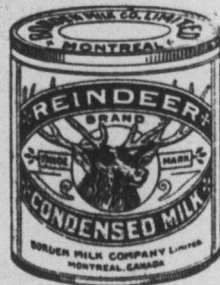


You sell more Borden Milk Products than any other kind

because the public appreciate the superior merits of these "Leaders of Quality"



BORDEN Milk Products are not the kind you have to "talk up." The talking is done through our aggressive consumer advertising. The demand is ready to hand and it's up to you to secure your share.

PEOPLE know what excellence the name "Borden" guarantees. Three generations ago it was recognized as the synonym of all that was good in Condensed Milk Products and each passing year serves but to further enhance this splendid reputation. Know what this means to you by just displaying Borden's regularly.

Order from your wholesaler

Borden Milk Company, Limited

"Leaders of Quality"

Montreal

Branch Office:

No. 2 Arcade Building, Vancouver

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