



“Convenient”

“Economical”

# Borden's Reindeer Coffee

—a popular Fall and Winter seller—

The *convenience, economy and deliciousness* of this splendid *Borden* product has won great favor with housewives everywhere.

A cupful of boiling water, a teaspoonful of *Borden's Reindeer Coffee* assures a wholesome, delightfully flavored cup of coffee instantly made—no sugar or milk needed—they're both in it.

Grocers have found it a remarkably popular seller, especially during fall and winter.

Keep several tins on your counter and write us for special Reindeer Coffee recipe folders to put alongside them. You're sure to give satisfaction and pleasure with every sale. Your jobber sells it—a profitable line for you to sell, too.

**The Borden Co., Limited**  
Montreal

Borden's Products—  
Eagle Brand Milk  
St. Charles Milk



**Borden's**

St. Charles Brand

Canada's  
National Milk

Reindeer Coffee  
Reindeer Cocoa  
Malted Milk