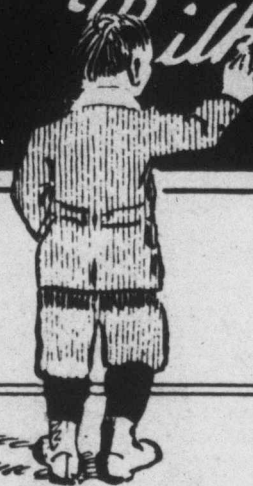


Here's the Answer to a Big Summer Milk Problem

Fresh Milk + Warm Weather = Sour Milk
Borden's Milk + Warm Weather = Fresh Sweet Milk



Borden's Products—

- Eagle Brand Milk
- St. Charles Milk
- Reindeer Coffee
- Reindeer Cocoa
- Borden's Malted Milk



SUMMER with its costly and inconvenient milk problems offers no terrors for the household where Borden's Milk is used.

Borden's Milk offers a most delightful and economical solution to the warm weather sour milk problem, and your customers will appreciate your suggestion if you tell them how it absolutely prevents waste and enables housewives, picnickers, campers and summer cottagers to have a fresh supply of pure, palatable, rich, creamy milk always on hand. Keep Borden's well displayed—it pays.

The Borden Co., Limited
 Montreal