


Your customers
 know that the name
Borden's is a 
 synonym of Quality



What is this Borden Quality—
 this something which places
 Borden Milk Products ahead of
 all competitors?

Borden's



It is the attainment of the utmost
 in pure, palatable, wholesome
 milk products. It is a degree of
 excellence made possible only
 by carefully selecting the purest
 milk from clean, healthy cows
 and processing it by the most
 scientific methods in factories
 that are entirely sanitary in
 every respect.

So that when you hand Borden's
 to your customer you can anti-
 cipate her approval of the
 quality that always satisfies.

Borden Milk Company

Limited

"LEADERS OF QUALITY"

MONTREAL

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

License No. 14-213

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