



Remind Customers You Sell *Borden's*

Keep your **Borden Milk Products** well displayed on your counters and feature them in your window displays during this Fall and Winter Social Season. The convenience and deliciousness of **Borden's Reindeer Coffee and Cocoa** will greatly appeal to the hostess and for the many little informal evenings home baking and candy making will prove an added treat if made the **St. Charles Milk Way**.

Induce your customers to try their favorite recipes the **St. Charles way**—the improved, rich, creamy flavor produced will make them steady users. Just let your customers know you sell Borden's—the name will do the rest.

Write for attractive selling helps,
books of recipes for your customers, etc.

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