



*Borden's*

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MILK PRODUCTS LEAD IN QUALITY

## .... and Lead in Sales

It is a well-known fact that Borden's Milk Products require no sales talk. They sell themselves on their incomparable quality reputation and every sale creates a bond of goodwill between grocer and customer.

Borden's Milk Products are unquestionably the leading sellers in their field—a fact that every aggressive grocer should carefully consider. Stock up from the Borden list of rapid sellers. Your wholesaler will supply you.

SIX CANADIAN FACTORIES

# The *Borden* CO., LIMITED

Leaders of Quality

MONTREAL

VANCOUVER



*Borden's*