

THE RANCH AND RANGE

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Fake Tests and Testimonials ABOUT CREAM SEPARATORS

There are always new people to be gulled with an old fake. Hence a word of caution is pertinent regarding the reputed separator "test" and "testimonial" advertisements now being published in some of the papers and put out in circulars.

As regularly as the malarial and sarsaparilla season comes round the would-be competitors of the De Laval machines like to flatter themselves by seeming to stand up alongside the De Laval machines and publish reports of their imaginary nearness in efficiency,—according to means and measurements of their own creation and without much regard for truth and honesty.

Many of these so-called "tests" are simply manufactured out of the whole cloth,—it being impossible to locate the places where made or the persons by whom made. Others of them are made by agents or employees or by intending buyers who are offered a big discount and an agency provided they will "try" a De Laval machine in apparent test, the conditions of which "test" are to be fixed by the concern in question and the "results" then certified to by the purchaser. Sometimes innocent parties are called in as "judges," to certify to skim-milk "tests," when they know no more of the manipulative use of a Babcock Tester than they do of a flying machine. Occasionally tests may be honest in a way, but so conducted as to be altogether impractical and misleading in results shown.

All this applies equally to testimonials, though some of these are given in good faith—just as is the case with "dilution" separators and every other fake and nostrum ever perpetrated.

There isn't a man living sufficiently familiar with cream separators to pass competent judgment upon them who does not know that the patent protected "Alpha" disc system employed in the De Laval machines renders them unapproachable by anything else yet devised,—a fact to which thousands upon thousands of De Laval users may bear witness with their experience.

A "20th Century" De Laval Catalogue may be had for the asking.

THE DE LAVAL SEPARATOR CO.

Pacific Offices, Stores and Shops: 103-105 Mission St., SAN FRANCISCO.

General Offices: 74 Cortlandt St., New York.

Branch Offices: Chicago, Philadelphia, Montreal.

AGENTS FOR THE NORTHWEST:

Merz Dairy Supply Co.....	Seattle, Wash.	Geo. L. Bickel.....	Front St., Portland, Or.
Hazelwood Co.....	Spokane, Wash.	Eugene O'Connell.....	Marshfield, Or.
J. M. Selder.....			Cove, Or.