

# INCREASE YOUR PROFITS

*Suggest  
to your customers  
to use*

## *Borden's*

— ST. CHARLES Brand —

# EVAPORATED MILK

NO OTHER MILK IS NEEDED

Always ready --- always pure ---  
Borden's Evaporated Milk is the all-  
purpose Milk --- a household necessity.  
Reduced to the thickness of rich cream.

It is the year round, every day  
reliable Milk.

IT IS TRUTHFULLY SAID THAT BORDEN'S IS

*"The Milk that cuts the cost of Cooking"*



The

# *Borden*

Co., Ltd.

MONTREAL

VANCOUVER