

Get your extra Vitamin and Mineral protection the natural way - with Gail Borden

*Signature
Quality* **Fortified
Whole Milk**

Now... science makes it possible to add extra amounts of the vitamins and minerals naturally present in milk. The result is Gail Borden, is 100% of the minimum daily needs of 8 of the 10 essential vitamins and minerals in every quart! Gail Borden is extra quality pure fresh milk, homogenized for even rich flavor.

for those on a low calorie diet
Gail Borden
Fortified
Skimmed Milk

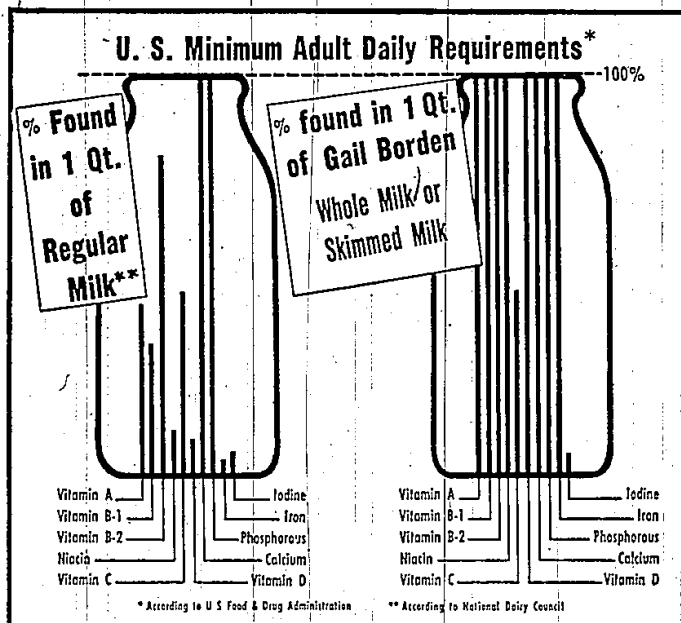
Dieters still need the same amounts of vitamins, minerals and proteins. One quart of Gail Borden Skimmed Milk brings minimum daily requirements of all essential vitamins and minerals except vitamin C and iodine... plus extra amounts of milk's complete proteins. A safe help in reducing!

**Ask your
doctor!**

When your doctor questions whether or not you are getting enough vitamins and minerals in your diet, ask him about Gail Borden Whole or Skimmed Milk.



**This chart
tells the story**



Only Borden's has Gail Borden

*For More
Information*

about

Gail Borden

Fortified

Whole Milk

ask your

Borden milkman

or

South of 12 Mile Rd.

phone KE. 5-8500

North of 12 Mile Rd.

phone LI. 8-7511

**Better yet,
send this coupon today!**

FREE BOOKLET

I am interested in my family's health.
Please rush me full information about
Gail Borden Fortified Whole Milk.

Name

Street City

Send coupon to: Borden Company
24624 Plymouth Road
Detroit 39, Michigan