

Your efforts  
will pull worth-  
while results



When you push and recommend milk products of such high quality as

## BORDEN'S

Unquestioned purity and systematic consumer advertising have created for Borden Milk Products a steady, profitable demand that is putting dollars in dealers' cash drawers day after day. The public know Borden's—they know that for three generations these dependable lines have set the standard for quality and wholesomeness. They know too, that the Borden's of to-day are just as reliable and just as good as when the Borden standard was first instituted.

Mr. Dealer, if you are not already featuring Borden Milk Products, you should begin to-day.

A representative window display will bring you a big share of the profitable business. Order now.

### 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.*