

"It's a pleasure to feature Borden's"

say grocers who handle Borden Products. Their fame for quality, their convenience and popularity make them big sellers. It takes little effort on a salesman's part to sell Borden products. They sell themselves on their reputation. All you need to do is to feature your Borden Brands regularly. Give them prominent displays and ring up increased earnings.



You can handle BORDEN BRANDS of MILK with perfect confidence, knowing that every can in every case will sell and give satisfaction.

Get your share of the growing demand by identifying your store with these leaders of quality.

Borden Milk Company, Limited

MONTREAL

VANCOUVER