

In this Issue—Fruit Crop Prospects

# CANADIAN GROCER

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## The Call of the Open

Summer is coming on apace and already people are thinking of the great open spaces, thinking and planning camping trips and picnic parties.

Every prospective camper and picnicker is confronted by the problem of securing something good to drink—something that is always fresh, easy to carry, and deliciously wholesome.

This is where *BORDEN'S MILK PRODUCTS* come in, and where the Borden dealer can materially add to his summer turnover by featuring the suitability of the Borden lines for every outing trip.

You can unhesitatingly recommend every Borden Product to be the ideal drink for every camper or picnicker. Borden's are easily prepared and are always refreshing and nourishing, whether made on the spot or previously prepared and kept in a Thermos bottle.

Plan now to secure your portion of this big summer demand. Order a supply of Borden's to-day. Make up an attractive window trim, emphasizing Borden suitability for camper and picnicker.

Borden quality will bring your patrons back again.

**Borden Milk Co., Limited**  
"Leaders of Quality"  
MONTREAL

Branch office: No. 2 Arcade Building  
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