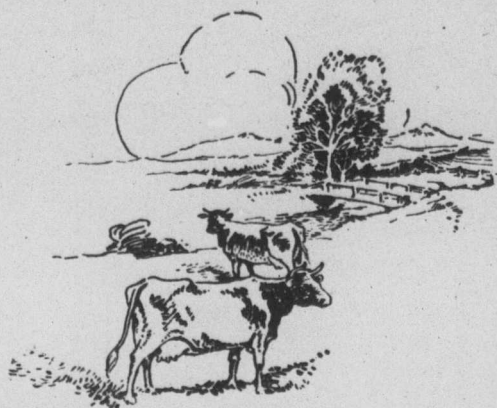


Borden Milk Products

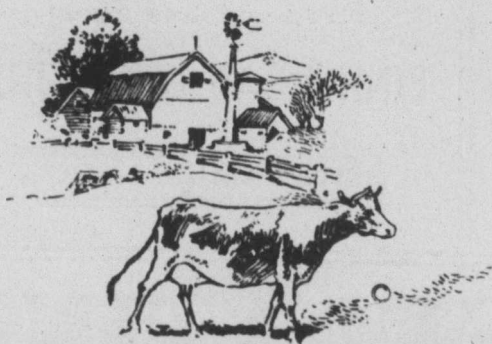
are made from
Canada's Finest Milk



Borden Factories are strategically located in the very finest dairy sections, where the very finest milk of the best herds of cows is always available. Then come the rigid Borden regulations, which control the quality of the milk, the handling, the delivery of the milk to the factory, and the processing there. Nothing is left to chance. Keen scrutiny and untiring vigilance are the watchwords of the Borden Organization. And the result—Milk Products as perfect and as customer-pleasing as the art of man can produce.

It is this perfection, this unstinted goodness, that has popularized the Borden lines and produced a big and growing demand for the Canadian grocer to supply. Replenish your stock. Here's the list:

Eagle Brand Condensed Milk, Borden's (St. Charles) Evaporated Milk, Borden's Reindeer Condensed Milk, Borden's Coffee and Borden's Reindeer Cocoa.



Borden Milk Co., Limited

Leaders of Quality

Montreal

Branch Office: No. 2 Arcade Bldg., Vancouver