



**Buy your Lantic Preserving Sugar in 10 and 20 Pound Bags**

This insures your getting the same pure Cane Sugar of extra quality that you would get in the Lantic 2 and 5 pound Cartons. You can also get Lantic Sugar in 100 pound bags—either fine or coarse granulation as you prefer. Don't risk your Preserves. Make sure that they will turn out right by using Lantic Sugar.

**LABELS FREE**  
Send your address and small Red Ball Trade Mark from bag or top end of carton and we will mail you book of 50 assorted Fruit Jar Labels, printed and gummed ready to put on.  
The Atlantic Sugar Refineries Limited  
MONTREAL

## Sales Helps That Help Sales

Here are a couple of our series of newspaper advertisements—reduced in size—that have been appearing throughout the preserving season in the leading publications from coast to coast. They show what we have been doing all summer to boost the demand for

# Lantic Sugar

They are practical sales helps that help sales. We hope you have profited by them, and are selling more Lantic Sugar than ever.

Keep up your stock of 2 and 5 pound cartons as well as 10, 20 and 100 lb. bags.

**The Atlantic Sugar Refineries LIMITED MONTREAL**



**"I make sure that my Peaches and Pears will turn out right by using Lantic Sugar"**

**JAR LABELS FREE**  
— Send your address and small Red Ball Trade Mark from bag or top end of carton and we will mail you book of 50 assorted Fruit Jar Labels—printed and gummed ready to put on the jars.

**The Atlantic Sugar Refineries Limited Montreal**

**"I prefer getting my Preserving Sugar in 10 or 20 pound bags. I can get Lantic Sugar in 100 pound bags also—or in 2 or 5 pound cartons.**

**"As long as the Red Ball is on bag or package, I know that the sugar within is absolutely pure cane sugar—unequaled in quality, granulation and sparkle.**

**"This is why I insist on having Lantic Sugar for my Pears and Peaches, and buy it in 10 or 20 pound bags in order to get the genuine cane sugar".**