

VACATION DAYS



--days when Borden
Milk Products are more
saleable than ever

IF there is any one time when Borden convenience has a stronger than usual selling appeal, it is during the Summer season, when all manner of holiday folk appreciate the many big advantages of Borden Products.

The first thought of the prospective camper or picknicker is of something good to drink, something that is easily carried and is easy to prepare.

Here is a big opportunity for the wide-awake grocer to suggest Borden suitability in window trims and counter displays. Borden Products are refreshing and nourishing, whether made right on the spot or previously prepared and carried in a Thermos Bottle.

Borden's "Reindeer" Coffee and "Reindeer" Cocoa are two especially good lines for your "Vacation Hints" display.

Have you a good stock on hand?

Borden's



Borden's



Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver