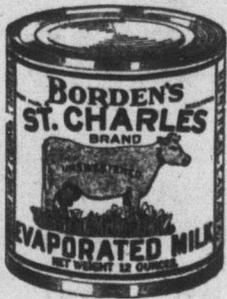


Borden's

MILK PRODUCTS LEAD IN QUALITY

The name that guarantees
greater turnovers,
better profits



Borden's Milk Products have won and maintained an enviable reputation for quality and dependability with Canadian women—a reputation that spells prestige and big turnovers for Borden dealers.



Since the year 1857 Borden's Milk Products have set a standard of quality that has placed them far above competition. They contain a higher percentage of butter fats and solids than required by the government regulations. They are made in Canada by Canadians. The profits are good and back of the name "Borden's" is the powerful sales-creating force of steady consumer advertising.

SIX CANADIAN FACTORIES



The
Borden
CO., LIMITED

Leaders of Quality

MONTREAL

VANCOUVER