



Public Confidence

The one big reason why **Borden's Milk Products** have won and held public confidence for sixty-three years is because they have kept strictly and continually to their original high standard of excellence and purity.

Borden's intensive National Advertising is constantly at work acquainting prospective **Borden** users with this purity and quality leadership as well as reminding the already vast circle of satisfied **Borden** friends that **Borden's Milk Products** still lead. Take advantage of this "sales-producing" publicity by featuring **Borden's** in all your displays.

Borden dealers will be gladly supplied with attractive window and store display material on request.

"Ask for our New Window Strip."

Reindeer
Condensed Coffee
Condensed Cocoa
Borden's
Malted Milk

The Borden Co., Limited
Montreal

Eagle Brand
Condensed Milk
St. Charles
Evaporated Milk



Borden's

ST. CHARLES
BRAND

Canada's National Milk