

Artificial Coloring of Sugar Prohibited by the Government

FOR many years the Canadian Public has been eating **Artificially Colored Sugars**. Government reports show that some refineries have used Ultramarine Blue to make their granulated sugar look better than it actually is. Others made use of Aniline and Vegetable Dyes to give a brilliant appearance to their soft or yellow sugars.

The use of dyes or coloring matter of any kind is unnecessary in refining Cane Sugar. This is emphasized in a notification sent to all refiners by the Dominion Government pro-

hibiting the coloring of sugar, and in cases where it is found, prosecution proceedings will be entered under the Adulteration of Foods Act.

We wish the Public to Know that we Have Never Used Coloring Matter in Lantic Pure Cane Sugar and Never will

Lantic Pure Cane Sugar was first put on the market about two years ago. Since that time over 200,000,000 lbs. have been consumed by the Canadian public, and we are now turning out 750,000 lbs. of Pure Cane Sugar each day.

The reason for this enormous business is not hard to explain. It means that the discriminating consumer has learned by actual use that Lantic Pure Cane Sugar is superior to all others.

Having erected the most modern sugar refinery in the world, costing over \$4,000,000, we steadfastly adhered to our original policy of making only absolutely Pure Cane Sugars of highest quality, in which

NO BEETS ARE USED
NO ULTRAMARINE BLUE IS USED
NO ANILINE DYES ARE USED
NO VEGETABLE DYES ARE USED

During the last two years we were told that we could increase our business in certain sections of Canada, if we would color our yellow soft sugars, as the public were accustomed to the more brilliant color. We refused and are glad we did so. The recent action of the Government has since vindicated our judgment.

Look for the Red Ball Trade-Mark

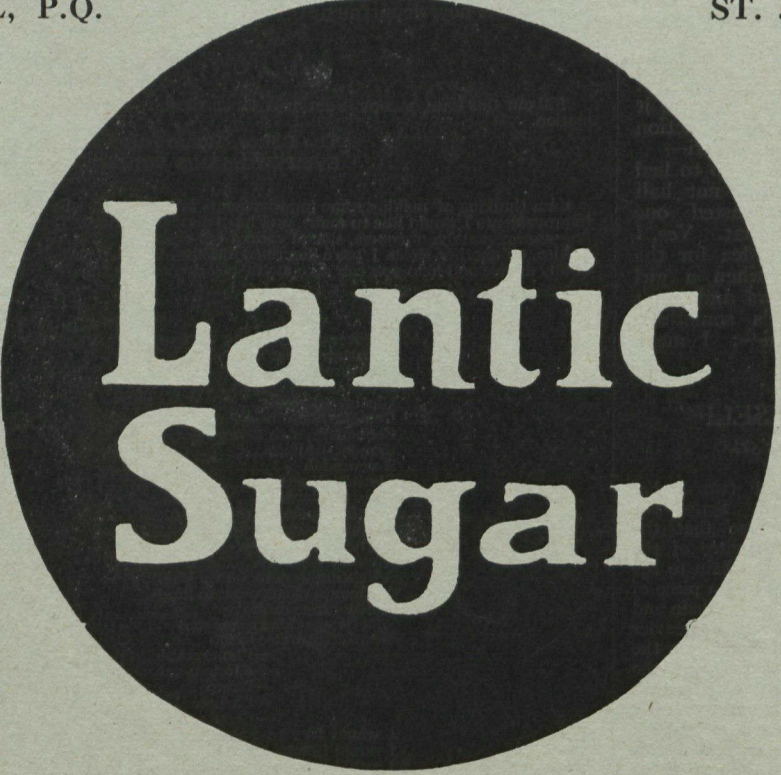
To be absolutely certain of getting Lantic Pure Cane Sugar, see that the Red Ball Trade-mark is on every bag or carton. It is our guaranty to you of Canada's Purest Sugar.

Your grocer has Lantic Sugar in stock or will get it for you if you insist.

Atlantic Sugar Refineries Limited

MONTREAL, P.Q.

ST. JOHN, N.B.



Lantic Sugar

What Readers Think of EVERYWOMAN'S WORLD

HERE are a few of the many tokens of appreciation we have received from admiring readers. The strong popularity of the splendid stories, first class articles, up-to-date fashions, and interesting special departments contained in EVERYWOMAN'S WORLD is evidenced in a comparatively small way by the following interesting extracts from letters received lately.

A Real Benefit

To say your magazine is improving is expressing it mildly. Since reading the last few

numbers, I find that the improvement is simply wonderful. The stories are splendid, and I am always proud to pass the magazine on to my friends. I am especially interested in Professor Farmer's articles. They are unique and are indeed a great help to ambitious parents. "The Magpie's Nest" is an excellent story, and I also like to read the editorials. They show a comprehensive breadth of view and insight that is nothing short of remarkable, and keep your readers well informed on present day political conditions. What appeals to me most of all is the general atmosphere of Canadianism that is so

irresistible in these patriotic times and that is a characteristic feature of EVERYWOMAN'S WORLD.
—Mary D. Clarke, Hamilton, Ont.

Nothing but Praise

I wish to tell you that I hear nothing but praise of EVERYWOMAN'S WORLD from all I know who are taking it. The covers are, I think, very attractive, and look splendid in frames. I enjoy the home talks by Jean Blewett, and the hints for the busy housewife. They seem to give the magazine such a homelike tone. It is just the thing for a tired mother to

sit down with after a hard day's work. The stories are refreshing and interesting, and I wouldn't want to be without EVERYWOMAN'S WORLD now that I have become so attached to it.—Mrs. Thomson, Brantford, Ont.

Nearly Perfection

I must compliment you on the remarkable progress you have made since you started in this business. Your magazine has greatly improved during the past year, and is now about as near perfection as any one could wish, and is infinitely superior to any other I have read. The general style of the magazine is high class, and the stories and articles are enlightening and uplifting. There is no other magazine that finds such a welcome in my home and that is such an all round entertainer and instructor. It is inexpensive but popular amusement for a whole year.—Mrs. R. Porter, Socrates, Sask.

Good Recipes, Too

We have, for some time, been taking your valuable paper, EVERYWOMAN'S WORLD, and can truly say that it is well worth the price, and more. Each month we look forward to receiving our copy, and you may be sure it gets a warm reception. We made good use of the recipes; they are certainly practical and sensible.

We enjoy the stories very much, too, and are now looking forward with great anticipation to another instalment of "The Magpie's Nest." We are glad to be able to enjoy your big contests, too, and spend many a pleasant evening over those puzzles.—Elva DeEllion, Success, Sask.

Really Delightful

I think EVERYWOMAN'S WORLD is a delightful magazine. I consider the stories interesting and wholesome, the illustrations beautiful, and the stories of interest to every member of the household. "The Magpie's Nest" is splendid, and I can hardly wait in patience for the next number to see how it turns out. All your serials are good, as indeed is everything else in the magazine, but above all I am interested in Margaret Anglin's Career, and articles of that kind.

With a word of praise for the very excellent fashion pages, I will close, with best wishes for your success and prosperity.—Barrie M. Dawe, Newfoundland.

For Old and Young

We have read your magazine for some time now and I think I am in a position to judge of its many merits. It is a clean family journal, and I would recommend it as good, wholesome reading for old and young. The stories are bright, entertaining, and second to none. The articles and household pages are instructive and interesting. The fashions are smart and up-to-date and there are so many other interesting sections that I think it is a magazine well worth the whole year's subscription price for a single copy.—Mrs. F. Clayton, New Albany, N.S.

Serves a Double Purpose

The various subscribers whom I have secured for your magazine are unanimous in their praises for EVERYWOMAN'S WORLD. In my opinion, it is a clean, healthy, entertaining, and educating periodical and should find a warm welcome in every home in Canada. The special articles on political questions keep our women abreast of the times and are especially interesting. Then your department for the benefit of the women in the home helps her to be efficient about the house, so that EVERYWOMAN'S WORLD serves a double purpose. It is now becoming a genuine necessity in Canadian homes.—Mrs. N. Lachien, Montreal, Que.

Superior to All Others

I read quite a number of journals, but I consider that EVERYWOMAN'S WORLD is exceptionally fine, and far superior to any other I have read, either Canadian or American. The March number I found especially interesting, and I enjoy your stories very much. "The Magpie's Nest" is really a good story, and I am glad to see that it is by a Canadian author.

Success and prosperity will surely attend such an excellent publication as yours.—A. A. Saunders, Ilford, England.

Why Worry?

THE common soldier, whatever his nationality, is generally a cheerful philosopher. Especially if he is a Frenchman. Here is the newest statement of the philosophy of the French poilu:

Of two things one is certain: Either you're mobilized or you're not mobilized.

If you're not mobilized there's no need to worry; if you're on the front, of two things one is certain: Either you're behind the lines or you're on the front.

If you're behind the lines there is no need to worry; if you're on the front, of two things one is certain: Either you're resting in a safe place or you're exposed to danger.

If you're resting in a safe place there is no need to worry; if you're exposed to danger, of two things one is certain: Either you're wounded or you're not wounded.

If you're not wounded there is no need to worry; if you are wounded, of two things one is certain: Either you're wounded seriously or you're wounded slightly.

If you're wounded slightly there is no need to worry; if you're wounded seriously, of two things one is certain: Either you recover or you die.

If you recover there is no need to worry; if you die you can't worry.

Not bad philosophy, in the trenches or out.