

Wagon Loads of Mistakes

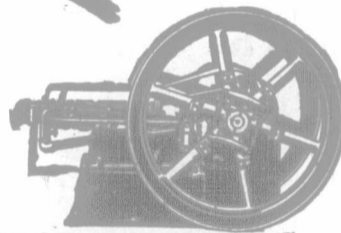
Since the inauguration by the De Laval Company, of the plan under which anyone having an old machine of any make whatever may trade it in on account of a new De Laval, there has been received every month at the Company's headquarters such a quantity of scrap-iron as would build an immense monument to the mistakes of manufacturers of inferior separators, and also to those of the people who bought them. All "would be" competitors have been forced to adopt an exchange policy, but in order to mislead prospective customers refrain from publishing a price list. Therefore the purchaser has no means of knowing how much has been added to the ordinary selling price of the new machine in order to permit what may appear to be a large allowance for the old one.

The De Laval Price List is open to everyone and will be gladly furnished on request, and a dollar of one man's money has no more purchasing value with the company than the same amount of another's. It is advisable where an offer is made for an old machine on account of a new one to ask for the production of a price list over the manufacturer's signature and then to compare it with De Laval prices and capacities. By following this suggestion costly and humiliating mistakes may frequently be avoided.

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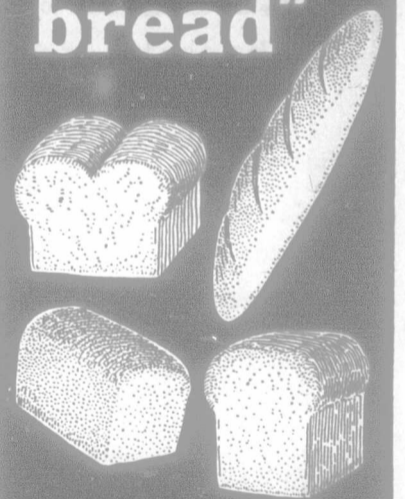
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