

# Follow the Line of Least Resistance

**Sell**



**the largest selling package sugar  
in Canada**

It took a great deal of money to tell the housewives in Canada about Lantic Sugar.

It took infinitely more time and perseverance to convince them of the quality of Lantic Sugar.

It has been, however, worth all the money, the time and the energy spent in accomplishing our object, for to-day Lantic Sugar is not an uncertainty but a great, big, real, live factor in your business.

Give the selling of package sugar a little thought. Figure up for your own information, its possibilities, taking into consideration all the elements that enter into the putting up of a barrel of sugar yourself.

The best proof is to order a case or gunnie of Lantic Sugar through your wholesaler, put up in 2 and 5-lb. cartons, 10 and 20-lb. bags.

**Atlantic Sugar Refineries, Limited**  
**Montreal**