

# Borden's

will bring you bigger Summer Sales

Displayed in windows, counter, or shelves—any place where your customers will see them, Borden Milk Products will increase your summer sales and win you the sincere confidence of every customer.

For Borden Milk Products are an ideal summer selling line. Their convenience and general utility make them strong favorites with picnickers, camping parties and outing folk in general.

And their quality—well, Borden quality has been an established truth for more than 60 years.

This summer let every customer know you handle and recommend Borden's. You'll find it worth while.

**Borden Milk Co., Limited**  
 "LEADERS OF QUALITY"  
**Montreal**

Branch Office:  
 No. 2 Arcade Bldg., Vancouver



If any advertisement interests you, tear it out now and place with letters to be answered.