
The Sugar Grandmother Liked Best



AN investigation conducted by ourselves developed the fact that there were many people who did not know that the old-fashioned brown sugar they knew years ago, could be obtainable to-day.

Acting on this information, we put out an advertising campaign drawing the attention of the consumer to the delicious qualities of

Lantic Old Fashioned Brown Sugars

The effect of this announcement spread rapidly all over the country, with the result that our sales of these sugars has increased enormously. Our recipe book, "Grandmother's Recipes" which we advertised would be mailed free to anyone writing in for it, has been distributed in thousands of homes from one end of the Dominion to the other. The booklet not only gives some excellent old-

time recipes, but tells how to keep the sugar fresh and moist, an essential thing to know.

Lantic Old-Fashioned Brown Sugars are packed in 100-lb. bags, each bag bearing the well-known RED BALL trade-mark. We make three varieties, known as Light, Brilliant and Dark, and each of them is the finest grade of soft sugars ever offered the public.

If you haven't a supply of these sugars on hand, you can readily obtain same from your wholesaler

May we send you a copy of "Grandmother's Recipes" referred to above.

Atlantic Sugar Refineries, Limited

MONTREAL
