



## Leaders of Quality

WITH Borden's everywhere recognized as the "Leader of Quality" in Condensed Milk Products, with the Borden consumer advertising building up and steadily maintaining the nation-wide Borden demand, with the profit margin on sales big and solid and business building—with all these factors in your favor don't you think it will pay you to keep your Borden supplies always well displayed?

### Borden Milk Co., Limited

*Leaders of Quality*  
MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver, B.C.