



# SEEING the difference BETWEEN THE **DE LAVAL** AND OTHER Cream Separators

IT DOESN'T TAKE AN EXPERT knowledge of mechanics or a long working test to tell the difference between the De Laval and other cream separators.

ON THE CONTRARY, WITH A 1914 De Laval machine placed beside any other separator the difference is apparent at first sight to the man who never saw a separator before.

IF HE WILL THEN TAKE FIVE minutes to compare the separating bowl construction; the size, material and finish of the working parts, particularly those subject to wear and requiring to be occasionally taken apart and put together; the manner of oiling, and everything which enters into the design and construction of a separator as a simple durable machine, he will still further see the difference.

IF HE WILL GO A STEP FARTHER and turn the cranks of the two machines side by side for half an hour, particularly running milk or water through the bowl, he will see still more difference.

AND IF HE WILL TAKE THE TWO machines home, as every De Laval agent will be glad to have him do, and run them side by side in practical use, the De Laval one day and the other machine the next, for a couple of weeks, he will see still greater difference in everything that enters into cream separator practicability and usefulness.

THE MAN WHO TAKES EVEN THE first step indicated in seeing for himself the difference between the De Laval and other cream separators doesn't put his money into any other machine one time in a thousand.

THE COMPARATIVELY FEW BUYERS of other separators are those who merely read printed matter claims or listen to the argument of some dealer working for a commission, and who do not think it worth while to see the difference for themselves.

THE WISE BUYER OF A CREAM separator today does see this difference when buying his first separator, while the unwise or careless one usually finds it worth while to do so when he comes to buy a second cream separator a year or two later.

EVERY DE LAVAL AGENT CONSIDERS it a privilege to show the difference between the De Laval and other separators, and to afford every prospective buyer the opportunity to try out and prove the difference to his own satisfaction, if on first examination he feels the slightest doubt about it.

THAT'S THE REASON WHY FOUR buyers out of five are buying De Laval Cream Separators in 1914, and why the use of De Laval machines will, before long, be nearly as universal on the farm as already is the creamery and milk plant use of power or factory separators.

## The De Laval Separator Company

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