

What "luscious" means

The Standard Dictionary says:
 "(Lus'ious, lush'us). Very grateful to the sense of taste; rich, sweet and delicious; hence, delightful..... to any sense, or to the mind; as, luscious fruit, luscious odors, etc."

The Century Dictionary says:
 "Very sweet, succulent or savory; delicious; very pleasant to taste; hence, extremely pleasing to any of the senses or to the mind, enticingly delightful, etc."

Webster's Dictionary says:
 "Sweet; delicious; very grateful to the taste; toothsome, etc."

The Encyclopaedic Dictionary says:
 "(Lus'ious, lush'us). Very sweet; sweet in a great degree; delightful to the taste, etc."

But LANTIC users say:
 "Luscious means—
 Brown Sugar."



Folks delight in Brown Sugar goodies

At the fragrant memory of old-time dishes, what eager lips are smacked! It is taste that lingers longest in the mind.

Sweet and *luscious* to the palate, is the appeal of LANTIC Brown Sugar. Sweet from the actual amount of pure sugar it contains—*luscious* from other constituents of the cane juice left in it, bodies which represent the "bouquet" of the cane juice.

For tea and coffee and ordinary preserving purposes, where a conflict of flavors is to be avoided—LANTIC Fine Granulated, of course. But where rich flavor is desirable, LANTIC Brown gives to baking and desserts the characteristic molasses taste which is a big improvement. It makes good dishes great!

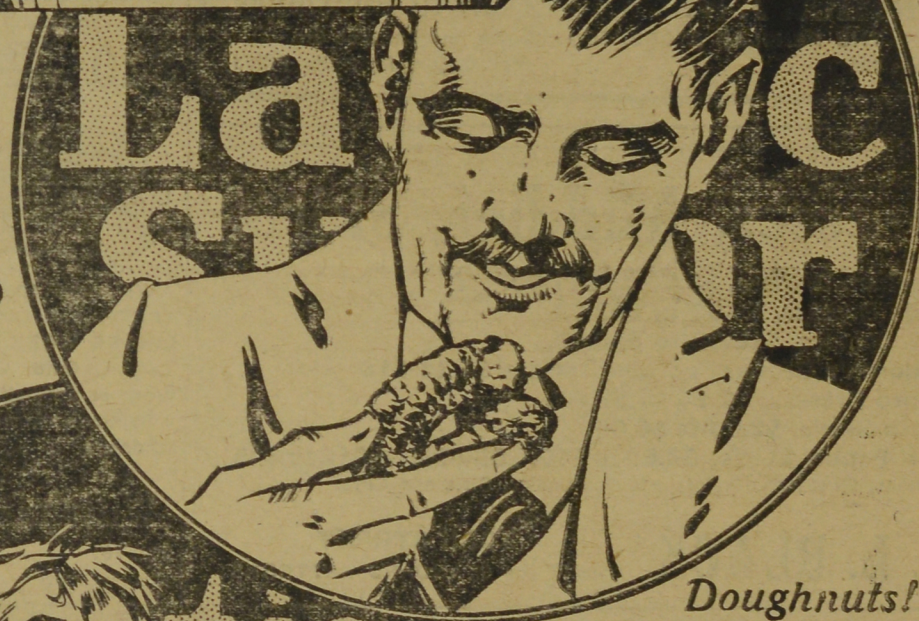
Spices and LANTIC Brown are on the friendliest terms. Spiced cookies, and cup cakes, and all sweet pickles or spiced fruits are better when made with Brown Sugar. All dishes containing raisins, dates, figs or currants develop a new deliciousness from the use of LANTIC Brown.

Be a little different. Add LANTIC *lusciousness* to your baking!

LANTIC Brown Sugar should really cost more than white—if deliciousness is the true test of value—BUT YOU GET IT FOR LESS. Your grocer has luscious LANTIC brown sugar only in 100-lb. sacks, but he will give you any quantity you ask for.

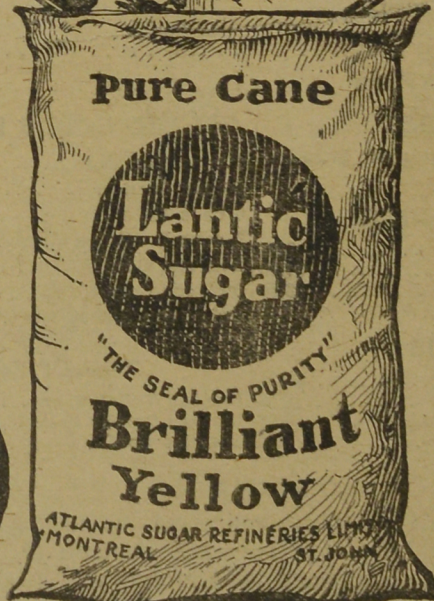
ATLANTIC SUGAR REFINERIES, LIMITED
 Makers of Pure Cane Sugar
 MONTREAL

Lantic
Sugar



Send for "luscious" LANTIC Recipes

Learn what good things YOU can make with Brown Sugar. Send for useful LANTIC booklet "Grandmother's Recipes." Tells how to use LANTIC Brown for baking, desserts, pickling and candy making, also how to keep it "luscious." Sent for a 2-cent stamp to cover mailing.



Lantic
Sugar

luscious