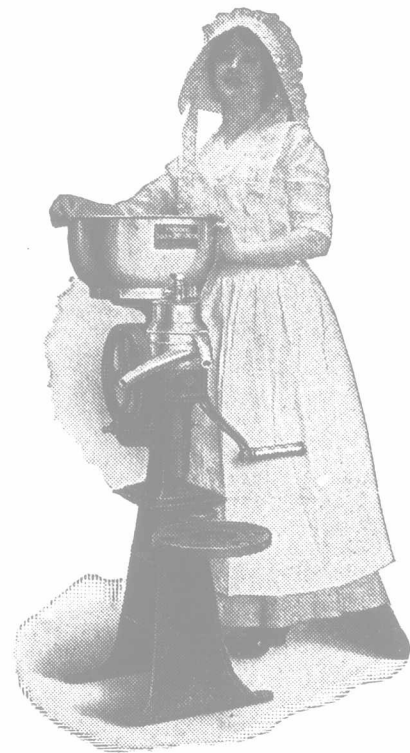
If you want to trade in your present separator for an "Empire," ask for our **SPECIAL EMPIRE EXCHANGE OFFER**.

If you want to try an "Empire," ask for our **EMPIRE TRIAL OFFER**.

We will send each of these offers to you for your consideration.

If you have only **ONE** milch cow, or **BUY** milk in small quantities, we have a small separator, known as the **BALTIC**.

This is a special Swedish machine, adapted for the small mountain farms of Sweden, and at a correspondingly low price, but of high quality.



In certain cases, the "Baltic" Separator is the best machine to use.

If in doubt, write for our **BALTIC OFFER**.

If you have **ONE** cow, write for our **BALTIC OFFER**.

You have a chance to secure cream separators in the above offer which run silently, and run with little vibration. The "Empire" runs so easily that it will spin from the weight of the handle alone. The "Baltic" is in a class by itself.

Write us on a postal, and write immediately while the opportunity in the above offers is held open.

Write us to-day.

The Empire Cream Separator Co. of Canada, Ltd.
77 King St. E., TORONTO