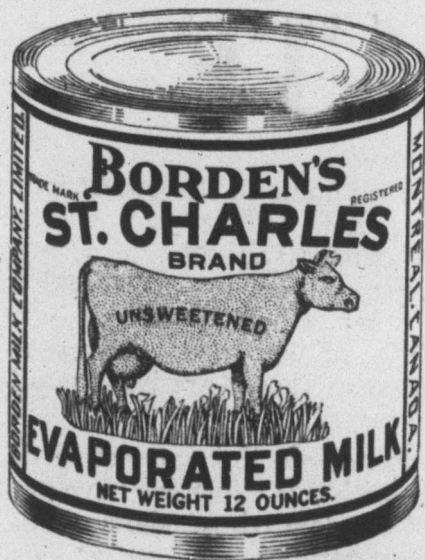


Your customers
know that the name
Borden's is a
synonym of Quality

What is this Borden Quality—
this something which places
Borden Milk Products ahead
of all competitors?



Borden's



It is the attainment of the utmost
in pure, palatable, wholesome
milk products. It is a degree of
excellence made possible only
by carefully selecting the purest
milk from clean, healthy cows
and processing it by the most
scientific methods in factories
that are entirely sanitary in
every respect.

So that when you hand Borden's
to your customer you can anti-
cipate her approval of the
quality that always satisfies.

SIX CANADIAN FACTORIES

The
Borden
CO., LIMITED

Leaders of Quality

MONTREAL

VANCOUVER