



A "line-up" of quality

that should be on every grocer's shelf.

BORDEN QUALITY has placed these products far ahead of all competitors.

Borden extensive advertising has built up a great demand amongst housewives.

These two factors are sufficient reasons why grocers increase their profits by handling

Borden's

Wherever convenience and wholesomeness are appreciated, there you will find Borden Products. Display your Borden Products, Mr. Grocer, and know what great selling appeal there is in the name "**BORDEN.**"

Borden Milk Company, Limited

"Leaders of Quality"

Montreal

Branch Office: No. 2 Arcade Bldg., Vancouver