

THIS IS THE 1,326th ISSUE OF

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, MAY 9, 1913

No. 19

Borden's

LOOK FOR THIS NAME ON THE NEW LABEL OF REINDEER COFFEE

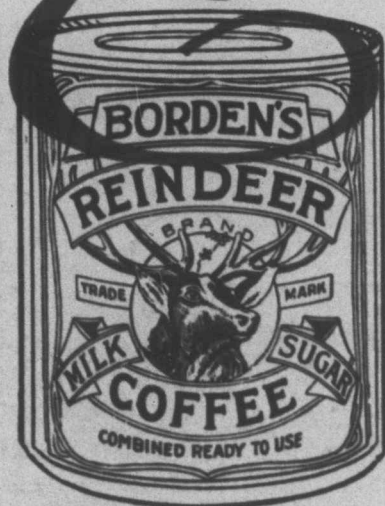
Borden's "REINDEER BRAND" Coffee has proven itself worthy of the name which is recognized from one end of the continent to the other, as the signet of Quality and Purity in Milk products.

These handsome brown and gold labelled tins will make a splendid display for your windows and cases. Get them before your trade now. Picnic and outing time is here.



The Leading Brand Since 1857

The Name "Borden's" on Milk Products is the Highest Guaranty of Quality and Purity



Any Milk product bearing the name "BORDEN'S" can positively be relied upon as being the best that money can produce.

It is the name known to the millions and is always associated with Quality and Purity. It is the highest form of guaranty you can give to your patrons with every can of milk product you sell.

BORDEN MILK COMPANY, Limited
"LEADERS OF QUALITY"
MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver