

“It’s Borden’s, Madam”



Most housewives when they think of milk products, think of Borden's. In the popular mind, all that is best, cleanest, sweetest in these lines is Borden's.

Borden's Milk Products are bought steadily and consistently on confidence. Experience has taught users that Borden quality is uniform and dependable.

To say to a woman, "It's Borden's, Madam," is to make a sale—and to make one sale of Borden's is to forge the first link in a chain of sales that will continue as long as your business.

Borden Milk Products are easiest to sell, because Borden quality has backed up Borden publicity.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

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