

# THE BABY'S FRIEND



SOLE  
NESTLE'S FOOD

No Milk, only water, required to prepare it

## A SECRET.

---

“WHY don't you advertise Nestle's Milk Food in the papers?” is a question we are often asked. Our answer is the secret.

A mother's instinct and love for her child is too unerring and true to allow her judgment to be influenced by any pretentious advertisement in a newspaper. When she has to resort to a substitute for her own milk she will consult her physician, or chemist, or some mother who has had experience, and it is owing to the commendation of the family physician mainly that *the sale of Nestle's Milk Food has reached millions of tins annually.*

Its merit does not consist in lavish advertising, but in its carefully prepared ingredients, requiring no milk (only water) in preparation, and its special quality of being very nourishing and easy of digestion by the most delicate stomach. For further particulars send for pamphlet to

THOS. LEEMING & CO. SOLE AGENTS.  
MONTREAL.