USUAL CROP OF Cream Separator Snares and Tares

If actual merit alone prevailed the DE LAVAL cream separator would be the only one made, sold or used.

But the dairy farmer with his dollars is an alluring proposition to those who "need the money," so that every season brings with it a new crop of separator fakes and fables, with some of the old conjurers over again and always a few fresh ones.

Last year the new and improved line of DE LAVAL machines literally swept the field. This year everybody has a "new" machine, which is the one thing they universally harp upon in their talk and advertising. But it is mostly bosh and nonsense. There is mighty little new to them. No more DE LAVAL patents have expired, so that there is nothing else "new" that they can lay hold of this year.

There's the usual crop of fakirs appropriating the facts of DE LAVAL separator use and the endorsements DE LAVAL separators have received, and quoting them as though they applied to their own inferior imitations of the standard cream separator.

There's the concern which makes an inferior disc separator and speaks of the "disc" separator being "the machine which has won out universally in Europe, the home of the disc separator." True, but it was the DE LAVAL that has done the winning out in Europe, as it has in

There's the political separator concern, with the new "year" or "cents" trademark, whose claims it is to be hoped nobody ever believes, and which manifestly practices the circus man's theory that the great American public ever likes to be fooled.

There's the only concern which has stuck to the abandoned DE LAVAL "hollow bowl" of 30 years ago, but will this year desperately join the procession of 10-yearback DE LAVAL imitations with a "disky bucket bowl" machine

There's the "Trust," striving to complete its monopoly dealer and farmer, harvesting much costly separator experience, largely at the expense of buyers-for-use, through trying to build a cream separator like ordinarily-made farm

machinery. There's the "mail-order" outfit, with their cheaply-made machines, bought here and there, not made by themselves or sold under the real manufacturer's name, all claiming the earth, and many of the things that should be below it.

But the merry lot changes and dwindles every year. They gradually drop out and leave their unfortunate patrons helpless with trashy machines. More will fade away this year. The dairy farmer, like the creameryman, is coming to know something of separators. He doesn't swallow mere "claims" so easily. 98% of the world's creamerymen use DE LAVAL machines. The percentage of farm users content with nothing else is always increasing.

There isn't a single reason why every man who buys a cream separator this year should not buy a DE LAVAL. There are many reasons why he should. The best costs no more than the various grades of inferior imitating

A DE LAVAL catalogue may be had for the asking. A DE LAVAL machine may be tried for the asking.

THE DE LAVAL SEPARATOR COMPANY 14 and 16 Princess St.,

173-177 William St., MONTREAL.

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FENCE TALK No. 6

The Page "Empire" Fence (White Brand)—there's a fence that outclasses them all, at every point of fence-value. It's the strongest wire-fence made on earth, and it will outlast two -yes, three-ordinary wire-fences.

It is not an expensive fence, although every upright and every horizontal wire is made of 9-gauge steel. Not expensive even though its horizontals are High-Carbon Galvanized Steel wire guaranteed to stand 2,400 lbs. tensile strain without breaking. (Other fences use "hard drawn" wire, that breaks at 1,800 lbs. and less.)

Not expensive, even though it's coated with a permanent white that defies weather and rust and makes it sightly enough for a palace lawn.

Decidedly not expensive, just as any Page Fence is not expensive, because the toughness of the wire, the springiness and the solid-joint lock-knot, insure that this fence will stretch tighter, stand up better, and never sag, even though but two posts are used as against three on any other fence.

With all its betterments, that no other fence even approaches, a Page "Empire" Fence costs less, in the first place and in the long run once it's up, than any fence made.

Shall we prove that to you? Ask nearest Page place for free booklet that tells about the many kinds of Page Fence (including "Empire") and shows how you can prove any fence before you buy it.

The Page Wire Fence Co., Ltd., Walkerville, Toronto, Montreal, St. John, Vancouver, Victoria.

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