



**“Most people  
in your locality**

are familiar with the Borden quality reputation. Consistent Consumer Advertising has sown the seeds of heavy sales in the minds of your customers.

“An attractive window display of

**BORDEN MILK  
PRODUCTS**

will help you reap bigger sales and better good-will.

“Ask your wholesaler to ship you a trial supply of Borden's. You'll like their selling qualities.”

**Borden Milk Co., Limited**

“Leaders of Quality”

**MONTREAL**

**Branch Office: No. 2 Arcade Building  
Vancouver, B.C.**

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