



Progressive dealers display Borden Milk Products

When sound-reasoning grocers continue to stake their sales expansion on the Borden quality line, could you do better than follow their example?

The utility and convenience of the Borden products make them desirable for innumerable uses. Their thorough quality and absolute purity take good care of continued purchases.

In the most progressive store you'll find Borden's dominating the window displays and so placed on shelves and counters that even the unobserving could not miss them.

Surely there are many ways in which you could greatly increase *your* "Borden" sales?

Start that improvement *to-day*.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver