

MOTHERS

Give the Folks a Good Breakfast

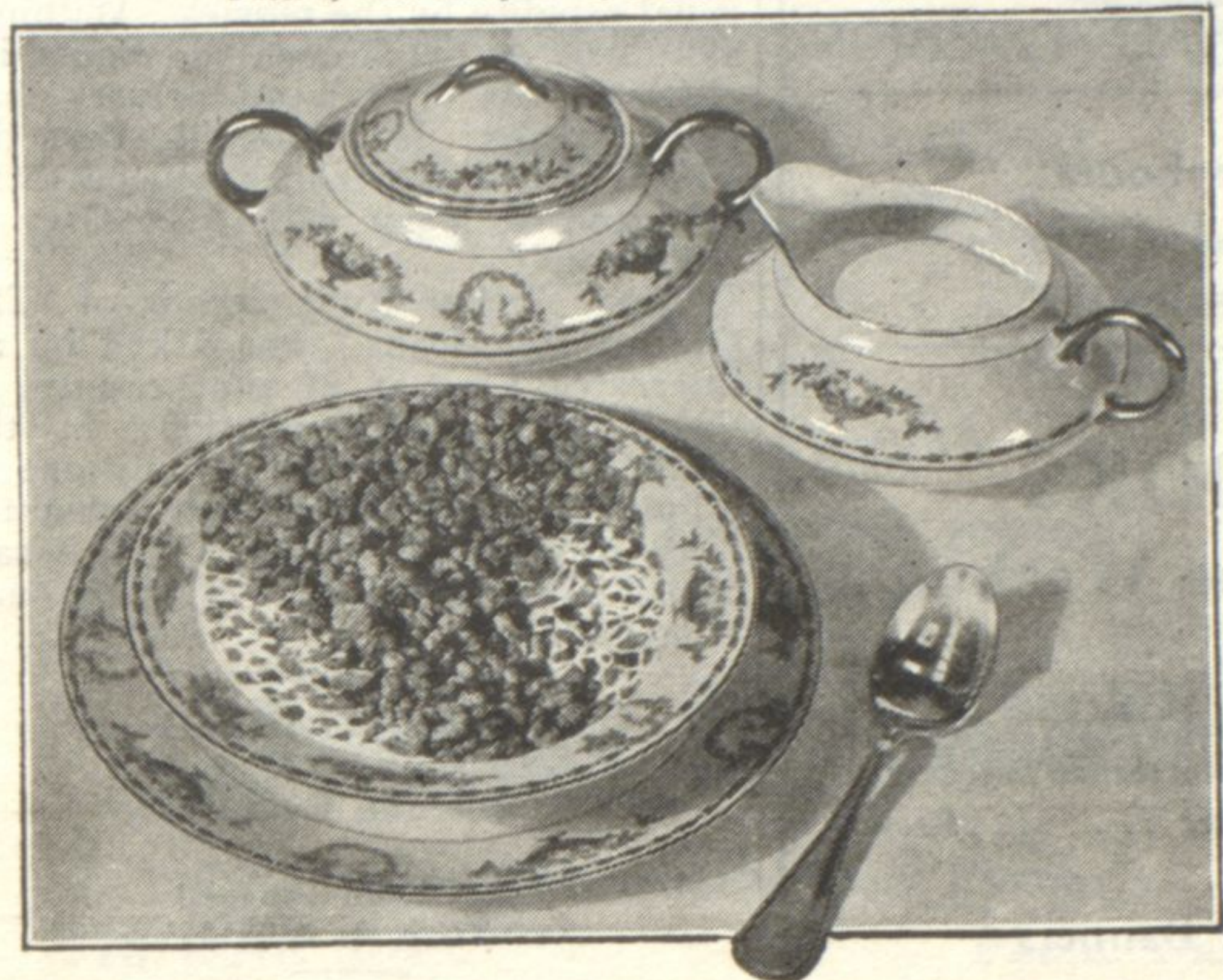
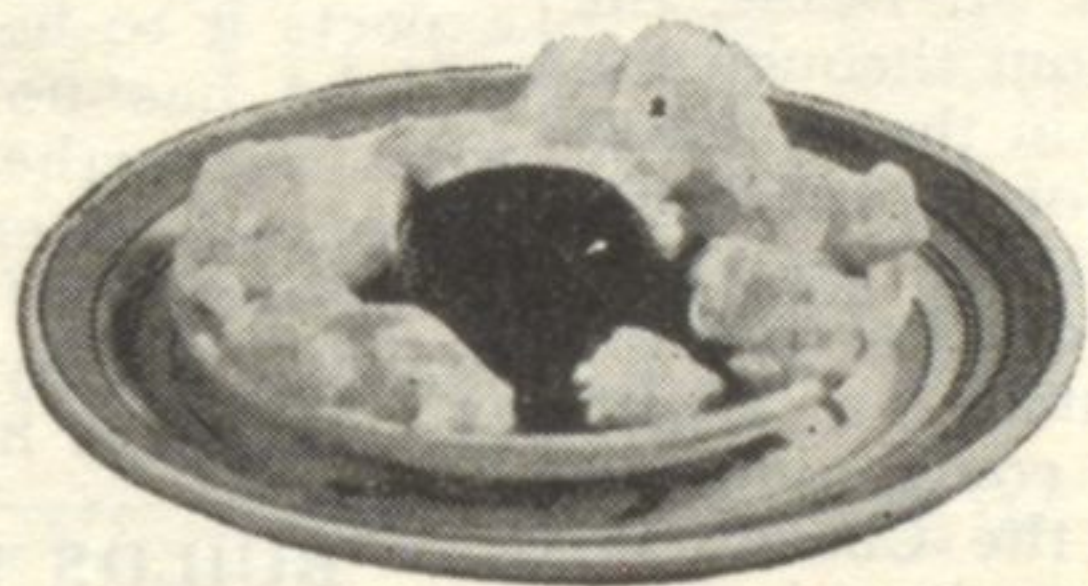


Photo of Rice Krispies—by courtesy The Kellogg Co.

It's the right start for a good day

It's quite natural for appetite to be keen at breakfast—the break of a 12-hour fast. And everyone, authorities say, including mother, should eat a substantial meal to lessen mid-morning fatigue and nerve tension. As a part of your "good" breakfast enjoy plenty of Borden's Cream. It makes the cereal delicious and mellows the coffee.

Whipped Cream
Makes Even Simple
Desserts Delicious



Gelatins, chocolate, vanilla or the other kinds of pudding, junket, bread pudding—simple desserts like these are simply delicious when topped with a generous helping of Borden's Cream.

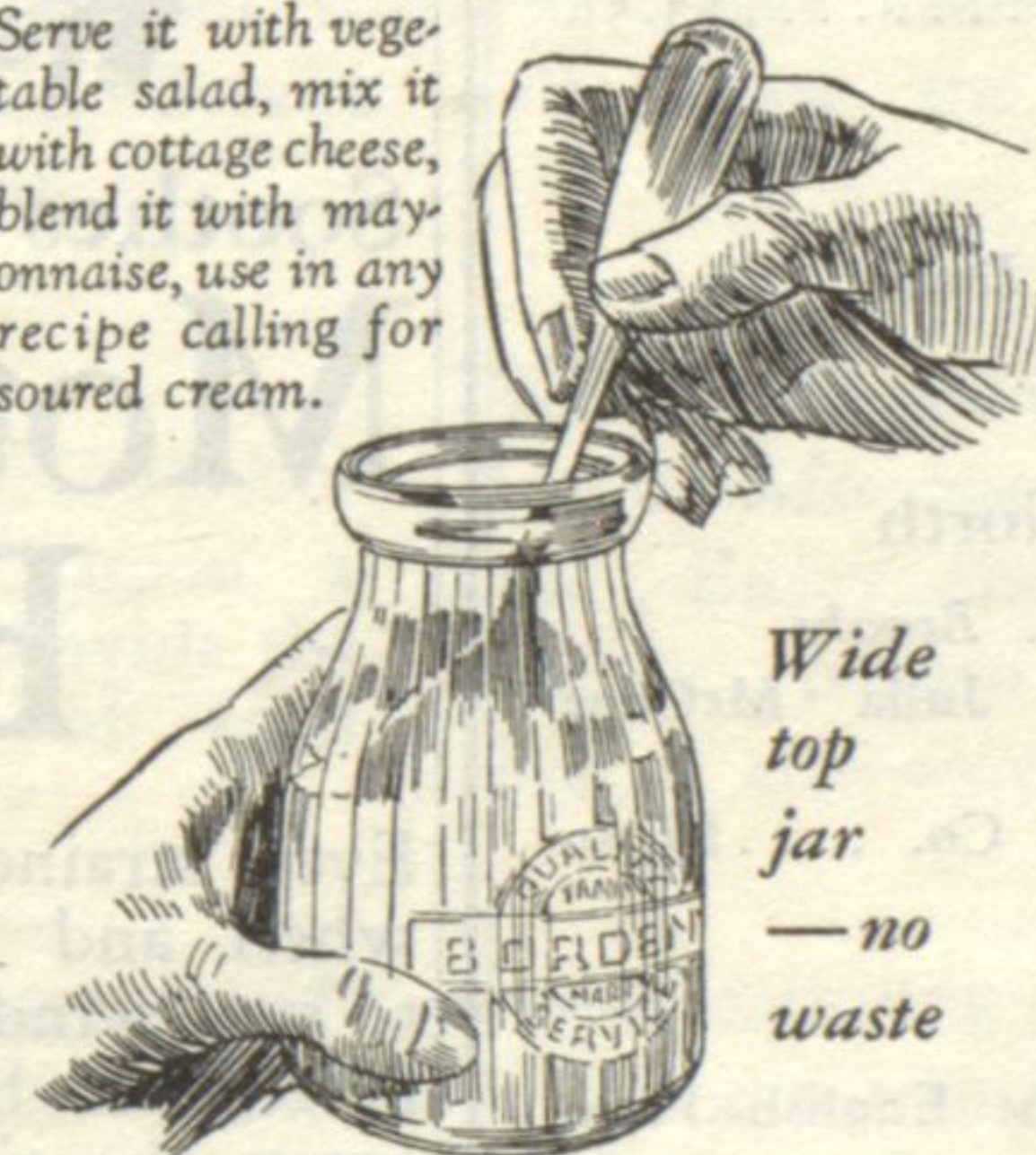
*Borden's Cream
whips in a minute*



Borden's *Soured* 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

Wilmette 1545