

**WELFORD AND SONS, LTD.**

This well known firm has been familiar to all Britishers, during the present century, as controlling a milk supply of absolute purity and freshness, of the highest quality, safeguarded against disease, and always promptly supplied.

A prominent feature of the supply is the "*Milk for the Nursery*," from their own herd of cows, which is guaranteed free from tuberculosis, the safeguards being—(1) the cows are within half an hour's drive from the chief dairy, thus affording a perfectly fresh supply; (2) they are specially fed to produce milk rich in nutritive constituents; (3) they are under the personal supervision of the Managing Director, and regularly attended to by the Company's Veterinary Surgeon; (4) the application of the tuberculin test to the milking stock ensures the supply being from healthy animals only; and lastly, the cow-houses are constructed on the most approved sanitary principles, whilst the milkers and employees are under constant strict medical supervision.

For nearly a century *Asses' Milk* has been a speciality at the Hyde Park Branch of this firm. It is a capital substitute for mothers' milk, and invaluable as a restorative in prolonged illness.

Among Messrs. Welford's many valuable Milk Preparations, we must draw the special attention of our readers to the world-wide reputation of their *Facsimile Human Milk*, which is a genuine Humanized Milk, sent out in patent stoppered bottles, and is made from the purest and richest milk only.

We commend this preparation as a most valuable addition to the dietary of invalids and the aged, as well as for infants.

**MULHENS' PERFUMES.**

In our issue of 24th ult. we drew attention to these well known and excellent perfumes.

Old favourites though they are, we are requested to state that a word of caution would not be out of place. The mark "4711" (Mülhens') must be insisted upon to protect the purchaser against substitutes of other makes composed of cheaper and sometimes harmful ingredients. This perfume is made from the original recipe, and is a genuine Eau-de-Cologne.

Again, "Mülhens' Rhine Violets" must be asked for, if the true fragrance of the flower, whose name it bears, is desired.

There should be no difficulty in obtaining these dainty delights, as every dealer of position, throughout the world, keeps a good stock.

**"THE VERACITY" WATCHES.**

At this festive season of the year, when we are all in search of some really useful Christmas

and New Year's gifts at moderate prices, Watches, Clocks and Art Jewellery are much in favour. It is, therefore, noteworthy that a great saving can be effected in such purchases by buying direct from J. N. Masters, Ltd., of Rye, Sussex.

By merely sending a postcard addressed to the firm, a nurse can obtain one of their Xmas Booklets, containing all the latest designs and prices. We have heard it questioned whether articles which are so cheap as shown in their price list can really be as excellent in quality as these articles appear to be. But the explanation is very simple. The firm does not need to make enormous profits on its goods because, trading in Rye, they have not to pay the heavy rent, rates and taxes demanded in London.

Out of their splendid selection of watches, clocks, etc., we would draw particular attention to the "Rye Fortress Alarm Clock," and a specially designed "Watch for Nurses." The price of this alarm is 18s. by instalments, or 16s. cash with order, and is a handsome model of a Fortress in carved oak, while the price of the jewelled movement, keyless action "Nurses' Watch" is £3 3s. It is fitted with a dial, with large seconds circle for pulse-timing purposes.

By simply sending 2s. 6d., with name and address, each of these serviceable presents will at once be forwarded on approval; while all the money is returned if the article is not approved.

**Business and Philanthropy.**

BUSINESS and philanthropy do not usually go hand in hand, yet we have just heard of a case where the two went well together. It appears that the Hovis Bread Company have just held a Competition among their agents in the South-East of England, to ascertain who were the most capable makers of their well-known Bread, and to award money prizes and diplomas of proficiency to the competent. The Bakers responded well, and nearly 600 fresh, tasty and, for the most part, beautifully baked Hovis loaves were sent in. These were judged by the Editors of two of the Baking Trade Journals, and as the loaves for the purpose of testing were cut cleanly through, nearly half a ton of really excellent Bread was left on hand undamaged. By the direction of the Management and the Judges, this amount of appetising Hovis was distributed amongst those who cannot afford this most delicious bread, at Nazareth House, Dr. Barnardo's Homes, the Ragged Schools, and other similar Institutions, the inmates of which will, no doubt, expectantly look forward to the time when another Competition is held, enabling them again to have Hovis for tea.

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