

Fall Stimulates the Sale of *Borden's* Milk Products



While Borden Milk Products are steady-selling "year round" staples there are times when Borden Sales are given an added impetus. And one of these times is during Fall and Winter.



Fall ushers in the Social Season in which your customers will do more baking and candy making. If you induce them to try their favorite recipes the **St. Charles Way**, the improved rich, creamy flavor produced will make bigger business for you in the future. Then **Borden's Reindeer Coffee and Cocoa**, with their deliciousness and handiness, are such a help to the hostess that it takes little selling effort to sell her a half-dozen tins at a time.



Get after this big Fall demand, display your **Borden Products** and watch your profits increase.



Write for free recipe booklets and display cards.

The Borden Co., Limited
Montreal

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



Borden's
ST. CHARLES

Reindeer Coffee
Reindeer Cocoa
Malted Milk

Brand Milk

"With the Cream Left in."