

# THE NEW DE LAVAL

## A Bigger and Better Cream Separator for the Same Money



**T**HE FARMER WHO buys a De Laval this year will get bigger and better value for his money than ever before.

Not only will he get a better machine, a simpler machine, a machine that will skim even closer than any previous De Laval, but he will get a machine of larger capacity.

And the price has not been increased one cent.

Just think what that means to cow owners in the face of rising prices on almost everything else the farmer has to buy, including other cream separators.

Only the tremendous volume of De Laval sales makes it possible to give the farmer more for his money when others are giving less.

The NEW De Laval is the culmination of nearly forty years of experience and development by the largest and oldest cream separator concern in the world. It represents

### The greatest improvement in separator construction in the last thirty years

If you are trying to get along without a cream separator, or with a half-worn-out or unreliable machine, why not get a NEW De Laval NOW and stop your cream waste? You don't need to count the cost, because the De Laval will soon pay for itself.

There is a De Laval agent near you who will be glad to explain all the improvements and advantages of the NEW De Laval, and who will set and start a machine for you on your farm and let you try it for yourself.

If you haven't the spare cash right now, that need not stand in the way of your having the use of a NEW De Laval the rest of the winter. We have an arrangement with De Laval agents which makes it possible for any reputable farmer to secure a De Laval on the partial payment plan—a small payment at the time of purchase and the balance in several installments—so that your De Laval will actually pay for itself while you are using it and getting the benefit from it.

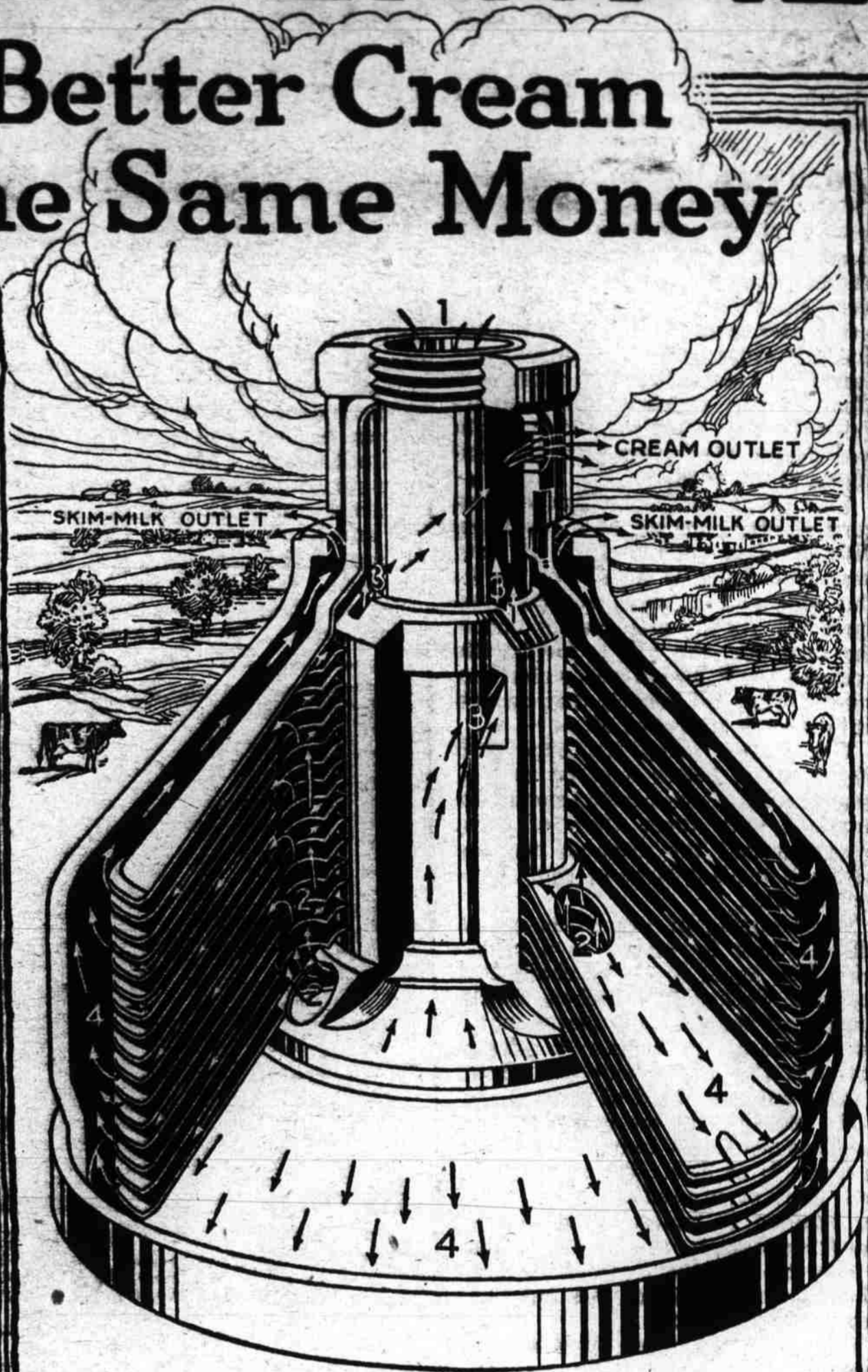
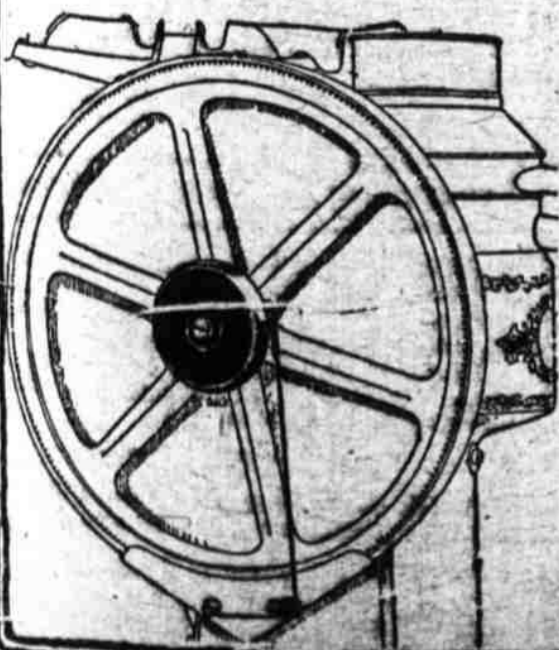
Why not see the nearest De Laval agent at once? If you do not know him, write to the nearest office for any desired information.

### Every NEW DE LAVAL is now equipped with a Bell Speed-Indicator

#### The "Warning Signal" which insures proper speed and uniform cream

Because nine people out of ten turn the separator handle too slowly and because this always means loss of cream and cream of uneven thickness, every cream separator should be equipped with a reliable speed indicator.

Every NEW De Laval is now so equipped. The De Laval Bell Speed-Indicator is simple. It is accurate. It is reliable. There is nothing to wear out or get out of order. No matter who runs your De Laval, the "warning signal" will tell you when the speed is not right. You hear it and do not need to see it.



THE NEW SELF-CENTERING DE LAVAL BOWL

### Some of the points of superiority of the NEW DE LAVAL

The NEW De Laval bowl design and the new method of delivering the milk into the discs give increased capacity without increasing the weight or size of the bowl or increasing its speed. The incoming whole milk is delivered beyond the cream wall, and this, in conjunction with the improved design of the bowl, makes possible closer skimming than ever before, especially under the more difficult conditions of separation, such as skimming a very heavy cream or separating milk below usual temperature.

The much lower speed of the De Laval than other cream separators (in most cases from one-half to one-third less) insures minimum wear of gears and much longer life of the machine.

The New De Laval concave-bottom, self-centering bowl is so designed and so supported by the detached spindle that it will run true and do perfect work even after long wear, the great importance of which every separator user will appreciate.

There are fewer discs in the New De Laval bowl, and all discs are unnumbered and are interchangeable.

By reason of its simpler construction and the fewer number of discs, the New De Laval bowl is more easily washed and cleansed.

All New De Laval's are automatically oiled, every moving part of the machine being bathed in a constant film of oil. There are no oil holes anywhere on the machine, and the sight feed oil cup on the top of the frame provides for a constant supply of fresh oil.

The gears, pinions and other moving parts of the De Laval are exceedingly simple in arrangement, substantial in dimensions and always interchangeable.

The De Laval tinware is sturdy and heavily tinned, well suited for long and hard wear, and easy to clean.

The low speed of the De Laval bowl, in combination with greater capacity for a given size and weight of bowl than is found in other separators and the automatic De Laval oiling system, make the De Laval the easiest cream separator to turn.

New Catalog will be mailed upon request

**THE DE LAVAL SEPARATOR CO.**

165 Broadway, New York 29 E. Madison Street, Chicago

50,000 BRANCHES AND LOCAL AGENCIES THE WORLD OVER