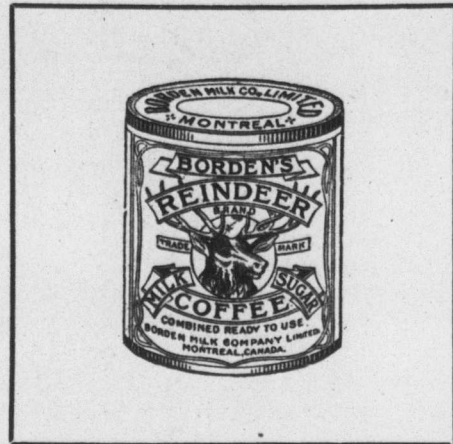


Here's a delicious and economical coffee that makes instant coffee by adding only boiling water —



# Borden's Reindeer Coffee

—a handy, economical and delicious coffee that will appeal to every housewife. It makes instant coffee by the addition of only boiling water — no sugar or milk is required because they're both in the coffee.

*Borden's Reindeer Coffee* is the handiest prepared coffee on the market—it instantly makes wholesome, superbly flavored coffee and its economy is easily proven.

Everywhere it has been introduced it has won unstinted praise from housewives, and the steady way in which it repeats makes it a highly profitable seller. Feature it prominently in your Fall and Winter displays.

The Borden Co., Limited  
Montreal



Eagle Brand  
Condensed Milk  
St. Charles  
Evaporated Milk

*Borden's*

Reindeer  
Condensed Coffee  
Condensed Cocoa  
Borden's  
Malted Milk

**ST. CHARLES BRAND**  
CANADA'S NATIONAL MILK