



Made in Canada



Lively sellers

—the sort of stock you are always aiming to handle, the goods that you know will bring your most particular customer back with a smile of satisfaction and a profit-making repeat order—that, Mr. Dealer, is what you will find in the well-known Borden Milk Products.

Established reputation for purity and quality, together with steady advertising, keep Borden's Brands of Milk moving rapidly from the Grocer's Shelves. You can handle Borden's Milks with perfect confidence, knowing that every can in every case will sell and give satisfaction.

"St. Charles" Evaporated and "Eagle Brand" Condensed Milk are two Borden lines, very dependable for quick money-making winter selling. The prevailing high cost of fresh milk is swinging more people "Bordenwards." They find in these high-class milk lines a purity and a delicious wholesomeness hitherto undreamed of.

Get in line with the other wide-awake Grocers who are cashing in on Borden Quality.

**Borden Milk Co.
Limited**

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg.,
Vancouver, B.C.

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