

# Borden's

MILK PRODUCTS LEAD IN QUALITY

## Announcement

We wish to advise that the name of Borden Milk Company Limited has been changed to that of *The Borden Company Limited*.

This change in the name of the Company is based on well-grounded belief that the old title was restricted and possibly prejudicial to the fullest development of this Company.

We take advantage of this opportunity to convey our hearty thanks to the grocery trade of Canada for past business, and we trust to be favored with a continuance of their valued orders.

The  
**Borden**  
Company, Limited

*Leaders of Quality*

**Montreal and Vancouver**

**Six Factories in Canada**