

Easier For You As Well As More Profitable

It is a paradox of modern retailing that the easiest way is in many instances really the most profitable.

Take BORDEN'S—the "leaders of quality" line of milk products known in every community in Canada.



Our consumer advertising has familiarized your customers with the quality of Borden Milk Products, and they know the name Borden Eagle Trade Mark as the symbol of all that is good in these lines.

A grocer is only wasting his time and taking chances of dissatisfying his customers when he tries pushing the sale of unknown or unpopular brands.

Please your customers, save time, and build better business by featuring the popular Borden line. Your wholesaler has them.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

