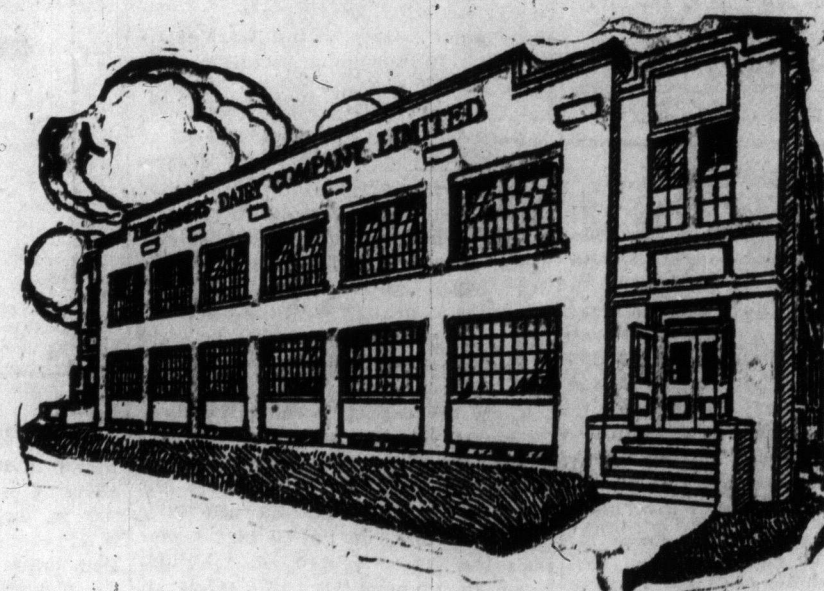


THE FARMERS DAIRY

AGAIN— A LOWER PRICE

Continuing Our Original Policy of Serving
Our CUSTOMERS' Interests First!



When the Farmers' Dairy was formed in 1909 by the leading dairy farmers of Ontario, one absolute and unbreakable rule was laid down as the foundation of our business. It was this, "We will serve our customers to their best interests, and to the best of our ability at all times."

In carrying out this policy we have introduced new and better methods in the raising and maintaining of dairy cattle. We demand better milk from our shareholders. We have improved shipping facilities. And last year we took the final step and built the wonder dairy—big, bright, many-windowed building of steel, concrete and glass that is the finest on the continent.

Through all these changes and improvements we have been able to keep the price of milk down. Our overhead expense is low, and as a result we are able to pay our farmer shareholders a good price for their milk—a price that enables them to give the necessary time and trouble to producing better milk.

And because of this good price, they are satisfied with reasonable interest on their money invested in this dairy. They are not stock speculators, demanding big returns.

Today we make the most important announcement we have made since the company was formed. Despite the rising cost of production, handling and greatly increased pay to employees, we will follow our original policy and—

We now LOWER the price of milk from the Farmers' Dairy.
Hereafter you can buy this better milk at 23 Tickets \$1.

R. D. HUGHES
General Manager

Give Your Order Today

23 TICKETS \$1

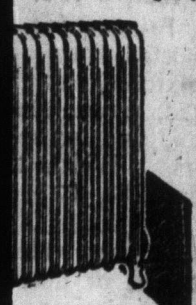
It is easy to secure this better milk from the spotless dairy bathed in sunshine. Telephone, stop our driver, or send us a card. This, the best milk ever sold in Toronto, is now lower in price. Order a trial bottle today.

**Hillcrest
4400**

The
Greatest
Own Heat
Coal Saver

Save Fuel,
cheapest system.
Water Boilers and
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King Boilers
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