

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



# Borden's

## ST. CHARLES

### Brand Milk

"With the Cream Left in."

Reindeer Coffee  
Reindeer Cocoa  
Malted 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** advertising and speed up your sales by getting up a good **Borden** window display. Everybody knows **St. Charles Milk**—let them know you stock it—the results will reward you.

Write for free recipe booklets and display cards.

The Borden Co., Limited  
Montreal