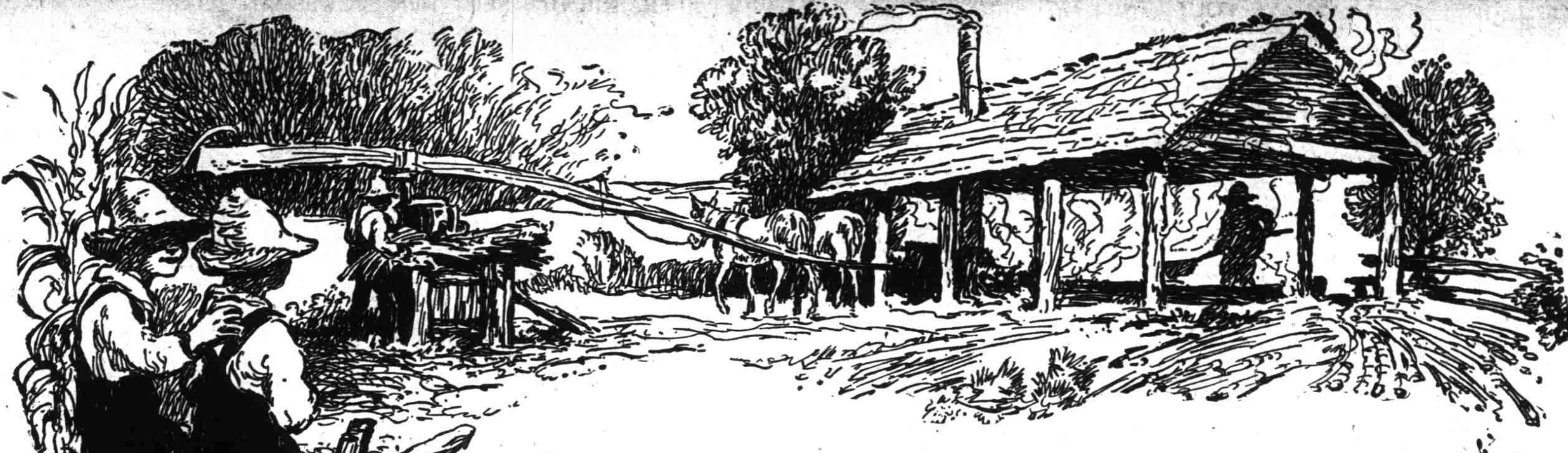




Two Louisiana boys restore the lost art of a famous old-time delicacy



TWENTY-TWO years ago, two boys raised in Louisiana conceived an ideal worthy of that state noted for its wonderful cooking.

They decided to restore to the world a famous old-fashioned delicacy that they had learned to love as children. In their childhood they had enjoyed gingerbread, cookies, and other goodies much more delicious than they had ever been able to get since. This flavor was due to old-fashioned home-made molasses, since almost gone out of existence.

The molasses that their families used in their boyhood had always been made right on their own plantations. How well they remembered the golden autumn days when open kettles full of the sweet juice of fresh-cut sugar cane bubbled over bonfires of wood! How well they remembered how the fragrance borne on every breeze called to every boy on the plantation to hover hungrily about for a taste of that luscious molasses! No won-

der the gingerbread and cookies of those days were beyond compare!

Spurred by the memory of this delicious taste these two young men determined to put up for the women of America molasses which would duplicate all this old-time aroma and flavor.

This molasses they named "Brer Rabbit," in honor of the hero in the plantation stories of their boyhood.

The moment the women of America used Brer Rabbit they recognized that here at last was the molasses for which they had been longing; molasses so fragrant, so full-flavored, so sweet and pure that one taste takes you back to the joys of childhood.

Today it is the most popular molasses in the world!

And today Penick & Ford, who worked so long to fulfill their ideal of bringing to all the women of America the wonderful flavor of the old-time plantation molasses, have become the largest packers of sugar cane products in the world.

Brer Rabbit Molasses is sealed tight in immaculately clean cans, so that it is kept pure and sweet. None of its full fresh flavor, its delicate aroma, can escape.

The flavor of plantation days

Get a can of Brer Rabbit Molasses today. The moment you open a can its delicious bouquet makes you hungry. Taste it. How good it is! No wonder it makes such a wonderful gingerbread.

See how much lighter everything made with it bakes up. Your family will be quick to appreciate the rich, unusual flavor it gives your gingerbread, cookies and dark cakes, your dark breads of all kinds. What new richness of flavor it gives your beans!

Let your family enjoy the Brer Rabbit taste. They will clamor for food cooked with it every day.

You can get Brer Rabbit at your grocer's, both the light molasses (gold label—for table use as well as for cooking) and the dark molasses (green label—a stronger flavor, for cooking). Penick & Ford, Ltd., New Orleans.



Free Recipe Book

Write today for Brer Rabbit Recipe Book of Southern dishes—N'Orleans Gingerbread, Ole Mammy Cookies, Plantation Cakes, Creole Caramels, Dixie Bran Bread, Old-Fashioned Molasses Crullers—and other unusual recipes—dishes exceptionally delicious and new to your family. Address Penick & Ford, Ltd., Dept. FF New Orleans.

Have Brer Rabbit Gingerbread tonight

¼ cup butter	4 teaspoons ginger
½ cup sugar	2 teaspoons cinnamon
2 eggs	1 teaspoon soda
½ cup Brer Rabbit Molasses	¼ teaspoon salt
½ cup sour milk	2 cups flour

Cream butter, add sugar and well-beaten eggs, molasses and sour milk. Mix and sift dry ingredients and combine them with the first mixture. Bake in a moderate oven.



Brer Rabbit Molasses