

A straight from the shoulder message to separator buyers

Beware of separator salesmen who claim that their machine is "just like the De Laval" or "as good as the De Laval."

Such claims are all absolutely false.

Such imitators juggle with words.

Instead of putting into their machine the experience and the workmanship and the material necessary to make a cream separator anything like as good

as the De Laval, they find it cheaper and easier to "claim everything" and make a bugbear of "price" to keep the buyer from discovering the mechanical shortcomings of their machines.

They go on Barnum's theory that the people like to be fooled and they don't care how they get your money just so long as they get it.

It is unfortunate that the separator business should be burdened with such unfair business methods but since it is it behooves every prospective separator buyer to use care and good judgment in the selection he makes.

Look well to the demonstrated ability of the concern that makes the machine to build a good separator. Avoid buying a machine whose makers have had little separator experience, or who are constantly changing from one makeshift type to another.

Talk with separator users who have learned by experience.

The more you investigate the more you will find that there is one and only one

separator that stands in a class all by itself. It was the pioneer cream separator in 1878 and it has been first ever since.

You will find that more machines of this make are being sold than all other makes combined.

You will find that 98 per cent. of the world's creameries use it exclusively.

You will find that every user of this machine is a booster.

You will find that its makers are so confident of its superiority that you may have a free trial of it alongside any other machine and judge for yourself as to which machine will serve you best.

This machine has over 1,500,000 satisfied users.

It will serve you best, save you most and last the longest.

If you want to be sure of making a good bargain buy a

De Laval Cream Separator

THE DE LAVAL DAIRY SUPPLY CO., Limited,
MONTREAL, PETERBORO, WINNIPEG, VANCOUVER.

