



Brer Rabbit flavor crowns the success of two Louisiana boys

IT is the latest achievement of the world's largest packers of sugar cane products.

Twenty-two years ago they started. Two Louisianians armed with the memory of the delicious sugar cane on the old plantation in their boyhood days.

They were determined that they would make for every purpose for which the luscious products of the sugar cane were used, a product as delicious as those of those crisp autumn days when the open kettles full of the sweet juice of fresh-cut sugar cane bubbled over bonfires of wood.

One after another they perfected their products until each became the finest of its kind. Made in the South,

these products were soon shipped to every state. Success came to the young Southerners almost from the start and in a few years they found themselves the biggest packers of sugar cane products in the world.

But this was not enough.

They were determined to give to the South a syrup so true in flavor, so sweet, as to be worthy of the batter cakes and hot breads for which the South has so long been famous.

This syrup is now on sale at your grocer's.

Brer Rabbit they have called it, in honor of the hero of their boyhood days. Already Brer Rabbit is the largest selling high-grade syrup in the world.



Order a can today. Inhale its fragrance; taste for yourself the famous Brer Rabbit flavor. There are two Brer Rabbit syrups. The straight pure juice of the sugar cane (blue label) and a milder syrup of modified sweetness (brown label). This latter syrup is especially put up for those who prefer a softening of the rich sweetness of old-fashioned plantation syrup. Enjoy the noted Brer Rabbit flavor tonight! Penick & Ford, Ltd., New Orleans.

Brer Rabbit Syrup