

What a Chance for Grocers!

Of course, it's quite true that grocers are "bothered to death with new things." But you will also find that the leaders in the trade never turn down a "new thing" without first carefully investigating its claims. The reason why they have built up their profitable businesses, is because they take the trouble to look into every new thing, and if it proves up to its claims, they stock it and push it and take advantage of the fresh, lively advertising, to sell lots of it.



Right now, Grocers have a wonderful chance to associate their stores with the new LANTIC SUGAR.

Just think what it means to you to have a corporation with millions behind it, to guarantee every carton, bag and barrel of LANTIC SUGAR. Just think of having a new \$2,000,000.00 Refinery to take care of your orders.

Then—there's the advertising—ripping big ads, with a selling punch to them that is making women demand LANTIC SUGAR. Surely, you want to get some of the benefit of this advertising.



We haven't stopped with the newspapers. The popular home magazines, like "Everywoman's World," are carrying full pages about LANTIC SUGAR. And our 24 sheet Poster—that is a masterpiece, isn't it? In Montreal and



Toronto, the grocers say it is the most effective poster that has been on the billboards in years. It is helping to sell LANTIC SUGAR, too.

This is your opportunity to become known as the LANTIC SUGAR store of your neighborhood. Right now, make a big window display of the 2 and 5 pound cartons, and 10, 20 and 100 pound bags. The preserving season is here and hundreds of women—who are possible customers—will instantly associate your store with the LANTIC SUGAR advertising, which doesn't cost you a cent.



You will, thus, win their trade for LANTIC SUGAR with a good prospect of making them permanent customers.

Now is the time to do it. Now is your chance to take advantage of the biggest sales opportunity that has come to grocers in some time.

Your wholesaler has LANTIC SUGAR in cartons, bags and barrels. Order to-day.

**Atlantic Sugar Refineries
Limited**

Montreal and St. John, N.B.