



**It's well worth your
while** to get every ounce
of your selling ability
and that of your clerks behind
the two Borden lines here shown—the
most popular milk products on the
market to-day.

*Reindeer Coffee and Reindeer
Cocoa*

should never be omitted from your
winter displays. Their well-known
convenience and utility make them
particularly popular during the pres-
ent season and a neat window display
will swing a goodly share of this
profitable demand your way.

Feature the Borden lines constantly.

Borden Milk Co., Ltd.

"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.