

Lantic
Sugar

YOU MAKE MORE MONEY AND YOUR CUSTOMER LIKES IT BETTER

Lantic Sugar comes in 2 and 5-lb. packages, and 10 and 20-lb. bags. You pay for an exact weight and you sell an exact weight.

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The package is much more attractive than a paper bag and much more convenient to handle, and although your customer doesn't get one grain more sugar in our 2-lb. boxes than she does in your 2-lb. bags, *she* is better satisfied and *you* save not only your wrappings, but your time, the loss of *down weight* in weighing from bulk and the occasional breakage of a paper bag.

Pleased customers, a tidier store, employees' time saved for better uses, accident proof packages, a saving of all the little leaks and losses attendant upon handling goods in bulk—these are some of the advantages of handling

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The "All-Purpose Sugar"

The sugar with the red ball trade mark