



*Borden Milk Company Exhibit Attracts All the Babies.*

## A GATHERING PLACE FOR BABIES

Thousands of Little Tots Weighed at the Borden Milk Company Exhibit

Of course they didn't come exactly of their own volition; they were too little and young and wriggling for that, but thousands of proud parents gathered daily around the Borden Milk Company booth at the Canadian National Exhibition to have their baby weighed on the baby scale provided by the company, and if they did not come by themselves they very evidently enjoyed themselves hugely

when they arrived. Everybody who had a baby seemingly visited the booth at one time or other during their visit to the Exhibition, and the number of little visitors mounted well up into the thousands. Of course enquiries were made as to whether or not they were bottle fed babies and in the large percentage of cases where this was found to be the case it was also discovered that Eagle Brand Milk had played a

large part in their successful upbringing. The thriving appearance of the little patrons demonstrated better than any mere words could do the effectiveness of this product as an infant food. This, however, is only one of the many uses to which the product can be put, and many grateful housewives stopped to say a kind word for the product that had helped to make the task of housekeeping easier.