GET THEM FREE WITH COUPONS FROM

Borden's SILVER COW IRRADIATED EVAPORATED MILK

GET GIFTS FASTER BY COMBINING SILVER COW COUPONS WITH COUPONS FROM

OCTAGON and KIRKMAN SOAP PRODUCTS

HEALTH CLUB BAKING POWDER

Coupons will be redeemed at any of the Premium Stores or Agencies listed on the back page. Where it is not convenient to personally visit one of these stores coupons should be mailed to — PREMIUM DEPT. — 17 Sussex Street, Jersey City, N. J.

FOR COMPLETE MAIL ORDER DIRECTIONS SEE INSIDE

THIS CATALOG GOOD UNTIL DEC. 31, 1939
YOURS IN NO TIME AT ALL!
The way the coupons pile up...you'll have enough for several of these lovely gifts before you know it. In our Premium stores there are a thousand to choose from and they're all standard, reliable merchandise. Just what you'd choose for yourself or for Christmas or birthday presents if you went to a store to buy.

But you don't have to buy!
They're yours for only a few coupons!
It's quick, saving coupons now because so many products offer them—see cover. You can combine the coupons in any way you like to get the gift of your choice.

Look carefully through these pages and decide what you want. Now! Then arrange a box or some safe place in which to keep the coupons. In no time you'll have enough. You'll be surprised how quickly and how easily these fine gifts will be yours once you make up your mind to use all the products which make these generous offers.

PREMIUM DEPARTMENT
17 SUSSEX STREET
JERSEY CITY, N. J.

Save FREE-GIFT Coupons— from
BORDEN'S PREMIUM MILKS

OCTAGON SOAP PRODUCTS

KIRKMAN'S SOAP PRODUCTS

HEALTH CLUB BAKING POWDER

Lovely Indeed—In the rich satin finish—in the fine workmanship—in the refinement of design is this popular pattern produced by INTERNATIONAL SILVER CO. Made to stand long wear, any piece that does not give full wearing satisfaction will be cheerfully exchanged.

No. Description Coupons
1000 One Tea Spoon 10
1205 One Dinner Fork 30
1206 One Table Knife, stainless steel blade, solid handle 100

No. Description Coupons
1208 Dainty Filet Lace Bureau Scarf, about 16" x 50" Ecru only 120
1407 Tapestry Table Runner, about 48" x 12", in green, red or rust 140
1513 Six Napkins to match Table Cloth No. 2801. Hemmed on all sides, size about 18" sq. 150
1522 Six Linen Napkins, checked design to match Table Cloth No. 2405. Size about 13" sq. 150
1574 Chromium plated Serving Tray—Handsome and well made—size 16" x 11"—elegant serving finish 170
1813 Pair Prancies Marquise Cartouche, each 45" x 12" with tie backs and ruffle, cream, white or ecru 190
2403 Copper Whistling Kettle, 2 qt. size. Bird shaped spout whistles when water boils. Tin lined 240
2420 Linen Table Cover, size about 52" sq., checked design. Blue, green or red. For Napkins see No. 1522 240
2406 Hanging Wall Lamp and Shade, 11 1/2" overall length. Solid maple 8" decorated paper parchment shade 260
2801 Snow White Table Cloth. Bleached mercerized rose pattern, damask cotton, will not lint. Size about 69" x 61" 1" Hemstitched border. For Napkins see No. 1513 280
2903 Filet Lace Table Cover, about 14" x 12", Beautiful design in ecru only 280
2906 Table Cloth, bleached cotton, damask pattern, about 61" x 69", colored borders in green, blue or gold. Hemstitched, ready for use 290
3017 Electric Toaster, nickel plated—turns toast automatically when side is lowered—with cord and plug 300
3500 Cork Lamp and Shade, about 18" high. 12" Parchment shade. Copper-colored base and bands on Cork standard 350
5013 Occasional Table, 22" high, circular top, 16" diameter, walnut finish 500
6258 "Mirro" Electric Percolator, black heat resisting handle. 8 cup size. Steel aluminum. Cord and plug 625

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COUPONS Will Bring These GRAND GIFTS to You...FREE!
Good cooks now-a-days have a special secret for making cream sauces, soups and casserole dishes taste extra-good. They use Borden's SILVER COW Irradiated Evaporated Milk.

Here's why!... Borden's SILVER COW Milk is wonderful milk. It brings a special flavor to your table. For only the cleanest, purest, freshest milk is accepted for Borden's SILVER COW Milk. Naturally, it tastes better in your cooking or in your coffee.

There are many other Borden Premium Milks... both Evaporated and Sweetened Condensed—pictured below. They're all made with the same strict adherence to the high Borden Standard of Quality. And every one carries a valuable coupon.

**Borden's SILVER COW Irradiated Evaporated MILK**

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THE STORE OF
1000 FREE GIFTS

COUNTER yourself in the happy throng of coupon savers who regularly visit our premium stores. There you will find hundreds of articles in addition to those listed in this catalog. There you can see and examine every gift you desire. And there you will find courteous attendants who give the friendly, personal service we want you to have.

VISIT ANY ONE OF THESE FRIENDLY WELL-STOCKED STORES OR SEE INSIDE FOR MAIL ORDER DIRECTIONS.

PREMIUM AGENCIES

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Bluefield Hardware Co., 2152 Michigan Ave.

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Whitefield Hardware Co., 2152 Michigan Ave.

Detroit, Michigan
Chowfield Hardware Co., 2152 Michigan Ave.

Detroit, Michigan
Brownfield Hardware Co., 2152 Michigan Ave.

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V. E. Zierler, 5126 Roosevelt Rd.

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