

It will put Money into Your Pocket

THERE is a new magazine in Canada—a little magazine full of big ideas, made especially for the grocer and his employees.

Of course there are already excellent grocery magazines in the Dominion. This advertisement appears in one of them. The existing magazines are magazines devoted to *merchandise* while our magazine is devoted to *merchandising* which is the art of getting rid of merchandise.

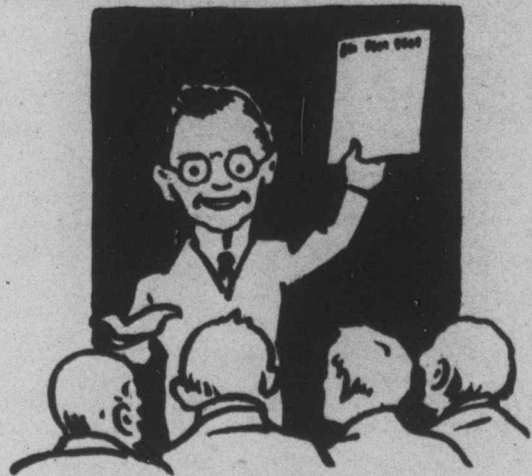


Every Line of it is of interest to the Grocer

Every word in this new magazine is of interest to the retailer of food products. It is filled from cover to cover with modern ideas about the grocery business, written by men who have "been through the mill." Some of the best-known writers on commercial subjects contribute regularly to its pages.

We publish this little magazine every month at our general offices but it isn't simply a sugar magazine—it is a food magazine, a merchandising magazine, a magazine of inspiration for larger and better business.

Each number contains 20 pages and has a cheerful colored cover that will tempt you to look inside, though an unopened mail full of checks is waiting at your



A Genuine School of Modern Business

elbow. We purposely made this magazine the right size to slip into your pocket, so that if you haven't time to read it at the store you may conveniently slip it in your pocket and take it home. The name of this magazine is "THE RED BALL." We named it after our LANTIC SUGAR trade-mark because there is so little advertising in it we were afraid you would forget the publishers.

It fits easily into your pocket

If you are a wholesale or retail grocer and you are not already receiving your copy of THE RED BALL, send us your name and address on your letter or bill head.



Atlantic Sugar Refineries, Ltd.

805 McGill Bldg.
MONTREAL