



You'll like their  
selling value right  
from the very first

And the customer satisfaction they create will react favorably on other lines you handle.

Summer displays of *Borden Milk Products* are always productive of excellent results. All manner of outing folk like Borden's because of the little trouble involved in their preparation.

Be sure your stock is ample to cover this holiday demand.



**Borden Milk Co. Limited**

"Leaders of Quality"  
Montreal

Branch Office:  
No. 2 Arcade Bldg., Vancouver