

# Sales come easiest with goods that hold the public confidence



*Made in Canada*

No waste of words, no precious moments lost in selling the housewife any of the

## Borden Milk Products

Sixty years of Borden purity, sixty years of Borden reputation, sixty years of extensive Borden advertising have so built up the public confidence in Borden Milk Products that sales are fully made before the customer enters your store.

Such confidence as this is continually creating new trade and making every prospective buyer a satisfied and regular customer.

See for yourself how this confidence will greatly strengthen and increase your sales. Display Borden's prominently in your store.

Ask your wholesaler to replenish your stock to-day.

# Borden Milk Company, Limited

"LEADERS OF QUALITY".

**MONTREAL**

Branch Office, No. 2 Arcade Building, Vancouver

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