

What "luscious" means
The Standard Dictionary says:
 "(Lus'ci-ous, lus'ee-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, especially delightfully."
Webster's Dictionary says:
 "Sweet; delicious; very grateful to the taste; toothsome, etc."
The Encyclopaedia Dictionary says:
 "(Lus'ci-ous, lus'ee-us). Very sweet; sweet in a great degree; delightful to the taste, etc."
 But LANTIC users say:
 "Luscious means—
 Brown Sugar."



Old-Fashioned Frosting!



Pickling!

New Orleans Caramels!

What good things you can make with Brown Sugar



Poor Man's Pudding!

More than mere "sweetening" is LANTIC Brown Sugar—it's a luscious flavour! Pure as LANTIC Fine Granulated, this exquisite and health-giving product of the sun-flooded tropics has in each tiny particle the rich syrupy "bouquet" of the sugar cane.

And this delicious sugar flavour of the cane gives character and flavour to simple, substantial sweets. Very plain cakes and desserts lack zest and piquancy when made with white sugar. That bit of zest, that dash of piquancy—it comes with LANTIC Brown Sugar.

Brown Bread, Raisin Bread, Exquisite Soft Gingerbread, Spice Cakes and Cookies, Doughnuts, Fruit Cakes, Ginger Snaps and Wafers, Puddings with Old-time Sauces, Pies, Candies, Toffies,—glorify them with LANTIC Brown! Luscious!

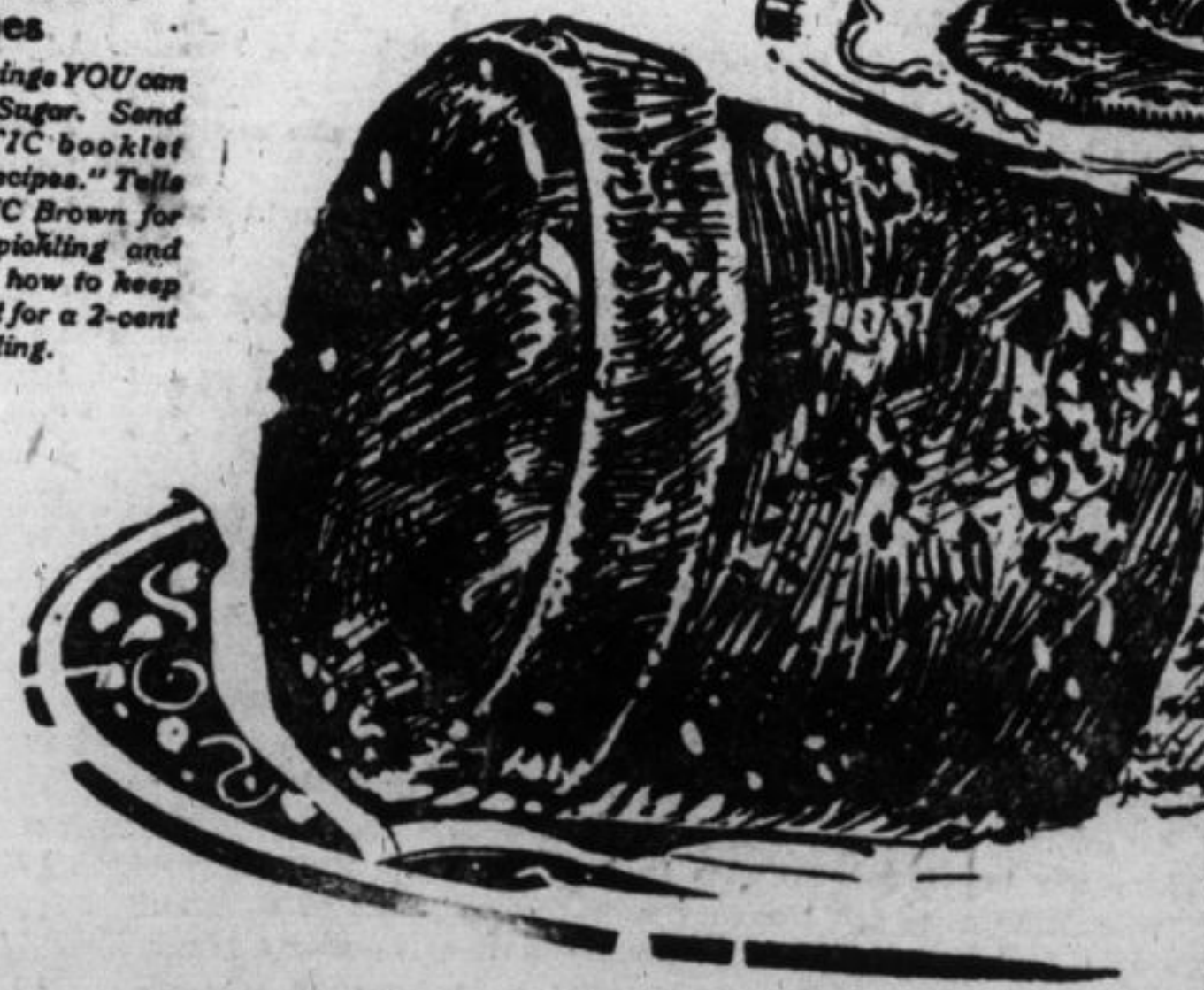
Send for Luscious LANTIC Recipes

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.

Ginger Snaps!



Brown Bread!



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
 MONTREAL



LUSCIOUS

