To many Sierrans Brad Smith, chairman of the Chappapeela Group, is a conscientious, mild-mannered social worker. By day he labors as the director of the Tangipahoa Parish Council on Aging. But by night, ah, that’s a different story. Every night for the past seven years Brad has spent hours in his tiny, cramped laboratory in Tickfaw, aided by his faithful assistant Igor, developing The Perfect Marshmallow. On the Memorial Day weekend canoe trip, Brad revealed to a privileged few his new invention.

The Red Creek canoe trips have occasioned many strange and wonderful discoveries: the Great Hairy Frog; the hot-blooded turtle; electronic tennis shoes; and the air-conditioned canoe. It was, therefore, fitting that Brad test his invention on the cognoscenti of the bizarre on Red Creek. All Sierrans will be pleased to learn that there is now a marshmallow for campfire use that is flameproof. No matter how hot the fire, Brad’s Marshmallows will not burn, will not char or turn black. Once they develop a rich, brown crust, no further carbonization occurs. Should a marshmallow slip from the roasting stick into the ashes or sand, have no fear. Ashes, dirt, and sand do not adhere to its surface. Toast one of Brad’s marshmallows, then pick it from the stick. Surprise! No sticky mess on your fingers or clothes.

The nutrition-minded Sierrans will be glad to know that three of Brad’s marshmallows provide 100% of the minimum daily requirements of all vitamins, the protein equivalent of 8 oz. of Gouda cheese, the carbohydrate equivalent of two helpings of rice, and the bulk equivalent of three bowls of raisin bran.

Flamed with rum, Brad’s marshmallows have the rich flavor of Bananas Foster. Covered with catsup, they taste like a Big Mac with fries. And when Tabasco is sprinkled on them, they remind the eater of turtle sauce piquante.
These marshmallows are not available in stores. Send check or money order for $5 per dozen to Brad’s Flame Proof Swamp and Marshmallows, 111 S. Hennessey St., New Orleans, LA 70119. Satisfaction is guaranteed.

– Earl Higgins