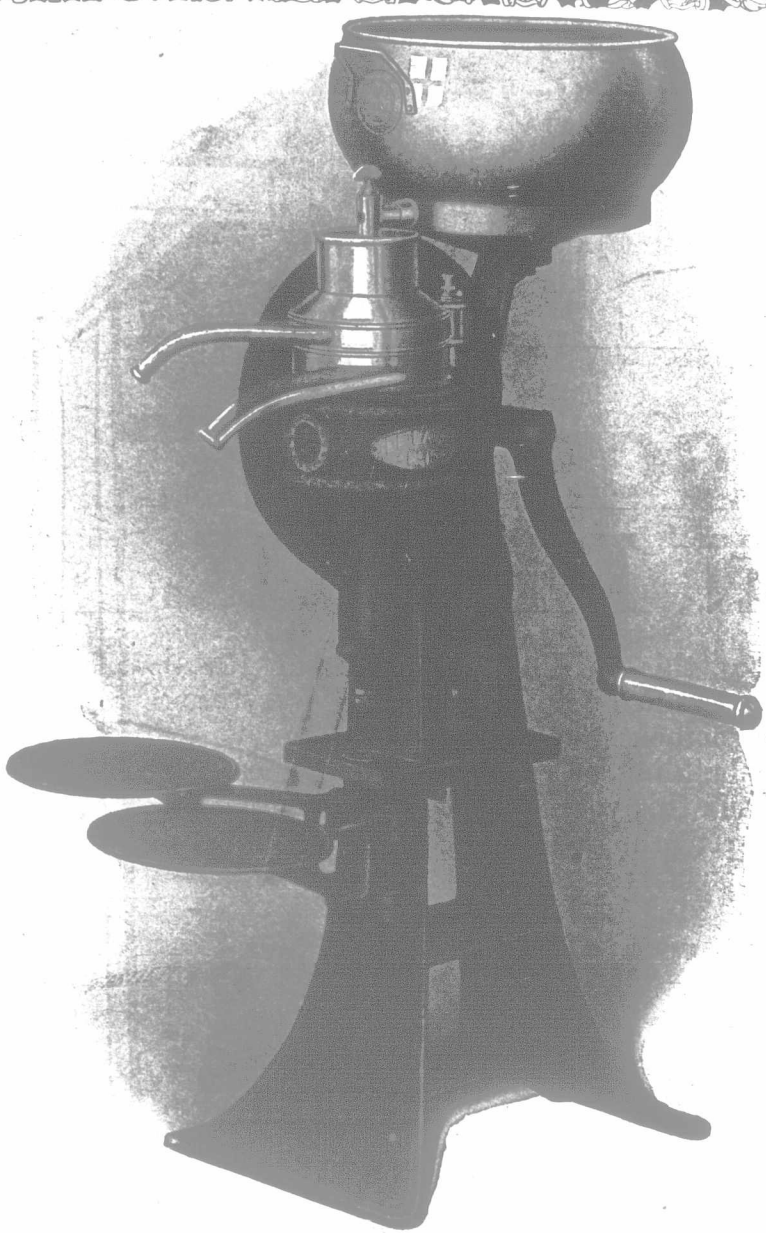




DE LAVAL THE CREAM SEPARATOR

By Which all Others are Judged

For more than thirty years the DE LAVAL has been acknowledged as the World's Standard.

You may hear it said of some separator that "it's as good as a DE LAVAL"; or if some competing salesman wants to make his argument particularly strong he'll say, "it's better than a DE LAVAL." The concern with a cheaply and poorly constructed machine says, "just as good as a DE LAVAL and costs less."

But everywhere the DE LAVAL is recognized by experienced creamerymen and dairymen, and even by makers of would-be competing machines as the

WORLD'S STANDARD

The cream separator is more frequently used than any other machine on the farm, and for that reason, if for no other, only the very best should be purchased, and that's the DE LAVAL.

The more you come to know about cream separators, the more certain you will be to buy a DE LAVAL.

THE DE LAVAL SEPARATOR CO.

173-177 WILLIAM STREET, MONTREAL.

IS MANUAL LABOR CHEAP LABOR?

FACTS FOR THE FARMERS OF CANADA

For well over a century, cities have been dispensing with manual labor wherever it is possible to replace it with machinery. Why? The question was purely one of **economy and utility**. Machines make good servants. Treat them well and they stand by you; they do not kick for higher wages when labor is scarce and you are working under forced pressure, and they can be laid off work, partly or altogether, when necessity or expediency demands it.

How many Canadian farmers are put to it to get their work done in the busy season. It is no great wonder farmers are discontented at the prices they get for their produce when they consider what they have to pay for their labor, and when they reckon up expenses and receipts, come to the conclusion that their

HIRED LABOR IS DEAR AT THE PRICE

There are hundreds of odd jobs on the farm than can be done far more cheaply and efficiently by machine power than any other way. They are almost too numerous to mention and the advantages of doing the latter way are obvious. The

Fairbanks-Morse Gasoline Engine Has 112,000 Users

and as fast as men learn what they can do, just as rapidly do they hasten to instal one. This is especially so with farmers whose time is too valuable to give to doing the odd jobs or overseeing that they are done properly. There is no greater saver of time, labor and worry than a Fairbanks-Morse Gasoline Engine. It works **all the time**, and you do not need to stand over it to see that it does its work. You can use it to saw wood, pump water, turn a cream separator, grind feed or turnips, drive a churn, do threshing, act as grain cleaner, barley crusher, clover huller, etc., and will.

CAN RUN IT TWENTY-FOUR HOURS A DAY

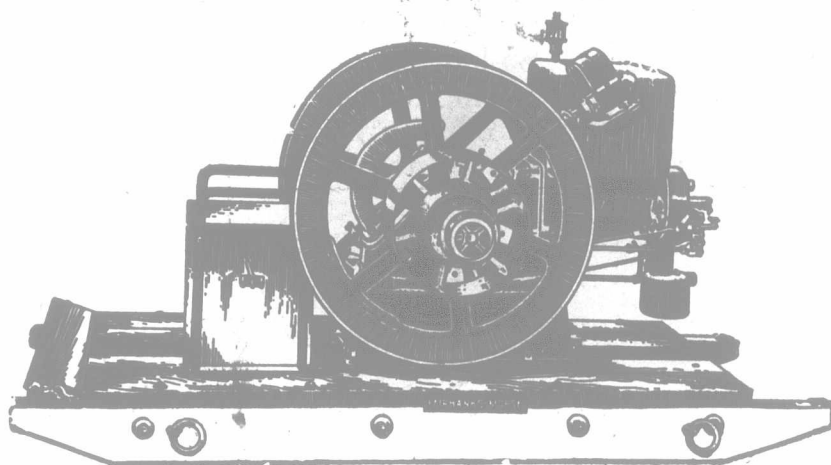
if necessary. Compare its cost of maintenance, its sureness and safety, indifference to weather conditions, the amount of work it can do and figure out how much money you can save every year by installing one.

Fill in the attached coupon and mail it to the Canadian Fairbanks-Morse Co., Limited, 444 St. James Street, Montreal.

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