

— CANADIAN GROCER —

What You Get—FREE—
When You Stock

Lantic Sugar

You get a grade of Granulated Sugar that has never been equalled in the history of sugar-refining.

(We are telling your customers this, in all our advertising.)

You get a guarantee of matchless purity and sweetness, backed by a \$2,000,000 Refinery.

(Our ads. tell this to all your customers.)

You get the full benefit of our newspaper and magazine advertising

(which is telling the story of the superior quality of Lantic Sugar to your customers.)

You get the value of our big Posters, Store Cards and other sales-helps

(which are creating an unprecedented demand for Lantic Sugar.)

***Why not take advantage
of these free features?***



Atlantic Sugar Refineries
LIMITED

Montreal and St. John, N.B.

