

Compare the Taste

That's the way to appreciate
the superiority of "Selected"
—The Better Drinking Milk



Close your eyes and
compare the taste of "Selected"

- 1—Pour a glass of Selected Milk.
- 2—Pour a glass of the milk you wish to compare with it.
- 3—Take small sips from one glass—and a minute or so later from the other.
- 4—Have each milk drinker in your family, both children and grownups make the same test.

Note the Sweet Natural
Taste of "Selected"

Why It Tastes So Good

The "Sweet Natural Taste" of Selected is just a matter of greater care in the production and handling of the milk.

Out near Lake Geneva, 90 dairy farms, picked because of their healthy, well-fed cows; their light, clean, airy barns; and their careful methods; produce Selected Milk for us and we pay them a premium for this extra care.

This pure, sweet milk immediately cooled at the farm, and kept cool to your very doorstep, except for the interval of pasteurization, is the milk you get when you buy "Selected."

17¢ a Quart



Identified by this trade mark
on the hooded cap

Why not have the Best?

The first of September is a good time to change to this better drinking milk, and it's easy to do it. Instruct your maid to speak to any Borden milkman, or phone Wilmette 1545.

BORDEN'S

Wilmette 1545