

Genuine Fake Advertising

Pointers as to How the "Disc Man" Does It.

The above heading, "Genuine Fake Advertising," may seem paradoxical, but it fits the case in hand so well that we will assume the right to coin this expression for present use.

"FAKE TESTS AND TESTIMONIALS ABOUT CREAM SEPARATORS."

Not long ago the "Disc Man" appeared in the advertising columns with the following ad, and a rather startling one to emanate from him. Read carefully what he says:

"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 * * * 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 whole cloth, it being impossible to locate the places where made or the persons by whom made. Others 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. Some 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."

"ALL THIS APPLIES EQUALLY TO TESTIMONIALS, though some of these are given in good faith, just as in the case with the 'dilution' separators and every other fake and nostrum ever perpetrated.

(Signed) "THE DE LAVAL SEPARATOR CO."

The disc man closes this remarkable ad. by throwing a few "Patented Protected Disc" bouquets at himself in order to give a finish, as it were, to this His Own Epitaph.

Just take a moment to read what the poet says of such base sentiments as are expressed in the above article:

"Distrust the man who tells you to distrust,
He takes the measure of his own small soul,
And thinks the world no larger.
He who prates of human nature's baseness and deceit,
Looks into the mirror of his heart and sees
HIS KIND THEREIN REFLECTED."

Now read this from an employee of the De Laval Separator Co.:

STANWOOD, WASH., May 7, 1901.

"TO MERZ DAIRY SUPPLY CO., SEATTLE, WASH.:

"Alpha declared victorious at Stanwood. Competing separators withdrew from contest.

"J. V. SHEPARD,

"Pacific Coast Representative De Laval Separator Co."

And then read this:

"STANWOOD, WASH., May 7, 1901.

"MERZ DAIRY SUPPLY CO., SEATTLE, WASH.:

"GENTLEMEN:—An agreement was entered into between the agents of the United States Separator, Sharples and De Laval to meet at the Stanwood Co-Operative Creamery on May 7th and test the skimming qualities of the different machines. On May 7th H. E. Sharp, traveling salesman for Merz Dairy Supply Co., agents for the De Laval Separator, was present to carry out the contract.

"I herewith testify that the agents for the other Separators failed to make their appearance and therefore the logical conclusion was that they were afraid to test the merits of their machines.

(Signed) "CH. HANSON,

"Buttermaker Stanwood Creamery."

In contradiction of this telegram and statement, we will state here that neither P. M. Sharples, nor any agent of his received from the De Laval representative either written or verbal notice of any contest at Stanwood. THE FACT IS THAT NO CONTEST WAS HELD. The De Laval agent was simply indulging in a Siwash Pipe Dream.

We will state also that Mr. Hanson IS NOT, and NEVER HAS BEEN BUTTERMAKER at Stanwood Creamery. He is, or was, employed by the creamery at the time to WASH THE CANS, FEED THE HOGS AND DO THE CHORES ABOUT THE PLANT.

We can further state that the Buttermaker and also the Manager of the Creamery say that they positively refused to sign any such statement.

Now read what the highest in authority, the PRESIDENT of the Stanwood Creamery says:

"STANWOOD, WASH., June 21, 1901.

"DEAR SIR:—Replying to your favor of June 10th, will say that M. O. Coltum is and has been our buttermaker at the Stanwood Co-Operative Creamery for several years, with the exception of a few months last summer, when the position was filled by A. F. Andrews.

"Mr. Ch. Hanson, whom you mention in your letter, HAS NEVER BEEN EMPLOYED AS BUTTERMAKER AT OUR CREAMERY.

Yours truly,

"N. P. LEQUE, President Stanwood Co-Operative Creamery."

MR. CREAMERYMAN, OR DAIRYMAN:—What is your opinion of a concern who will deliberately resort to such baseness and deceit to bolster up a fast-declining trade of an out-of-date complicated separator? Does it not create a very serious doubt in your minds as to the genuineness and reliability of such of their advertising claims, "Testimonials," "Circular" letters, etc.? IT CERTAINLY MUST, and recalls vividly to your minds what the poet says.

BEGGS-BRADNER CO.,

==AGENTS==

SEATTLE, WASH.

P. M. SHARPLES,

WEST CHESTER,

==PENN.==