

THE Farming World

Address THE FARMING WORLD FOR FARMERS and STOCKMEN CONFEDERATION LIFE TORONTO



See page 729 for larger half-tone from this photo.

PLEASED TO GIVE ANY INFORMATION WE CAN REGARDING CUTS

FOR ILLUSTRATING your advertisements, circulars, or catalogues with pictures of your stock, implements, or any other thing, you will find

OUR HALF-TONE CUTS

most satisfactory.

Illustrations in "Farming" are samples of our work.

We also make designs, zinc etchings, wood cuts and electros.

SEND FOR OTHER SAMPLES AND PRICES

THE ALEXANDER ENGRAVING CO.

(Successors to Moore & Alexander)

16 Adelaide Street West, TORONTO, Ont.

THE DE LAVAL COMPANY

acknowledge that there

Has been Lying about Paris Separator Awards

One of their latest advertisements is headed

' MORE LYING AS TO PARIS SEPARATOR AWARDS '

which is one of the most truthful statements they have made lately, and as we believe the readers will acknowledge if they try to reconcile some of their statements in the advertisement referred to with some in their previous advertisements.

In the advertisement headed "More Lying as to Paris Separator Awards" they publish what purport to be three "official" statements, dated Stockholm, Sweden. A careful perusal of these will show that they are what the courts call secondary evidence and never accepted by any court if there is primary evidence. The Paris Exposition was not held in Sweden.

Two weeks ago they advertised as follows :

"At the Paris Exposition the De Laval machines received the Grand Prize, or highest award, * * * being entered and receiving such award in the name of 'Societe Anonyme Separator,' which is the French translation of 'Separator Corporate Company,' the name of the De Laval European organization."

Notice by this advertisement they claimed "Societe Anonyme Separator" to be their European organization, thus acknowledging that no award was given to Aktiebolaget Separator.

But when we proved that "Societe Anonyme Separator" exhibited a Butter Radiator or Butter Extractor, and not a Cream Separator, they lose their tempers again and accuse us of "lying and misrepresentation" and advertise the three statements referred to above in their efforts to prove that the Aktiebolaget Separator did get an award at Paris, and claim it as their European organization.

We call special attention to the dates of these statements, viz.: December 5, 1900; April 2, 1901, and April 17, 1901, then ask the reader to bear in mind that it was in the last of November, 1901, that they advertised that the award they claim was given to "Societe Anonyme Separator." From which it will be seen that they pay no attention to facts or their previous statements when caught in a trap.

Being cornered on one claim, they abandon it and claim another; cornered again, they go back to their first abandoned claim. We recommend our "would-be competitors" to try once more.

An expert remarks that the De Laval Company will have to "eat hair" in order to make their statements hang together.

We still say that the official list of awards distributed at Paris did not contain an award to the De Laval Separator Company or the Aktiebolaget Separator.

The United States Separator still leads the world

To-day it has no equal

VERMONT FARM MACHINE CO. BELLOWS FALLS, VT.