

Before You Buy a Cream Separator See and Try a DE LAVAL

Is there any doubt in your mind as to which Cream Separator will give you the most satisfactory service and be the most economical for you to buy?

Here is a Proposition Which Should Interest You

Ask your nearest agent to bring a De Laval out to your house and set it up for you. If you don't know the De Laval agent, drop us a line and we will give you his name and address. Try out any other Separator you wish alongside of it. Give them both a fair, honest trial. Then buy the machine that

**Skims the Cleanest
Turns the Easiest**

**Is Easiest to Wash
Is Best Constructed**

If there is any doubt in your mind when you make this test as to the comparative skimming of the two machines, take a sample of skim milk from each Separator and send it to your local creamery or the Government Dairy School. They will tell you which sample contains most butter fat.

We sell thousands and thousands of Cream Separators every year upon just such tests.

We don't hesitate to ask you to make such a test because we know the DE LAVAL will skim cleaner and give you better service than any machine on the market. That's why we are perfectly willing to let you try it out alongside of any "would-be" competitive machine ever built. Our willingness to have you make such a test should mean more to you than volumes of printed claims.

Give your cows a square deal. Be fair to yourself. If there is any one farm machine that should be of the very best possible construction it is the cream separator. It is used oftener than any piece of farm machinery—730 times a year—and the very best machine that you can buy will be far the cheapest in the end. You have always heard the DE LAVAL spoken of as a high-grade machine. All DE LAVAL users are DE LAVAL "boosters" because it always "makes good."

4 DE LAVAL Cream Separators are made in all sizes and capacities from a 135 lb. an hour machine that sells for \$35.00 to a 1550 lb. machine that sells for \$160.00.

DE LAVALS are made to run by hand or can be furnished with attachments for operation by various kinds of power.

We have agents in almost every locality who will be glad to set the machine up for you and give you a free trial, and we have an arrangement with our agents whereby a purchaser, if he desires may secure a machine on such easy terms that it will meet the payments as they mature.

If you are interested in the purchase of a cream separator be sure to write for our new catalog, No. 37, which illustrates and describes in detail the features which have made the DE LAVAL the universal favorite among dairymen all over the world.

In writing please address your inquiry to

The De Laval Separator Co.

Montreal

14-16 Princess Street, Winnipeg

Vancouver

Sooner or Later You Will Buy a De Laval

98% of the World's Creameries Use De Laval Cream Separators

Ten years ago there were a dozen different makes of creamery or factory separators in use. To-day over 98 per cent. of the world's creameries use DE LAVAL separators exclusively.

It means a difference of several thousand dollars a year whether a DE LAVAL or some other make of separator is used in a creamery.

Exactly the same differences exist, on a smaller scale, in the use of farm separators. Owing to the fact, however, that most farm users do not keep as accurate records as the creamery men, they do not appreciate just what the difference between a good and a poor separator means to them in dollars and cents. Nine times out of ten the farmer can't tell whether or not he is wasting \$10.00 to \$100.00 a year in quantity and quality of product through the use of an inferior cream separator.

Now if you were in need of legal advice you would go to a lawyer. If you were sick you would consult a doctor. If you had the toothache you would call on a dentist. Why? Because these men are all specialists in their line and you would rely upon their judgment and skill. When it comes to buying a separator why not profit by the experience of the creamery men? His experience qualifies him to advise you correctly. He knows which separator will give you the best service and be the most economical for you to buy. That's why 98 per cent. of the world's creameries use the DE LAVAL separator. There can be no better recommendation of the DE LAVAL than the fact that the men who make the separation of milk a business use the DE LAVAL to the practical exclusion of all other makes.



Co-operation in Practice

By HAZEL HAMMOND ALBERTSON

In the Co-operative News

Of all the forces that are making for co-operation throughout the West, there is none based on more fundamental principles of economic justice than the Right Relationship League of Minnesota. Although organized about ten years ago in Chicago, by a group of earnest, far-sighted men, the work which the league did for a number of years was largely among the lines of propaganda, and it was not until its removal to Minneapolis that its active career began. Since that time much has been accomplished, for over one hundred co-operative retail stores dealing in groceries and merchandise have been formed. This field is the one wherein there have been the most discouragements and failures, for it takes effective management and care to succeed in running co-operatively a retail dry goods and grocery business. It is good executive management that counts, for the "failures of co-operation," that bugbear that is not yet quite dead, is due to failure in managerial attention to details, and it is because the league has done its managerial work so thoroughly and so efficiently that the history of its little enterprise is different from that of many Rochdale stores of the East.

The league held its fourth annual convention at Minneapolis from the 14th to the 17th of March, 1910. More than 150 delegates were present and these represented 7,900 members of the co-operative retail stores that have been organized and successfully operated during the past four years. A number of helpful addresses were given.

Organization Plans

The plan of the league is to organize in every trading community in each county a store and shipping department owned exclusively by local people, by which the entire buying and selling power of many counties may be concentrated eventually through their own co-operative wholesale company. Over one hundred county co-operatives have been organized, 80 per cent. of which are

in a flourishing condition, 10 per cent. are holding even, and 10 per cent. are losing ground. The next step is to organize a large wholesale store to be capitalized by the various co-operative store companies, and through this medium be enabled to buy more advantageously, also to save the middleman's profits.

In speaking of the convention the league writes: "It is impossible to describe the enthusiasm which pervaded the conference; all the members were imbued with the great advantages of co-operation. The co-operative movement in this part of the country has been made successful by the great amount of work and tireless energy of this band of co-operators of the Northwest. The movement has made itself so much felt that letters are coming into the home office by hundreds from different parts of the country calling for assistance and advice relative to starting movements based on co-operative principles."

New Jersey Learns

Mr. Trousley, secretary of the league, was recently invited to address the New Jersey State Board of Agriculture at its 37th annual session on the subject of co-operation as practiced by the Right Relationship League, and after hearing the plans of work the board passed the following resolution. "Resolved that: Having heard the addresses of E. M. Trousley, secretary-treasurer of the Right Relationship League of Minneapolis, Minnesota, explaining co-operation, the New Jersey State Board of Agriculture hereby recommends for consideration the plans and methods of said league, in establishing co-operative enterprises, and recommends such plans to the farmers of New Jersey as a means of improving their condition." Mr. Trousley's two addresses were, "Co-operation among Farmers—The Business Side," and "Co-operation among Farmers—The Ethical Principles Involved." In commenting on the movement in the East Mr. Trousley says: "Speaking generally of conditions,

I would say that the people of the East are somewhat "up in the air." They apparently know less about what should be done and what ought to be done to remedy existing economic-social and political conditions than do the insurgents of the Middle West. In fact, I heard it remarked more than once that "The nation must look to the West for its reforms."

Determination

Some of the staying qualities of the league stores is exemplified by the experience of the company of Hankinson, South Dakota. This retail co-operative was organized in 1909, with 86 members and invoice of goods amounting to \$10,775. The company did a good business and was making money up to December, 1909, when it was unfortunate to lose by fire practically its entire property. Unfortunately the company had less than half enough fire insurance protection to cover the value of the stock. As a result nearly the entire investment of the stockholders was lost. These people had worked together long enough, however, and studied sufficiently into the benefits of co-operation to be willing to start all over again. Accordingly, the league was notified of their intention, and an organizer was put into the field to secure subscribers for a new company. In a short time 75 signers agreed to take \$100 worth of stock apiece, most of whom had been in the old company. On the 9th of February, 1910, a year lacking six days from the date of the organization of the first company, the second was formed under the name of the "People's Co-operative Company." It was voted to organize in the latest revised plans, articles of incorporation, and by-laws recommended by the Right Relationship League, these latter by-laws providing that each stockholder may hold up to \$1,000 worth of stock, and also providing that each stockholder is entitled to but one vote with no proxies. They also voted to install the uniform system of bookkeeping, auditing and report blanks provided by the advisory board of the league.

Work is Growing

Among the ordinary reports of the store companies that come into the central office of the league during the

month are taking the following, indicating the success and stability of the league organization.

The Dundee Co-operative Company with a membership of 52, and three employees whose annual salaries amount to \$1,530 shows the amount of business transacted to be \$30,000 the net profit \$2,650. The board declared dividend on share capital of 9 1/4 per cent., and ten per cent. purchase-dividend to members and five per cent. to non-members, making a total dividend of \$2,150, leaving an undivided profit of nearly \$500. The total sales to members amounted to \$11,250; to non-members, \$11,329.

The Jackson County Co-operative Company, organized in May, 1908, with a membership of 136 now has 218 members, employs ten people, and pays annual salaries of \$6,400. Their total sales of merchandise and produce amounted to \$95,000 during the year. Their net profit for the year was \$7,227.71, of which they paid out to members \$4,275, leaving undivided profits of \$2,952.71.

The Lyon County Co-operative Company, organized in May, 1908, with thirty members has now fifty-three. It pays out in annual salaries over \$3,000 and yet it shows a total net gain of \$2,500. Its total sales amounted to \$44,000.

The Royallton Co-operative Company was organized with 57 members in July, 1909. Business transacted during the six months of its organization amounted to \$16,725, a 6 per cent. dividend to members and 3 per cent. dividend to non-members, was paid, the total amounting to \$500.

The Richland County Co-operative which was organized in November, 1908, with 111 members now has 182, employs 6 people, paying out in salaries \$4,020.54, their total sales for the year amounted to \$50,000, net profit being \$4,275. They paid out in purchase dividends \$3,991 and kept a reserve fund of \$1,050.

The Baldwin Co-operative Company shows total sales of merchandise and produce to be \$30,565. Their net profit was \$2,040. The board declared a dividend on stock of 7 per cent., and 10 per cent. purchase dividend to members and 5 per cent. to non-members.