



Borden's
MILK PRODUCTS LEAD IN QUALITY

It's Easier to Sell Borden's than any other Kind

because your customers know that Borden's have set the standard of Quality in Milk Products for generations.

They are being told this — they are being convinced of it — through the consumer advertising by which we are helping every Borden dealer to multiply his sales.

Is our co-operation in this regard helping you? There is no reason why it should not. Just keep your Borden stocks displayed and watch results.

Borden Milk Co., Limited

Leaders of Quality

MONTREAL and VANCOUVER