

**"I sell
Borden Milk Products
because**

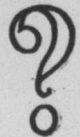
their purity and utility are such as win the esteem of the most critical customer.

But little effort is required to keep a stock of Borden's Moving. The public are being constantly reminded of Borden superiority through newspaper and magazine advertising, they know that back of every Borden line is a reputation for quality extending over sixty years.

Hence I find that a little reminder to the housewife in my windows or interior displays is sufficient to keep my stock moving briskly. And the profits are really worth while."

Successful Grocer"

ARE
YOU
A
BORDEN
DEALER

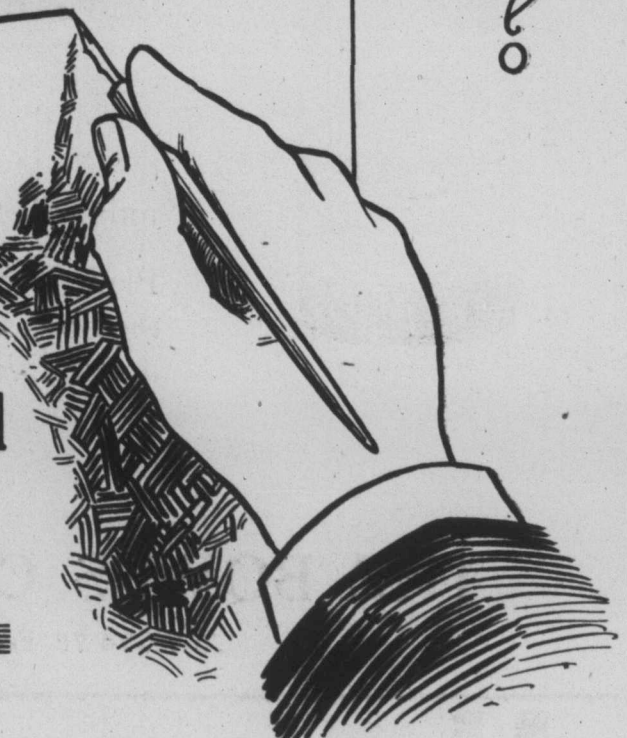


Borden Milk Co., Limited

"LEADERS OF QUALITY"

MONTREAL

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



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