



Still Leading

To-day, as in 1857, **Borden's Milk Products** lead both in quality and sales—a fact that thousands of live Canadian grocers have tested and proven to their profit.

Borden leadership is not a matter of luck. It is the result of strict adherence to a high, exacting standard of quality and purity that has been, and is, rigidly followed in every

method of processing from the time the rich creamy milk of inspected cattle is delivered, immediately after milking, to the Borden factories until it is hygienically sealed in attractive containers and labelled under the binding **Borden** guarantee. Specify **Borden's** to your wholesaler next time you order and sell the milk products that lead in sales.

Send for attractive store and window display material. It will surely prove useful in helping along sales.

Borden's Products—
Eagle Brand Milk
St. Charles Milk

The Borden Co., Limited
"Leaders of Quality"
MONTREAL

Reindeer Coffee
Reindeer Cocoa
Malted Milk



Borden's

ST. CHARLES BRAND
CANADA'S NATIONAL MILK