

Let Us Tell You The Reasons Why

Borden's
MILK PRODUCTS LEAD IN QUALITY

FIRST, the finest dairy section is selected, then the milk of the best herds of cows is contracted for. This is how the Borden factories are placed to get the best milk possible. After this comes the Borden regulations which control the quality of the milk, the handling, keeping the cows clean and healthy, the milking and the delivery of the milk to the factory. The keenest inspection is kept up, with the result that the Borden organization has fixed the standard of the milk wherever their factories are located.

Upon the right handling of the milk in the shortest possible time after milking depends the purity as much as the quality of the milk depends on the care and feeding of the cows. It is this proper handling made possible by the unparalleled facilities of the Borden organization that has popularized the Borden Milk Products and placed them in the first row of nearly every grocer's shelves in Canada, and produced an ever-increasing demand for him to supply.

Borden Milk Co., Limited

Leaders of Quality

Montreal

Branch Office: No. 2 Arcade Bldg., Vancouver