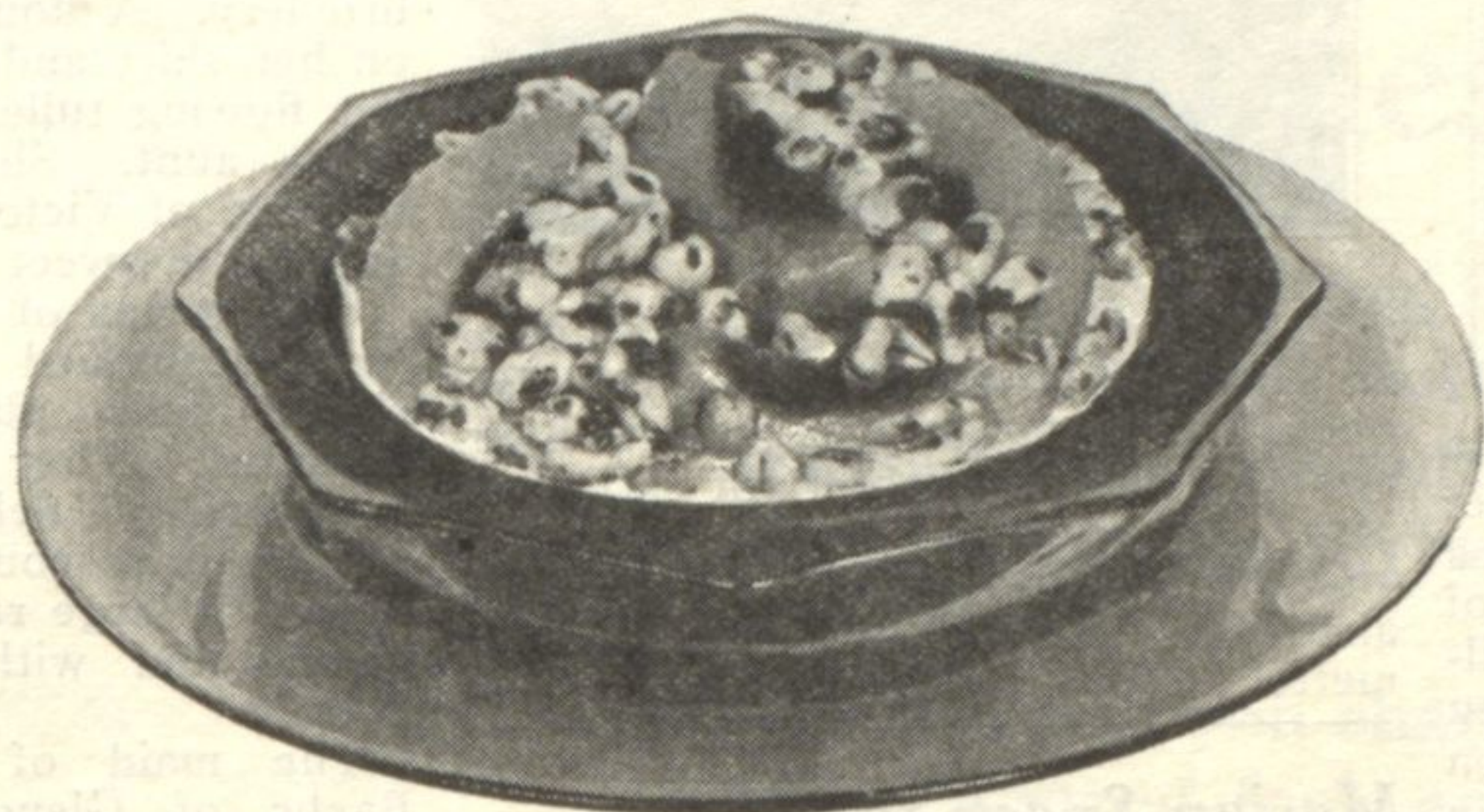


# Let Borden's Cream bring greater happiness to your breakfast



Puffed Wheat, sliced peaches and Borden's Cream  
—delicious!

CEREAL with plenty of cream, helps make a balanced and nourishing breakfast. Authorities agree that a good breakfast is necessary to fit oneself for the day. A substantial breakfast lessens mid-morning fatigue and nerve tension. Nothing can add more to breakfast happiness than good cream.

*What's so delicious  
for dessert  
as Fruit Shortcake?*



Peaches are the abundant fresh fruit right now. And how luscious the ones fresh from Michigan are served with shortcake topped with a mountain of Borden's Whipped Cream.

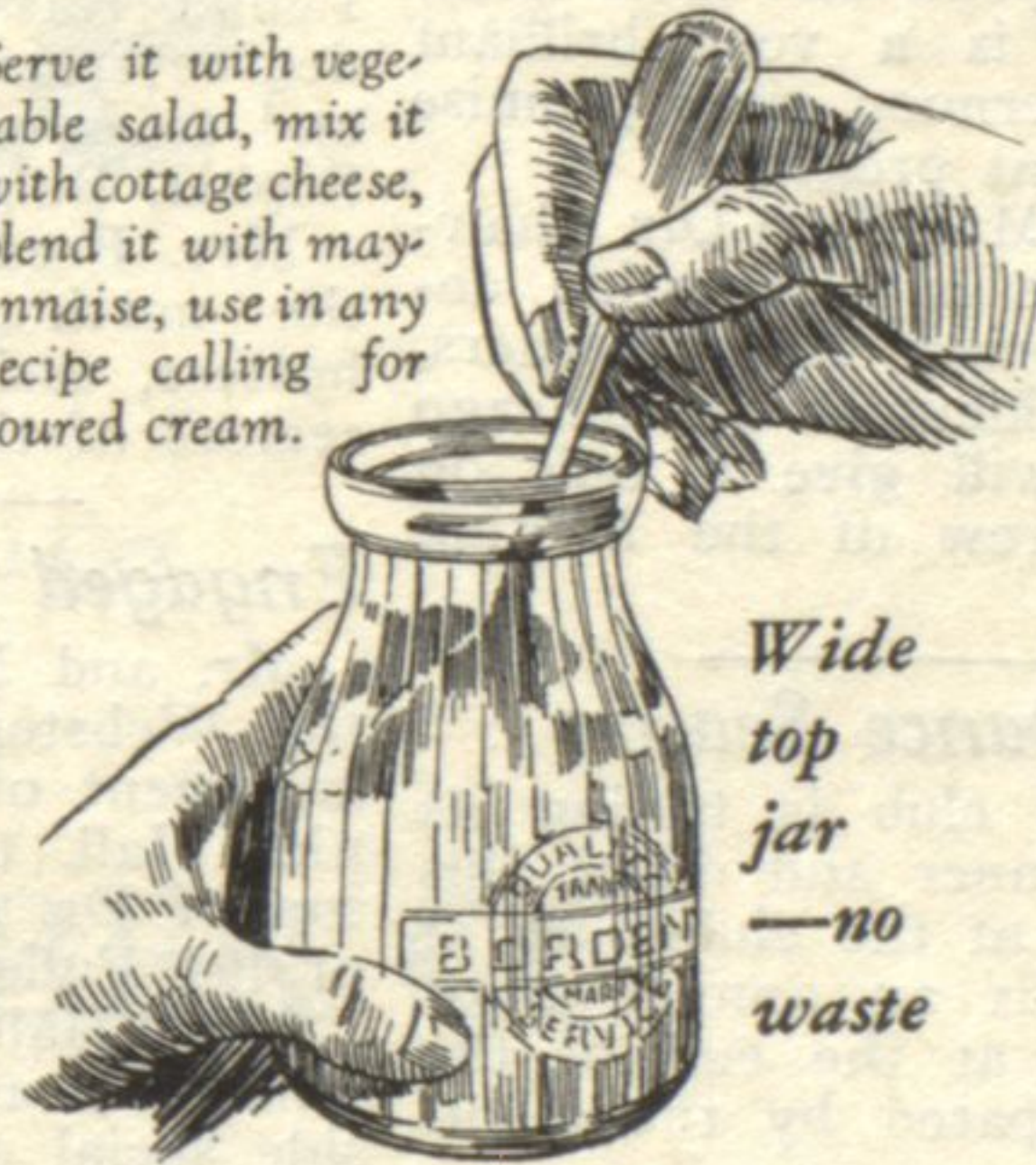
*Borden's Heavy Cream  
whips in a minute*



*Borden's <sup>Soured</sup> Cream  
has many delightful uses*

This is scientifically ripened and prepared Soured Cream with a wonderful piquant flavor. Its delicate aroma is an invitation to the appetite.

*Serve it with vegetable salad, mix it with cottage cheese, blend it with mayonnaise, use in any recipe calling for soured cream.*



*Wide  
top  
jar  
—no  
waste*

**BORDEN'S**  
FARM PRODUCTS CO. of ILLINOIS

Phone Wilmette 1545