

In 1857

The Man who made nation-wide distribution of Pure Milk possible

It is Sixty-two years now since Gail Borden, the Father of Pure Milk, first proved the practicability of his theory regarding the nation-wide distribution of pure milk.

His aim—his life-work—was to secure pure milk, preserve it in all its purity and have it reach the consumer in the same pure state.

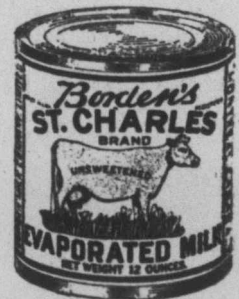
The quality basis established then has never been deviated from. And today the care and attention given to every part of their manufacture guarantees the goodness of every Milk Product bearing the name of



The Original and Leading Brand Since 1857

Borden's

Always have a stock of Borden's on hand. And remind your customers of the fact with daily displays. There's a Borden Milk Product for every purpose.



In Four Sizes—Small, Family, Tall and Hotel

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

VANCOUVER