

*For Christmas Baking and  
Candy-making suggest*

*Borden's*  
**ST. CHARLES MILK**

*"With the cream left in"*

Urge your customers to try their Christmas Baking and Candy-making the ST. CHARLES way and the improved, rich, creamy flavor produced will make them steady users of this thoroughly sterilized, rich, pure milk to which nothing has been added—just a portion of the water removed and the cream left in. You can also truthfully tell them that its continued use will materially "cut the cost of cooking."

Write for free display material and ST. CHARLES Recipe Books to give your customers.

**The Borden Co., Limited**  
**Montreal**



*Borden's*

**ST. CHARLES**

**Brand Milk**

*"With the Cream Left in."*

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

*Reindeer Coffee  
Reindeer Cocoa  
Malted Milk*