

Profit depends on three things

1. *How much margin you make*
2. *How often you make it*
3. *How easily you make it*

WE are helping every grocer make sugar a profitable item by quickening the repetition of his LANTIC SUGAR sales and by reducing the expense of each transaction to a minimum.

Lantic Sugar ADVERTISING

is educating the housewife to appreciate cleanly and convenient LANTIC in original packages which the grocer can handle without labor and without waste.

Our big 24-sheet posters occupy the most prominent locations. Our full color page advertisements or black and white advertisements are in nearly every issue of leading magazines. Our newspaper advertisements appear in preferred positions several times a week all over the Dominion.

This strong methodical advertising campaign is done in the interest of standardizing the grocers' sugar sales, eliminating waste, accident and mistakes and increasing profit by speeding up the turnover on modern scientific lines.

Packed in 2 and 5-lb. cartons; 10, 20 and 100-lb. sacks.



ATLANTIC SUGAR REFINERIES, LTD., McGill Bldg., MONTREAL