



If it isn't
luscious,
it isn't
LANTIC
Brown
!

ALL the lusciousness, flavour, delicacy that generous Nature imparts to the sugar cane—every bit of goodness in the cane juice is imprisoned for your enjoyment in luscious LANTIC Brown—if you get it fresh and moist!

Luscious LANTIC Brown—toothsome with the power, the stimulation of the tropical sunlight, and the glamour of the tropical atmosphere! The clever LANTIC refiners have preserved its health-giving properties for your enjoyment. So learn how to keep it luscious.

Like all delicate flavours or aromas, the natural LANTIC tang is most elusive; it lingers only as long as the moisture in the sugar. When LANTIC Brown dries out, its chiefest charm departs.

So keep it moist and fresh! Luscious!

LANTIC Brown must be kept in just the opposite way from LANTIC "Fine" Granulated (which should be stored in a warm dry place). Keep in a cellar or cool pantry. In stone jars, with a moist cloth under the lid, LANTIC Brown will stay "luscious."

But all brown sugars are not LANTIC. If it isn't luscious when you get it, it isn't LANTIC Brown! Once you have caught the fragrance, you'll never mistake the sugar.

Send for luscious LANTIC Recipes

In cooking, the use of LANTIC Brown opens up a host of tempting menu possibilities that are as economical as they are delicious and wholesome. Send a 2c. stamp for LANTIC booklet, "Grandmother's Recipes."

ATLANTIC SUGAR REFINERIES, LIMITED,
Makers of LANTIC Sugars
MONTREAL

how
to keep
it
luscious

Lantic
Sugar



Lantic
Sugar