"That reminds me of old times," said the veteran of the American Civil War, as he pointed to the Can of Eagle Brand Condensed Milk. "How glad we used to be to get hold of one in those days."

So we are here to remind our friends, old and new, that we are still progressive and progressing, and conscientiously doing all we can to promote longevity and good health among the peoples of the earth.

Our enormous facilities and output of goods and the large consumption of them insures to the consumers fresh stock of the best quality, which is a consideration that unknown so-called "just as good" brands can not offer.
WARDS are made on merit, and merit is based on worth and quality, and quality is obtained only by knowledge, experience and systematic care.

Borden's Eagle Brand
CONDENSED MILK

has received the Highest Award wherever exhibited.

It has been before the most exacting Jury on Earth—the public—for over forty-four years, and still leads all other brands. The present great business of Borden's Condensed Milk Co., in the face of constant and persistent competition, is proof of the superiority of its products.
Our Baby.

It is to the mothers we especially appeal, for in these days of substitute feeding, the lives of so many thousands of little ones are at stake. Milk is now admitted to be the proper and exclusive food for a child during its first year. A safe, pure, wholesome and uniform supply is required, and experience shows that

BORDEN'S EAGLE BRAND CONDENSED MILK

is to-day raising more children to successful maturity than all the so-called Infant Foods combined, and the use of it frees the family from that unnecessary abject slavery to complicated methods which are too often forced upon the mother.

Ask or send for our Valuable Booklet entitled "BABIES."
RICH, unsweetened milk available everywhere. Why?

“Convenience”

is the promoting thought in the development of valuable commercial ideas in this progressive age.

To this thought is due the existence of

BORDEN’S PEERLESS BRAND EVAPORATED CREAM

which has enabled those who want good, natural milk to obtain it anywhere on the globe.

GAIL BORDEN INVENTED CONDENSED MILK IN 1853.
No one need be told what the uses of milk are. and it is therefore only necessary to say that

**BORDEN’S PEERLESS BRAND EVAPORATED CREAM**

being a pure, rich Milk in condensed form, is equal to every demand that can be applied to fresh Milk.

Being carefully sterilized in its preparation, it will keep any length of time while sealed in the can, and hence may be kept on hand for use at any time.

Our goods are sold direct to the wholesale trade, and distributed by them to the dealers.

If your grocer does not keep them, write to the proprietors,

Borden’s Condensed Milk Co.

71 Hudson Street,
New York.

**ESTABLISHED 1857**