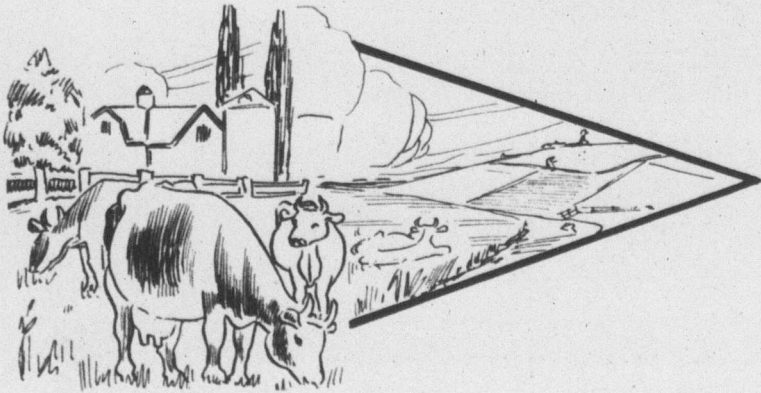


Three Selling "Points"

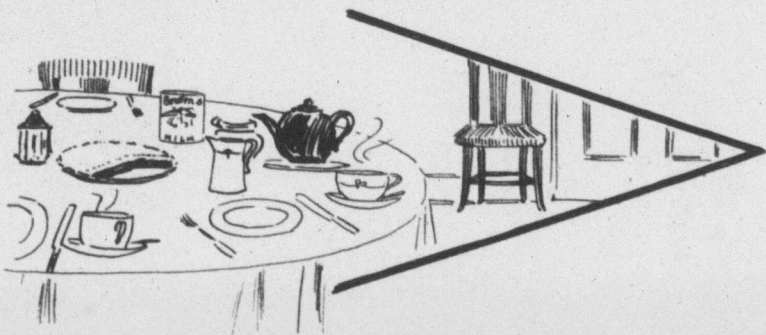
of Borden's EAGLE BRAND Condensed Milk



It is a product from modern dairy farms which are regularly inspected. The milk is delivered by the dairies within a few hours of milking time to one of our nearby factories, where it is subject to a rigid analysis. Our factories are located in the heart of the best dairying districts.



Borden's Eagle Brand once stocked on the housewife's shelf is always ready for use. The cans are hermetically sealed and with ordinary care the contents will retain their freshness for nine or twelve months.



Borden's Eagle Brand will improve all cooking where recipes call for both milk and sugar. In Coffee, Cocoa, Desserts and Confections, Borden's Eagle Brand adds a delicious flavor of its own and quite apart from the sweetening which it also supplies.

Tell your customers these points. Of course they already know that Borden's Eagle Brand is by far the leading product for infant feeding.

Borden Milk Company, Limited

"Leaders of Quality"

MONTREAL and VANCOUVER