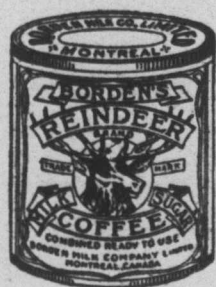


Borden's
Reindeer Coffee
and
Reindeer Cocoa

With Milk and Sugar Added in Correct Proportions
JUST ADD BOILING WATER



—two lines that are always popular—two lines that always measure up to that degree of quality which has placed the Borden lines so far above all competitors.

Always show and recommend Borden's Superb Beverages — Reindeer Coffee and Reindeer Cocoa. You will reap big returns.

Borden Milk Company, Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver