



Now is the Time to Feature

Borden's Reindeer Coffee

—the handy, economical and delicious *Borden* product that makes the finest flavored coffee in an instant by simply adding boiling water—no sugar or milk is required because they're both in the prepared coffee. It does away with percolators and coffee pots and its great convenience and economy have made it a highly popular seller and one that wins steady repeat orders. Get the

most out of this big Fall and Winter selling by featuring your stock of this superb *Borden* product prominently in every display.

Send for Reindeer Coffee recipe folders to hand to your customers. Recommend it and profit by your suggestion. Your jobber sells it.

The Borden Co., Limited
Montreal

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



Borden's
ST. CHARLES

Brand Milk

"With the Cream Left in."

Reindeer Coffee
Reindeer Cocoa
Malted Milk