



TELL YOUR CUSTOMERS

about the

Free Fruit Jar Labels

we are giving with

Lantic Sugar

Every woman who Preserves will appreciate these labels. In fact, they are just what she has always wanted for her fruit jars. And you get all the credit, because you tell her how she can get these Preserving Labels, free.

When a customer orders Sugar, say something like this:

"Preserving, Mrs. Blank? Wouldn't you like some Labels for your Fruit Jars? The LANTIC SUGAR people are giving away books of 50 Labels—all printed and gummed. You just send them a small Red Ball, cut from the top of a 2 or 5-pound carton, or 10 or 20-pound bag of LANTIC SUGAR, and they will mail you a book of 50 Labels, postpaid.

"And another thing, Mrs. Blank. When you use LANTIC SUGAR you are sure of having perfect preserving results. LANTIC SUGAR is pure cane sugar—fine and even granulation—and makes Preserves that will 'keep.'"

And Mrs. Blank will say: "Thank you for telling me about the Labels, and be sure and send me LANTIC SUGAR FOR ALL my preserving."

So—tell your customers about the Free Fruit Jar Labels and how to get them. You'll find it a profitable tale to tell.

ATLANTIC SUGAR REFINERIES, LIMITED, MONTREAL AND ST. JOHN