



Now is the Time!

Your customers do more baking and candy making during Autumn days. And, bulk milk isn't getting any cheaper or more plentiful as late fall closes in. Now is the time to get your customers cooking, baking, etc.—the ST. CHARLES way.

ST. CHARLES Milk improves favorite recipes, keeps fresh and convenient all-ways. Recommend it and get your share of the fall business on ST. CHARLES MILK.

Then don't forget how handy ST. CHARLES Milk is to your customers who take long hikes into the bush during this season—they still like milk in their tea and coffee.

There's only one milk for them, and be sure and suggest all four sizes—2 lbs., 1 lb., 12 oz. and 6 oz. containers.

*Ask us for free display material, recipe books, etc.
Make this your best ST. CHARLES season.*

**The Borden Co., Limited
Montreal**

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