

FEATURING—PARCEL POST NOT PAYING

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Arrived
as requested—

Reindeer
Condensed Coffee
and Cocoa



Thousands of soldiers' hampers will be sent to "Somewhere in France," and most will contain Reindeer Coffee and Cocoa if the many requests of soldier boys are given an ear.

These beverages contain both sugar and milk and require only the addition of boiling water, which is easily secured even in the trenches, to make a delicious, just-like-home cup of coffee or cocoa.

Every package and hamper going to the front should contain a good supply of these beverages.

This means extra business for you. Send for one of our "Your Soldier Boy" display cards. Show a soldier's hamper in your window with Reindeer Condensed Coffee and Cocoa and other suitable lines in evidence.

Stock up to-day and answer the call from the trenches.

Borden Milk Co., Limited
Leaders of Quality

Branch Office:
No. 2
Arcade Bldg.
Vancouver

MONTREAL
Quebec