



He knows what "luscious" means

If you would catch the full fragrance of LANTIC *Brown*, use it on bread and butter. If you would get the utmost joy from its use, just watch the children eat it. Truly, in all the King's English, there's only one word for it!

Heaped high with this irresistible spread, you'll whet an old-time appetite and slyly relish a slice of brown bread. And you'll wonder if even the children can possibly enjoy it more than you. Then as you linger long over the subtle zest of it, you'll remember how good it must be for them, this strength-giving product of the sugar cane.

Because it contains food properties that white sugar has not got, properties that render LANTIC *Brown* a most valuable article of diet, constituents of the cane juice that help the assimilation of the sugar itself!

So spread it thicker—this *luscious* LANTIC *Brown*—serve it oftener on buttered bread. For it is indeed full of energy-fuel for little engines that run so fast—fuel to go on, fuel to grow on. It eats so easy, and they love it so.

Luscious!

If it isn't "luscious" it isn't LANTIC Brown

LANTIC *Brown* should really cost more than white sugar—if delicious wholesomeness is the test of value—but you get it for less. Your grocer has it only in 100-lb. sacks, but he will give you any quantity you desire. *If it isn't luscious, it isn't LANTIC Brown.*

ATLANTIC SUGAR REFINERIES, LIMITED
Makers of Lantic Sugars, Montreal

Send for

luscious LANTIC Recipes

You'll want to know how to add zest and flavour to innumerable dishes economically, conveniently. So send a 2c. stamp for LANTIC booklet, "Grandmother's Recipes." Tells how to use LANTIC *Brown* for baking, desserts, pickling and candy-making, also how to keep it *luscious*.

luscious

Lantic
Sugar



Lantic
Sugar