THE STORY OF AN EAGLE.
DONATED BY
THE LARRY ZIM
WORLD'S • FAIR • COLLECTION
THE STORY OF AN EAGLE.

MORE than a hundred years ago, a certain Eagle built her nest on the Eastern coast of the American continent. This Eagle sometimes went by the name of Spread Eagle (from a habit she had formed of standing with her wings outstretched), but usually known as E Pluribus Unum.

She laid thirteen good healthy eggs and watched over them with maternal pride and solicitude until in course of time a lively brood of thirteen young Eagles was hatched.

E Pluribus is a fine specimen of the Eagle family with strong claws, a powerful beak, and eyes noted for their keenness of vision, and so it came to pass that a certain lion who had undertaken
to interfere with the comfort and happiness of her little ones was quickly espied, very roughly dealt with, and driven into the sea.

Now these thirteen Eaglets waxed strong and became ambitious to fly over the Appalachian Mountains, then the Western confines of the Country in which E Pluribus and her brood could safely fly as many French, Spanish and English soldiers were out
gunning in that vast tract of Western Country known as Louisiana, and E Pluribus advised her venturesome offspring to fly low and not venture over the mountains until such time as one, Thomas Jefferson, who then guided the affairs of the country, could perfect his arrangements to purchase the land of Louisiana and her vast rivers, to become a part of the great Eastern Farm, and E Pluribus Unum and her brood would then be at liberty to fly over the land in freedom and inhabit it from East to West and from North to South, from the rising to the setting sun.

It so happened that E Pluribus had a brother Eagle, who, with a
The Friends of E Pluribus Unum
celebrated discoverer, Gail Borden by name, engaged in the Condensed Milk Industry. Mr. Borden called their product after his partner, Mr. Eagle, and had the latter's portrait...
displayed on every can of condensed milk manufactured, and later on all of the wagons used for delivering the milk and bulletins advertising the Eagle Brand Condensed Milk.

This brother resembles his sister, E Pluribus very strikingly, in that he also has the Spread Eagle habit, as you will readily perceive by comparing the portraits of the two noble birds; the one on the Condensed Milk can, the other on the legal tender of the land.

They have both had a noble history, and they are still working together for the common good of humanity. The one in furnishing a healthy food for the millions of people over the whole land, the other in furnishing

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Trade Mark of Borden's Condensed Milk Co.:}

![Trade Mark Image]
the means to buy the milk; the one in consolidating and unifying a mighty territory, the other in distributing from his depots throughout the whole land a pure and wholesome food.

The illustration shows with what unanimity and harmony of purpose the two Eagles work together, but as the Secret Service Department of the United States Government deems the portrait of E Pluribus too sacred to be reproduced in this con-
nection, our artist has substituted the Borden Eagle.

The remarkable resemblance between the two birds makes such a change possible, and indeed highly appropriate.

The wonderful attainments of Gail Borden, following his discovery of the vacuum process for condensing milk in 1856, were possible only by rigid adherence to scientific and hygienic rules of governing all phases of the production and preservation of milk. The Company has spent many years in educating its dairymen and employees, and the result is a thorough system
so broad in its scope that absolute purity and highest quality are insured in its products. This policy has been pursued with the belief that a business cannot be permanently successful unless the foundation on which it rests, and the principles under which it is managed, are as perfect as human ingenuity can make them. Hence, the steady increase in the consumption of this Company's products, and the consequent irresistible growth of its business. Consumers not only throughout the United States, but through the world now recognize the uniform standard of excellence in products bearing the name of the BORDEN'S CONDENSED MILK COMPANY.

The Borden's Eagle Brand Condensed Milk is now universally regarded as a household necessity, being available in the preparation of ice cream, puddings, sauces, and nearly all recipes calling for milk. Its successful and extensive use as an infant's food is unapproached by any other substitute for mother's milk. An experience covering a period of more than 45 years has demonstrated beyond question its superiority. Being prepared simply by evaporating a large percentage of water from the best quality of milk by Borden's Vacuum Process, and adding a sufficient quantity of refined sugar for preserving, it constitutes a pure and wholesome food.

Look for the Eagle on the can and read the directions on the label and you won't go wrong.
AN ILLINOIS CONDENSING FACTORY
A NEW YORK CITY DISTRIBUTING STATION
A NEW YORK STATE FACTORY
A CHICAGO DISTRIBUTING STATION
GENERAL OFFICES NEW YORK CITY
AN ILLINOIS CONDENSING FACTORY
**Borden’s Peerless Brand Evaporated Cream** is simply pure milk of the best quality, sterilized and evaporated to the consistency of cream, and preserved without the aid of sugar or any other ingredient. It is **PURE, RICH AND WHOLESALE** because it is produced and prepared in accordance with the principles governing the business of this Company.

Always uniform in consistency and quality, being prepared by a process insuring the perfect emulsion of the cream and accurate preservation of all the original constituent parts of the milk.

Pleases the temper as well as the taste, because a supply can always be kept on hand for immediate use and emergency. It never disappoints—which is an invaluable feature.

Housekeepers will find it economical to use; a saver of time and a complete substitute for ordinary milk or cream. Its use will insure successful results.

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**Borden’s Malted Milk—(Eagle Brand.)** Borden’s Malted Milk is a scientific combination of all the nutritive elements of the richest cow’s milk and the most wholesome cereals. It is prepared by an improved process, which insures absolute purity and the highest possible food value.

Borden’s Malted Milk is not a medicine; it is a food. Its first merit is that it is palatable. Dissolved in hot or cold water, it is very like new milk—the milk from the top of the bottle with more than its due proportion of cream. The delicate flavor of something besides milk recalls the aroma of baking bread, or of a fresh, crisp cracker.

The use of Borden’s Malted Milk as a food easily assimilated by young children, convalescents and nursing mothers should not obscure the fact that it is enjoyed by people of all ages in perfect health; and that it may be used as the basis of many drinks and dishes ordinarily prepared with fresh fluid milk. In all of these combinations, Borden’s Malted Milk retains its high food value. It is entirely free from the dangers which frequently attend the use of fluid milk furnished by unreliable dealers. Borden’s Malted Milk may be obtained of druggists and grocers generally.