

DISCOVERY!

New "Blue Magic" top keeps cookies fresh indefinitely!



- Crystal Top absorbs moisture completely!
- Seals in freshness!
- Lasts forever!

This amazing blue crystal top guarantees really dry storage. To renew its drying action, just pop in the oven occasionally to bake out moisture. Then it's good as new!

"Blue Magic"® Krispy Kan

\$1.50
only **REGULAR VALUE: \$2.49**

with Brer Rabbit
Molasses Label



Don't wait to get this beautifully decorated canister, with remarkable moisture-proof top. Wonderful for your kitchen, or for a gift. Its retail value is \$2.49. Now, with one Brer Rabbit Molasses Label (Green or Gold label), you can get it for only \$1.50. Use handy coupon below for ordering.

Remember, Brer Rabbit is the real New Orleans Molasses that adds rich flavor...rich available iron to dozens of dishes, and your best home baked cookies. Get your Krispy Kan now... keep it filled with Brer Rabbit goodies.



CHOOSE YOUR COLOR



TURQUOISE



YELLOW



PINK



RED



WHITE



MOSAIC
COPPER-AND-
BLACK

BRER RABBIT

P.O. Box 58B

Mt. Vernon 10, New York

I enclose \$1.50, and one Brer Rabbit Molasses label. Please send me a "Blue Magic" Krispy Kan, in the color I have checked.

Name _____

Street _____

City _____ State _____