



Show This Borden Product Regularly

Borden's
ST. CHARLES
EVAPORATED MILK

has a higher percentage of Butter Fat than is demanded by the Government regulations for Evaporated Milk.

Its quality is only equalled by its great economy. It has been aptly termed "The Milk that cuts the cost of cooking."

Put St. Charles Brand before your customers' notice and recommend it.

It will repeat.

Borden Milk Company, Ltd.

"LEADERS OF QUALITY"

Montreal

Branch Office: No. 2 Arcade Bldg., Vancouver