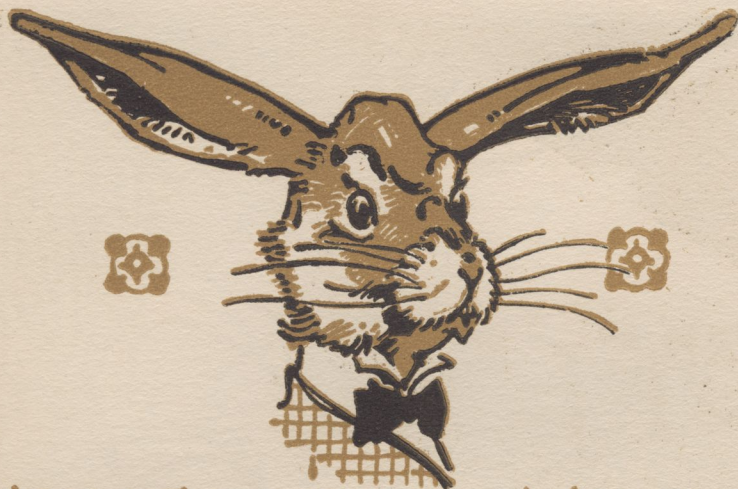


HOW BRER RABBIT FOUND HIS HOME



AND HIS PERSONAL RECIPES
FOR CREOLE DESSERTS & CANDIES



THIS BOOK TO MY
MANY FRIENDS.

Brer Rabbit

Penick & Ford Ltd.
NEW ORLEANS, LA.



*Brer Rabbit listens to
the old Melody the
happy darkies are
singing.*

How Brer Rabbit Found His Home

The Travels of Brer Rabbit tell in an interesting way the history of sugar cane—where it was first grown and the various countries in which it was cultivated before finally reaching Louisiana.



WAS Evening and the balmy weather of Louisiana Autumn was setting in. Monsieur Jacque Frost was expected to arrive 'most any night now. He would powder the miles of Sugar Cane with his silver dust. Then all hands on the plantation would work harder than ever. The cane would be cut and the wheels in the Molasses and Sugar mills would begin turning.



*Brer Rabbit wasn't exactly
happy in India so he
moved to Europe.*

*“Comin’ fo’ to carry me home,
Swing low, sweet chariot,
Comin’ fo’ to carry me home.”*

You could hear the old melody the negroes were singing as far away as Bayou Teche.

Brer Rabbit sat up and listened. He scratched his ear and chuckled to himself.

“They are surely happy this year,” he said. “I don’t guess there ever was a more wonderful lot of juicy sugar cane for me to make delicious Brer Rabbit Molasses out of, than this year. No wonder everybody is happy.”

*It was around the Fifth Century
that Brer Rabbit first let the
Chinese taste Molasses.*

W. C. SESSER



Brer Rabbit was very, very old—and he knew much about sugar cane and molasses.

Brer Rabbit could remember 'way back to the time when there wasn't any sugar cane in Louisiana—when the only place in the world sugar cane grew was in India, near to Bengal.

This was in the fifth century, fourteen hundred years ago. That's a long time.

Then the folks that had the sugar cane took and planted it all up and down the Tigris Valley and the Euphrates.



*The Eighth Century finds
Brex Rabbit among the Moors
in picturesque Spain.*

Then somehow or other the Chinamen found out how good sugar and molasses tasted—for you know sugar and molasses both come from sugar cane.

But Brer Rabbit wasn't exactly happy in India and China and all those foreign places. So he moved to Europe in the eighth century with those same Moors who brought the rich wonders of Mohammedan civilization into Spain.

Then he went to Cyprus and Sicily to make those folks there happy.



The King of Portugal sends
His Rabbit to the Madeira
and Canary Islands.

W.G. SESSER

One day while in Portugal, in the fifteenth Century, the King sent Brer Rabbit with cane cuttings for planting to the Madeira and Canary Islands.

The climate agreed so well with Brer Rabbit there that for the next two hundred years practically all the sugar supply of Europe came from the Islands where Brer Rabbit was.

But Brer Rabbit became restless and took a trip across the big ocean in one of those funny old sailing ships with the high decks. He landed in Brazil in the sixteenth century.

*The Sixteenth Century finds
Brer Rabbit on the high
Seas bound for Brazil.*



After he got all the folks to liking him pretty well, for Brer Rabbit makes friends easily and quickly, he went to the Island of San Domingo. He wasn't there hardly any time at all before he had twenty-eight big refineries running day and night.

Then Brer Rabbit commenced to keep a diary and wrote down every place he visited and the date.

He wrote down his visit to Mexico in 1520. Then he traveled to Guadaloupe in 1644. And after that he came to Martinique in 1650.



*The Year 1520 finds
Brer Rabbit busy
sweetening the palates
of the Mexicans.*

Perhaps you wonder why Brer Rabbit did not come to America first and settle down, and not romp over the world all the time. That's because you don't know that Brer Rabbit was seeking the very best place in the world to make his home forever.

He wasn't fickle. He simply had to know about every other place first. So, in 1751, when a band of good old Jesuit fathers left San Domingo for Louisiana, to build a big church and teach the story of Christ to the Indians—why Brer Rabbit decided to go along. So he packed his valise and boarded the first vessel for romantic Louisiana.

*A Creole named John Ciron tells
Bier Rabbit about the wonders of
Louisiana soil for Sugar Cane.*



Brer Rabbit first tried to plant the old Creole variety of sugar cane in Louisiana. Then he tried the Tahiti cane.

But neither satisfied the sensitive palate of old Brer Rabbit. Finally, in 1820, Brer Rabbit and a Creole named John Coiron planted the purple cane he called it "Ribbon Cane" in Louisiana. And this cane, with the rich soil of the Pelican State, made the most delicious molasses Brer Rabbit ever tasted—and Brer Rabbit knows molasses.

So Brer Rabbit's life-long search for a Home, Sweet Home, was over. He made up his mind

Never before had Brer Rabbit
received such a reception
as that given him in
New Orleans.



to stay in Louisiana forever, right in New Orleans, and never travel again.

He looked around for a long time, and finally he met Penick & Ford, Ltd., the world's largest canners of real New Orleans molasses. That's just where Brer Rabbit wanted to live. Everything was so nice and clean, and everybody was so lovely to him.

Brer Rabbit knows more about real molasses than anybody in the world now, and he ought to. For nobody else has ever had near as much experience.

*"Home, Sweet Home!" cries
Aver Rabbit, when he sees
the wonderful plant of
Penick & Ford Ltd., at New Orleans.*



In honor of old Brer Rabbit and his ideals for quality, Penick & Ford put his picture on every can of the real New Orleans Molasses they sent out to your grocer for you to buy.

And men and women, girls and boys—even little, tiny folks everywhere know that Brer Rabbit is a sign of real goodness and wholesomeness.

Almost every mother knows that Brer Rabbit molasses is an essential food for the blood—a food that doctors call a “balanced ration.” This means that a little Brer Rabbit each day helps you to stay strong and healthy.



Be sure to say "Gold Label" Brer Rabbit to your Grocer to get the *highest grade* real New Orleans Molasses. This is a delicious, light-colored, mild-flavored molasses for *table use*—for pancakes, waffles, biscuits, sliced bread for children. For fancy baking, cooking and candy making, there is nothing better.

Remember that Brer Rabbit in the *Green Cans* is specially selected New Orleans Molasses for cooking, baking and candy making. It is darker in color and stronger in flavor than the Gold Label—and costs less.

First-class grocers carry both kinds.

How Brer Rabbit Solves the Cake, Candy and Dessert Problem

BRER RABBIT Molasses may be used in practically all recipes calling for the use of Sugar. Brer Rabbit not only sweetens like Sugar but imparts the delicious, appetizing flavor of Real New Orleans Molasses.

Real N'Orleans Ginger Bread

Mix three cups flour with one teaspoon soda, two teaspoons ginger and one teaspoon salt.

Stir $1\frac{1}{2}$ cups *Brer Rabbit* Molasses with half cup boiling water.

Combine mixture, adding quarter cup butter. Beat thoroughly. Place in greased pan, bake for half hour and serve whenever the little folks are hungry, but be sure not to overlook the old folks. Everybody likes N'Orleans Ginger Bread.

Old Mammy Cabin Style Cookies

Boil one cup *Brer Rabbit* Molasses. Add one-half cup butter and shortening (mixed). Then add three teaspoons ginger, tablespoon soda dissolved in a little milk, heaping teaspoon salt and three cups flour.

Roll mixture thinly on floured board. Cut into small shapes with knife or cut round shapes with a cup. Bake moderately.

Beware of the guest who doesn't like 'em.

A Suggestion for the Children

Youngsters naturally crave molasses. Years ago sliced bread and molasses was part of the daily diet of children. *Brer Rabbit* Molasses gives to the child the elements the young growing body needs. *Brer Rabbit* is absolutely pure—wholesome, palatable and strengthening. Doctors will tell you what molasses and bread means to children. Besides, it saves sugar and cuts the butter bill.

Plantation Cakes

Mix two cups flour, one-half spoon soda, one small spoon cinnamon, one half cup chopped seeded raisins.

Cream gradually one-half cup butter with two well-beaten eggs, 1½ cups *Brer Rabbit* Molasses and one cup milk.

Combine mixture. Bake in small pans, moderately. Goes good with coffee after lunch or supper.

Creole Caramels

Boil two cups *Brer Rabbit* Molasses, one-half cup milk and three tablespoons butter until, when tested in water, candy hardens. Add few drops vanilla, pour into buttered plate, and when cooling mark off into your favorite shapes, and cut when candy is cold. Many mothers keep the little ones out of the candy store by making this economical and tasty candy at home.

Making Pancakes, Waffles, Hot Biscuits and Sliced Bread Taste Better with *Brer Rabbit* Molasses

This is merely a reminder. It seems hardly necessary to tell you how delicious *Brer Rabbit* is as a spread for pancakes or waffles for Breakfast, on hot biscuits for Luncheon or Dinner. And for children, *any time of the day*, on sliced bread.

Old Fashion Molasses Candy

Put one-quarter cup butter in kettle, allow to melt over fire. Then add two cups *Brer Rabbit* Molasses. Stir. When well cooked stir constantly until, tried in cold water, candy becomes brittle. Before taking from fire, add a teaspoon vinegar. Pour in buttered pan. When cool enough, pull until it becomes light in color.

Cut in small pieces with knife or large shears and give the kiddies and grown folks all they want.

Pop Corn Goodies

Boil thoroughly one cup *Brer Rabbit* Molasses, one-half cup water. Add one-quarter cup of butter. Add one-half teaspoon soda when candy, tested in cold water, is brittle. Pour over pop corn in bowl and stir thoroughly but gently. Roll pop corn with slightly buttered hands into balls. Now see if there is anyone in your home who can resist eating these tonight.

Virginia Peanut Candy

Add one cup *Brer Rabbit* Molasses to one-half cup melted butter. Boil well, then add one cupful peanuts (chopped or whole kernels). Continue boiling until, tested in cold water, candy is brittle. Pour in buttered pan, cut in small blocks, and let cool. Put on the table where all the folks can try this candy—and let them tell you whether you should repeat this recipe.

Ole South Molasses Pie

The most delicious pie you ever tasted. Be sure to try this recipe.

Boil two cups of *Brer Rabbit* Molasses and one tablespoon of butter.

Break four eggs in bowl or pan; add pinch salt; beat until well mixed.

Pour the molasses over the eggs, stirring briskly.

Have pie pans lined with crust. Pour in and bake. This makes two pies. If you wish to make but one pie, equally divide the ingredients.

For best results use only Gold Label *Brer Rabbit*. Its mild flavor makes the pie perfect.

Brer Rabbit Raisin and Nut Brown Bread

One teaspoon soda, one and one-half cups sour milk or cream, one-half cup *Brer Rabbit* Molasses, one cup chopped nut meats, one cup seeded raisins, one cup flour, one cup barley flour, one cup graham flour, 1 teaspoon baking powder, one teaspoon salt. Mix soda with sour milk, add molasses, nuts, raisins, flour sifted with baking powder and salt. Mix well and turn into a greased bread pan and bake in a moderate oven for one hour.

Molasses Orange Cake

As It Is Made in the South

One cup *Brer Rabbit* Molasses, half cup butter substitute, melted, two eggs, beaten. half cup luke-warm water or milk, half cup whole wheat flour, half teaspoon allspice, one teaspoon soda, two cups flour, one teaspoon ginger, one orange.

Pour molasses into a bowl, add butter substitute, eggs, soda dissolved in water or milk, flour sifted with spices, and grated rind and strained juice of orange. Mix and turn into a well greased and floured shallow cake pan and bake in a moderate oven for thirty-five minutes. Take from oven when ready, brush over with melted butter and sprinkle over with sugar mixed with powdered cinnamon and return to oven for five minutes.

Southern Spicy Home-Made Gingerbread

One cup brown sugar, one egg, beaten, one and one-half cups boiling water, one cup corn flour, one teaspoon cinnamon, half teaspoon mace, three-quarters cup butter substitute, one cup *Brer Rabbit* Molasses, four cups flour, two teaspoons ginger, one teaspoon nutmeg, three teaspoons baking powder, two tablespoons lukewarm water.

Cream sugar and butter substitute, add eggs, molasses, water, flour sifted with spices, and baking powder mixed with lukewarm water. Beat the mixture until it is very light and bake in two greased and floured cake pans in moderate oven for twenty to thirty minutes.

Delicious Boston Baked Beans

Follow your usual recipe for baking beans, using *Brer Rabbit* Molasses instead of sugar. You will wonder why you ever used sugar and probably never go back to using it again for baking beans.

Brer Rabbit Chocolate Filling

Melt two squares chocolate over hot water; add one-half cup *Brer Rabbit* Molasses. Mix yoke of one egg with two tablespoons milk and stir in with above. Cook in double boiler, stir until it thickens. Flavor with one-half teaspoon vanilla. Cool slightly and spread.

For Stewing Prunes, Dried Apricots, Apples, Peaches, etc.

Use *Brer Rabbit* Molasses in practically the same quantity as you are accustomed to using sugar and follow your usual way of stewing dried fruits. Sugar only *sweetens*—*Brer Rabbit* sweetens and gives added *flavor* and *zest*.

Brer Rabbit Molasses Bran Bread

You will find this recipe delicious. Bran Bread is universally recommended by physicians for people who have weak stomachs—it also works as a laxative.

Dissolve two teaspoons soda in one cup *Brer Rabbit* Molasses. Add three cups sour milk, and then three cups whole wheat flour, and three cups bran. Now add one cup seeded raisins. Bake in moulds, your favorite shapes; slow oven.

Brer Rabbit Creole Sauce

A delicious old time Southern Sauce. Used down South to give added zest to puddings of all kinds. Especially delicious with Plum Pudding.

Boil one cup *Brer Rabbit* Molasses and two tablespoons butter for about five minutes. Take from fire and add juice of two lemons.

Brer Rabbit Sour Milk Griddle Cakes

(To make good use of your sour milk)

Sift two and one-half cups of flour and mix with one-half teaspoon salt and one teaspoon soda. Add two cups sour milk and one well beaten egg. Drop on greased hot griddle and cook well on both sides each cake.

Serve with butter and *Brer Rabbit* Real New Orleans Molasses. Grand Dad will recall the "old days" when he tastes these cakes and *Brer Rabbit* Molasses.

Brer Rabbit Pudding a la Louisiana

Have this dessert with "light" dinners—this pudding is a very satisfying dish in itself

Mix four cups milk, one-half cup *Brer Rabbit* Molasses, one-half cup washed rice, one-half teaspoon cinnamon, one-half teaspoon salt. Stir this mixture thoroughly. Bake in slow oven about two and one-half hours, stirring four times (every fifteen minutes) and add three teaspoons butter on fourth stirring.

Don't tell the folks what you have for dessert—just say—"something from New Orleans."

Brer Rabbit Dixie's Pride Gingerbread

"The kind they made in '61."

1. Cream one-half cup butter, gradually stir in one-half cup brown sugar, two well beaten eggs, one cup *Brer Rabbit* Molasses.

2. Mix two cups flour with two teaspoons ginger, one teaspoon salt, three-quarters teaspoon soda.

3. Combine mixtures 1 and 2. Cool off and roll in half inch sheets. Bake thoroughly, cut in large squares and serve. Those who are lucky enough to taste this ginger bread will no longer wonder why the South loves it so.

Brer Rabbit Old Fashion Molasses Crullers

No matter the size of your family—these crullers will disappear.

1. Cream three tablespoons butter; add gradually one cup sugar, the yolks of two eggs well beaten, then the whites of two eggs well beaten. Now add one cup *Brer Rabbit Molasses*.
2. Mix four cups flour with three heaping teaspoons baking powder.
3. Add No. 2 to No. 1, gradually mixing in one cup of milk.
4. Work dough on floured board and roll thin. Cut in strips 4 inches long by 2 inches wide. Make about five crosswise slashes in each strip, and lift up by running finger in and out these cuts. Fry as doughnuts, and surprise the folks tonight with these Southern Goodies.

Virginia Baked Ham a la Brer Rabbit

Prepare a boiled ham by sticking liberal quantity cloves into entire surface. Spread with *Brer Rabbit Molasses*, sprinkle with bread crumbs and bake. Baste occasionally. An eight pound ham requires 45 minutes baking.

The Remarkable Food Value of Brer Rabbit

The United States Department of Agriculture indicate in their Bulletin No. 28 that in an equal purchase of molasses and fresh beef there is 8¼ times as much heat and energy in molasses. In an equal purchase of molasses and butter there is 2½ times as much heat and energy in molasses. In an equal purchase of molasses and bacon there is 2¼ times as much heat and energy in molasses. In an equal purchase of molasses and fresh eggs there is 10½ times as much heat and energy in molasses. In an equal purchase of molasses and ham there is 5 times as much heat and energy in molasses.



Molasses is a Nutritious and Wholesome Food


Dr. Edwin F. Bowers, one of the best known physicians in the country, in a recent medical article says that:

"Molasses is a food that is coming to be more and more widely used. It is a carbohydrate—a heat and force-producing food—yielding a large amount of free-burning fuel."

"It is much more wholesome and has more tissue building value than refined sugar, as it contains a large percentage of sugar, part of which is sucrose and part fruit-sugar—much more readily digested than refined sugar."

"In addition, it contains mineral salts which help to build cell structure, also various Extractures and vitamins—which is not present in white sugar."

"Children, as well as adults, will thrive on a reasonable amount of molasses, better than on any other form of sweet."



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