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She appreciates Borden convenience

This convenience is one of the salient features of Borden's Reindeer Coffee and Reindeer Cocoa (with milk and sugar).

Instantly preparable by the mere addition of boiling water. And delicious enough to satisfy the most critical taste.

Remind your customers of Borden convenience and utility. You'll find the demand particularly strong during the Summer months. Campers, Cottagers, Picnickers and all manner of outing folk are particularly good prospects for the dealer well stocked with the Borden Products.

You know the six quality lines—Eagle Brand Condensed Milk, Borden's (St. Charles) Evaporated Milk, Borden's Reindeer Condensed Milk, Borden's Reindeer Coffee, and Borden's Reindeer Cocoa.

BORDEN MILK CO., LIMITED

Leaders of Quality

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver



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