



Gail Borden

The Secret of *Borden's* Supremacy

Sixty-three years ago Gail Borden, "the father of pure milk," first proved to the world the practicability of a nation-wide distribution of safe, pure milk of guaranteed quality and absolute dependability.



Borden's



Borden's



To-day, as in 1857, this quality and purity basis has ever been rigidly maintained. It is this *unequalled purity and quality*, combined with an intensive, continuous, national advertising campaign that is resulting in greater sales, greater dealer profits and has made the name Borden's supreme in the world of milk products.



SIX CANADIAN FACTORIES

The *Borden* CO., LIMITED

Leaders of Quality



MONTREAL

VANCOUVER