



Purity, Utility and Absolute Satisfaction

are the big selling points of *BORDEN MILK PRODUCTS*. The demand for these wholesome milk products is apparent everywhere as a result of the country-wide consumer advertising that we unceasingly carry on. This demand will become very apparent right in your own community when you begin featuring the *BORDEN LINES*, the lines whose popularity is builded upon a record of over fifty-nine years' satisfaction-giving.

The coming of summer is an ideal time to start things going by featuring a representative display of *BORDEN'S* in your windows, show case, shelves, etc. Draw your customers' attention to Borden suitability for picnic parties or camping trips.

Steady summer sales will follow an effective *BORDEN* display. Arrange one now, and secure a better hot weather turnover.

Borden Milk Co., Limited

Montreal

Branch Office: No. 2 Arcade Building

Vancouver, B.C.



If any advertisement interests you, tear it out now and place with letters to be answered.