



## Tell Your Customers to Send in for Lantic Sugar Recipe Books!

Every woman who comes into your store would like to have a copy of our sparkling sugar book, containing 43 recipes for dainty Cakes, Candy, Jams, Jellies and other tempting "goodies."

And we are giving this interesting book to the Housewife by various methods of advertising.

In order to help you introduce

# Lantic Sugar

in original packages

to more and more of your customers, you may tell them that Atlantic Sugar Refineries, Limited, of Montreal, will send them a free copy of this Recipe Book on receipt of the Red Ball cut from the original package.

We are also giving away Booklets containing 54 PRESERVING LABELS, on the same plan mentioned above.

Tell your customers about the free Recipe Book and free Book of Preserving Labels—and tell them how to get both.

You will find this generous offer of ours a great help in boosting the sale of LANTIC SUGAR in sealed packages.

Get in a good supply of both the 2 and 5-pound cartons—then tell your customers about the books.

## Atlantic Sugar Refineries Limited

MONTREAL