



Such a Rush of Orders!

Frankly, the Grocers seem as eager as their customers to try LANTIC SUGAR.

They are sending in orders in a way that is gratifying to our advertising, and most promising for future business.

We are not worrying about "repeats" — and you grocers need not.

For a woman, who once tries LANTIC SUGAR — with its extra sweetness and diamond-like sparkle—is never going back to ordinary sugar again, especially when LANTIC SUGAR costs no more.

You have won her trade for good, with the first bag or carton. She knows that LANTIC SUGAR is pure cane sugar at its purest and best. She has confidence in it—and confidence in the store that sells such sugar of guaranteed quality.

Lantic Sugar

THE SUGAR OF
EXTRA SWEETNESS

Now That Preserving Time Is Here

your sales of LANTIC SUGAR will steadily increase.

Are you well stocked with 10, 20 and 100-pound bags, as well as the 2 and 5-pound cartons?

Feature them all whenever you make a window display of preserving helps.

Atlantic Sugar Refineries
Limited
Montreal and St. John, N.B.