

Don't Worry About Sugar

Brer Rabbit Molasses Is Here. Go to Your Grocer, Ask For Brer Rabbit And Have Some Real New Orleans Molasses from New Orleans TODAY!

JUST when everybody is worrying about getting sugar, along comes plenty of "*Brer Rabbit*" Molasses from New Orleans in time to save the day.

Not long ago you had to send South for Molasses like "*Brer Rabbit*." Now almost every grocer sells it.

"*Brer Rabbit*" Molasses is not a "substitute" for sugar. "*Brer Rabbit*" contains a large percentage of sugar. Both sugar and "*Brer Rabbit*" come from the same product—Sugar Cane.

Thousands and thousands of families have been using "*Brer Rabbit*" Molasses in tea and coffee all during the Sugar Shortage.

Sliced Bread and "Brer Rabbit" for Children. Delicious, Economical and Nutritious. Cuts Your Butter Bill.

Of course the real friends of "*Brer Rabbit*" are those who enjoy good pancakes and biscuits with *real* New Orleans Molasses. "*Brer Rabbit*" has the rich, natural flavor that *answers* the question that most folks have been asking one another: "What has become of the *real* New Orleans Molasses we used to get?"

"*Brer Rabbit*" comes in clean, air-tight cans. It is selected molasses—*always* pure and sweet. It is packed in *New Orleans* by Penick & Ford, Ltd.—the World's Largest Cannery of Molasses.

When you get your can of "*Brer Rabbit*" one

taste will remind you of good old-fashioned gingerbread, molasses cakes, crullers and cookies. We needn't say anything here about the delicious molasses candy "*Brer Rabbit*" makes. The little folks will take care of that.

Molasses Contains More Calories, Per Pound, Than Steak, Soup, Fowl, Fish, Bread, Butter and Milk (Comparative table in Farmer's Bulletin No. 142, U. S. Dept. of Agriculture).

Don't worry about sugar for your cooking, baking and candy making. "*Brer Rabbit*" gives all your sweet tooth desires. Many housewives prefer "*Brer Rabbit*" to sugar. They like its rich New Orleans Molasses flavor.

For those who wish to make molasses goodies like they're made down South, send a postal for the *Brer Rabbit Recipe Book*. It is free on request. In the meanwhile let "*Brer Rabbit*" take care of your sugar troubles.

PENICK & FORD, Limited
The World's Largest Cannery of Molasses
NEW ORLEANS, LA.

See That You Get Genuine *Brer Rabbit* Molasses

WHILE all BRER RABBIT MOLASSES is canned molasses, all canned molasses is *not* Brer Rabbit. A reproduction of a can of BRER RABBIT is shown in this advertisement so you may recognize it at your grocer's. Remember the Rabbits—and you will get the *best* in molasses.

There are Two Kinds of *Brer Rabbit*

—THE GOLD LABEL—

THE GOLD LABEL is a special grade of New Orleans Molasses. Very delicate and sweet in flavor and light in color. Slightly higher in price than the GREEN LABEL. It contains more sugar. For pancakes and biscuits Gold Label Brer Rabbit is preferred by most people.

—THE GREEN LABEL—

THE GREEN LABEL is a splendid grade of New Orleans Molasses, stronger in flavor and slightly darker in color than the GOLD LABEL.

WHETHER you prefer the GOLD LABEL or the GREEN LABEL is a matter of taste. Both are selected grades of pure New Orleans Molasses from *New Orleans*.

A pitcherful of *Brer Rabbit* should always be on the dining table.



Brer Rabbit Molasses

