



Borden's

-for every Summer Outing

WHEN making up your displays of Summer lines give good prominence to Borden's—the Condensed Milk Products that are unequalled for both quality and convenience.

EVERYBODY in your community knows how good Borden Milk Products are. Advertising has made them known from one end of Canada to the other—their own delicious goodness has entrenched them solidly in the people's estimation.

NOW during the vacation weeks comes an extra good opportunity for you to increase your sales and your profits by featuring Borden convenience and Borden utility.

You know the Borden sellers. But just to remind you—

Borden's Eagle Brand Condensed Milk
 Borden's St. Charles Evaporated Milk
 Borden's Jersey Evaporated Milk
 Borden's Reindeer Condensed Milk
 Borden's Reindeer Condensed Coffee
 Borden's Reindeer Condensed Cocoa

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver