

REINDEER Condensed COFFEE

(With Milk and Sugar)

—the practical Christmas gift for every Tommy overseas

When your customers are planning the contents of the Overseas Christmas Parcel, remind them of Reindeer Condensed Coffee—how welcome it will be in trench or dugout—how quickly and how easily Tommy can prepare it by just adding boiling water.

Make up a window display of Reindeer Coffee now with a little card suggesting its suitability as an Overseas Christmas Gift. Your customers will appreciate the suggestion and you will be still more convinced of the fact that Reindeer Coffee is a good profit-maker.

Borden Milk Co.

Limited
"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.