December 17, 1920

CANADIAN GROCER

Borden's

CHADI

Brand Milk

With the Cream Left in"

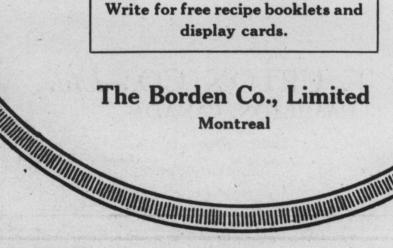
Borden's Products-**Eagle Brand Milk** St. Charles Milk

The Rich, Creamy Milk that Improves all Baking and cuts the cost of Cooking

Borden's intensive advertising has been, and is now, telling the people of Canada (hundreds of them are customers right in your locality) that Borden's St. Charles Milk gives an improved, rich, creamy flavor to all baking in which it is used and that because it is so wholesome and rich in butter fats, less butter is required and a smaller quantity of St. Charles is needed than ordinary milk since St.

Charles is rich, pure milk, with the cream left in.

During the cold weather and the holiday season your customers will be doing more home baking and candy-making. Co-operate with **Borden** ad-vertising and speed up your sales by getting up a good Borden window display. Everybody knows St. Charles Milk-let them know you stock itthe results will reward you.



Reindeer Coffee Reindeer Cocoa Malted Milk