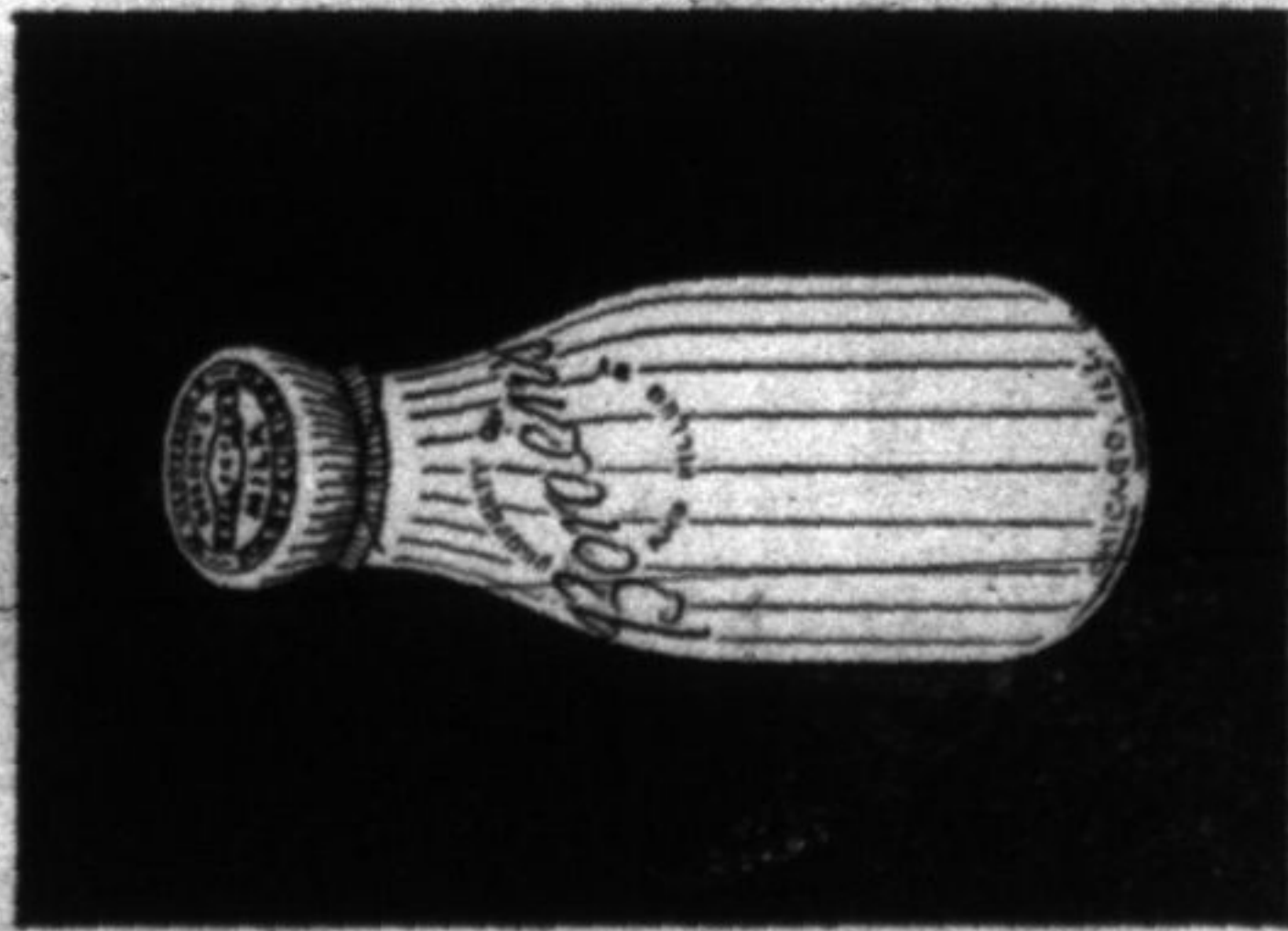


# Taste will Tell!



**Taste will Tell**  
The "Sweet Natural Taste" of "Selected" Milk

Specially produced for drinking by farmers paid a liberal bonus for taking extraordinary care. Famous for its "Sweet Natural Taste."



**Taste will Tell**

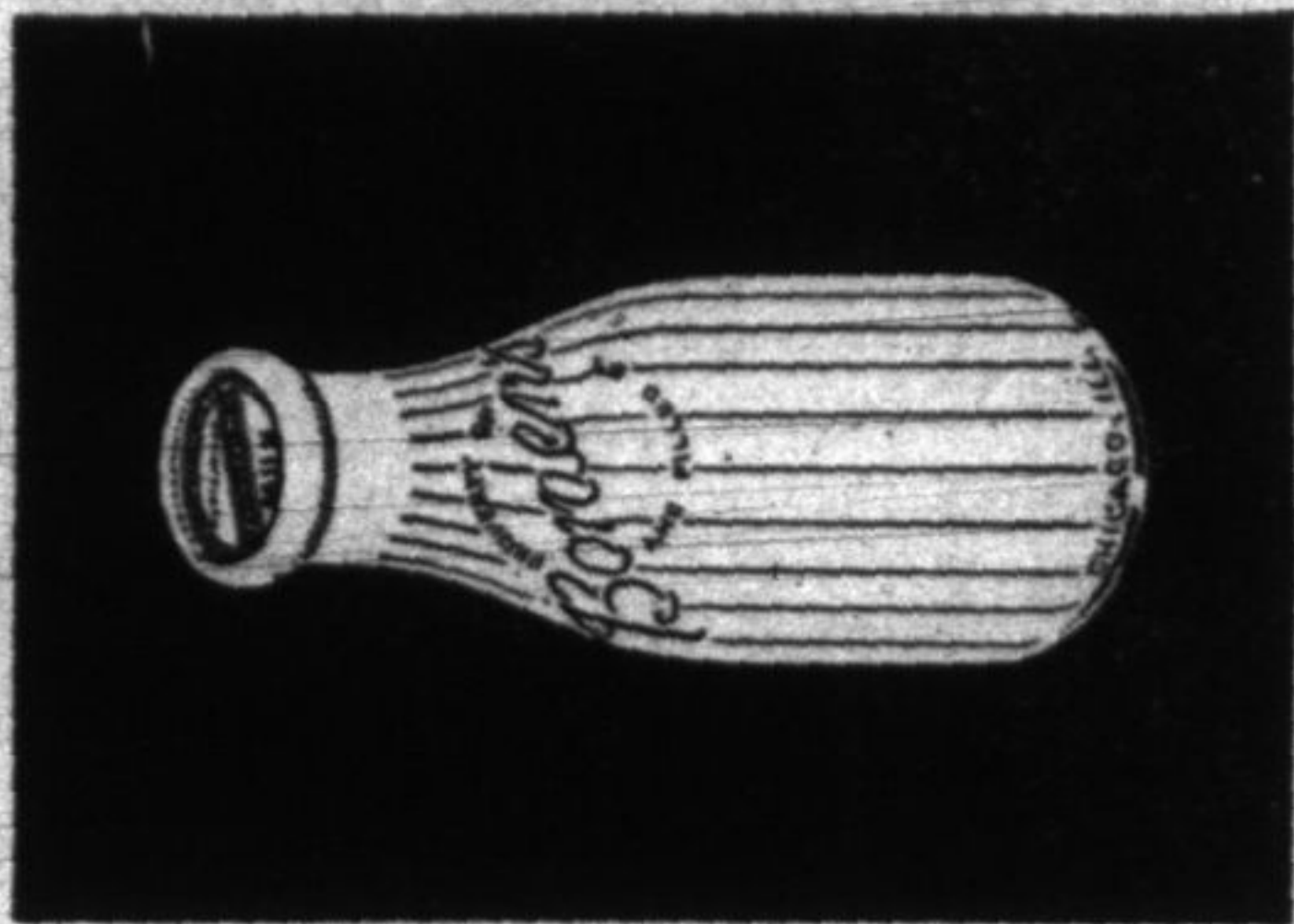
whips in a minute to the maximum quantity of delicious fluffiness.



**"Taste will Tell" the finer quality of every Borden product**

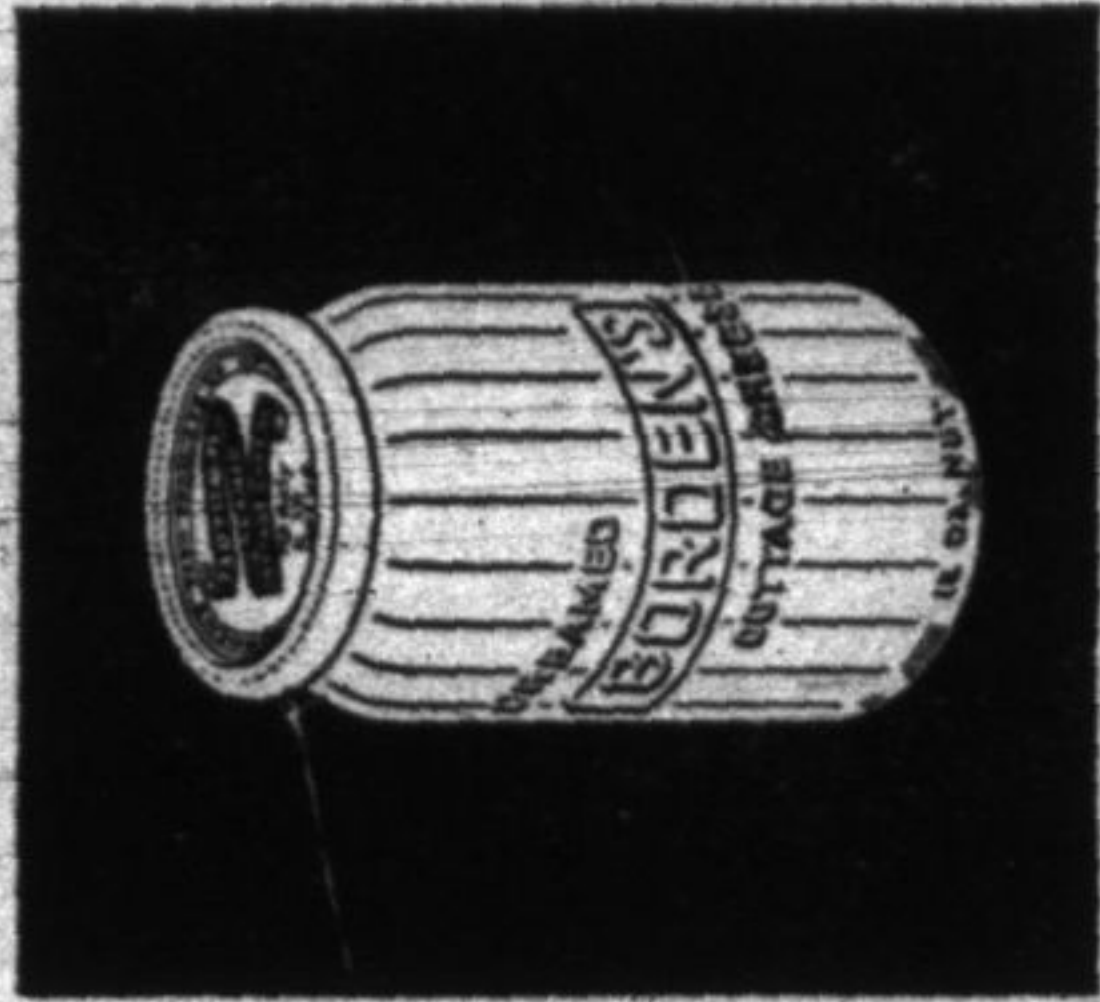
*Your Borden Salesman delivers to your door all of these 15 good things to eat. Speak to him or phone FRANKLIN 3107.*

**"SELECTED" MILK** — Famous for "Sweet Natural Taste."  
**BORDEN'S MILK** — Outstandingly reliable for true quality and goodness. **CERTIFIED MILK** — Special unpasteurized milk. **COFFEE** pound cartons. **FRESH EGGS** — Guaranteed for freshness and quality. **CHOCOLATE FLAVORED MALTED MILK. ACIDOPHILUS MILK...GOATS' MILK...BULGARIAN BUTTERMILK.**



**Taste will Tell**  
the goodness of Borden's Milk

Produced from farms supervised by our own graduate veterinarians. Outstandingly reliable for true quality and goodness.



**Taste will Tell**

the mild, creamy flavor of often for meat and save money.