

ENTER THE BRER RABBIT

New Orleans Mardi Gras

SWEEPSTAKES



Win a gala holiday! Invite another couple to share the fun and excitement! First prize: Round trip travel for four people to the New Orleans Mardi Gras...stay five nights at a deluxe hotel, beginning February 22, 1963...sightseeing tours of harbor and city, including the famous French Quarter...reserved seats for three big parades...plus \$1,000.00 to spend! **OR WINNER MAY TAKE \$3,000.00 CASH!**

SECOND PRIZE: \$1,000.00 CASH!

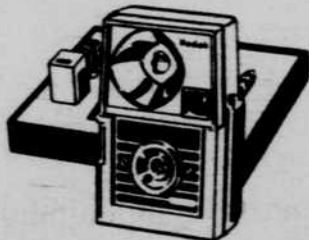
40 THIRD PRIZES

New Hamilton Beach Liqui-Blenders. Contemporary design in chrome and jet. Chops, grates, whips, mixes, blends, purees, liquefies, pulverizes. Guaranteed 5 years by maker.



100 FOURTH PRIZES

Kodak Hawkeye Flashfun cameras. Built in flash. Takes color and black-and-white snapshots and color slides. Complete with film, batteries and bulbs.



OFFICIAL RULES

1. Write your name and address on the back of a label from a bottle of Brer Rabbit Molasses (Green or Gold Label) or Brer Rabbit Syrup (Brown or Blue Label) or on any plain sheet of paper the same size on which you have handwritten the words BRER RABBIT MOLASSES (or SYRUP) in block letters.
 2. You may enter as often as you wish, but each entry must be mailed in a separate envelope to:
BRER RABBIT MARDI GRAS SWEEPSTAKES
P.O. BOX 36F, MOUNT VERNON 10, N. Y.
- All entries must be postmarked not later than midnight, December 5, 1962 and received no later than December 15, 1962.
3. Anyone residing in the United States or its possessions may enter except residents of Connecticut, Nebraska and Wisconsin, and any other state or locality where prohibited by law, and except employees of Penick & Ford, Ltd., Inc., and its advertising agencies (and members of their families).
 4. Prizes will be awarded as listed in the sweepstakes announcement to winners selected by blindfold drawing under the supervision of The Reuben H. Donnelley Corporation, whose selections are final. Only one prize will be awarded in a family.
 5. Liability for federal, state or other taxes imposed on prizes is the sole responsibility of winners. All winners will be notified by mail. Send self-addressed stamped envelope with your entry for list of winners. All entries become the property of Penick & Ford, Ltd., Inc., and none will be returned. This sweepstakes is subject to all federal, state and local regulations.