



Success comes quickest with standard goods such as *Borden's*

Three generations of physicians have prescribed them for their absolute fidelity to purity, quality and wholesomeness.

Three generations of mothers have proven their worth and goodness.

And to-day Borden's is one of the strongest and surest sellers in your line.

It is a year-round seller that quality dealers from coast to coast find worth stocking. Are you well supplied?

Any good wholesaler will ship you Borden's, and a trial means that you'll sell it right along.

BEGIN TO-DAY

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver