

Postcards

# Postcard

<https://collections.pacmusee.qc.ca/en/objects/postcard-2013-030-015-208/>

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Postcard in red-tinted monochrome.

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Accession Number 2013.30.15.208

Medium and Support ink, cardboard

Technique industrial process

Measurements 8,9 x 14,1 cm

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## Historical context

This is a Nestlé advertisement for baby food. The drawing of the stork is revealing. Indeed, according to its Alsatian origins, the stork brings little brothers and sisters in a bundle using its powerful beak. When we speak of baby food, we mean formula milk powder. In the 2nd half of the 19th century, industrialization intensified and it became difficult to produce one's own food in the city (due to the lack of space for a vegetable garden or animals). As a result, produce came mainly from the outskirts of Montreal, and this sometimes affected the freshness of the food. As a result, milk is becoming a major public health issue, since infant mortality is very high and is mainly attributable to diarrhoeal diseases. As pasteurization of milk was not mandatory in Montreal until 1925, parents turned to other options, such as powdered milk.

Nestlé (named after its founder, Henri Nestlé, trained as a chemist and pharmacist) was one such company offering powdered milk. This type of advertising was very common in daily newspapers at the time. As for The Leeming Miles Co. Ltd. featured in the ad we're interested in, it was a pharmaceutical laboratory in Montreal.