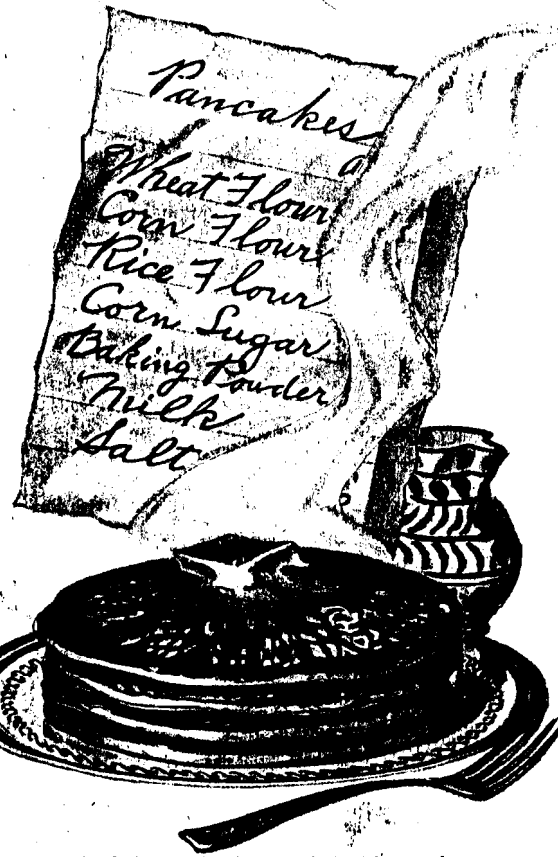


Her own ingredients



special flours you cannot buy in stores today



18 years ago a cooking secret that a plantation mammy refused to reveal—

Today a recipe used by more women than any other in history!

It could only have happened in the United States. Nowhere else are women so intensely interested in recipes, so constantly trying new ones, so eager to see the little signs of new pleasure in the breakfast table.

Down South before the Civil War the recipe of Aunt Jemima's light, tender pancakes spread to other plantations far and wide. But no other cook could equal her wonderful flavor. Today millions of women are serving golden-brown, luscious pancakes like Aunt Jemima's with that matchless old-time taste. They are following her own recipe—using her own ingredients just as she proportioned them herself.

Flours that must be specially ground

Keep the names of Aunt Jemima's ingredients in your mind. No secret. But certain ones cannot be bought in stores today. And only the millers of Aunt Jemima Pancake Flour know exactly how

to have pancakes with that old-time plantation flavor that made her famous.

So easy today

In less than a minute you can mix the batter for these light, tender cakes.

Just add a cup of milk (or water) to every cup of Aunt Jemima Pancake Flour—and stir.

The first time you serve these cakes, you will find a real pleasure in watching the new enthusiasm at table. See what your family thinks of that old-time flavor! Just watch the plates come back for more. And notice, too, how unusually light and wholesome these pancakes are. Plan now to test Aunt Jemima Pancake Flour—her famous recipe ready-mixed. Use the coupon below to send for trial package of Aunt Jemima Pancake Flour and Prepared

Buckwheat Flour or get full size packages from your grocer. The Aunt Jemima Mills Branch, St. Joseph, Missouri.

she mixed them. To give you her recipe ready-mixed, we grind her special flours in our own mills. Some can be produced only with machinery particularly designed for that purpose. Women who are proud of their cooking have turned eagerly to Aunt Jemima Pancake Flour because it brings them a recipe that cannot be found in cook books—Aunt Jemima's own ingredients ready for instant use. It is the only

FREE — a chance to test this famous recipe

Trial size packages of Aunt Jemima Pancake Flour and Prepared Buckwheat Flour mailed free with new recipe booklet giving many delightful suggestions. Send coupon today.

THE AUNT JEMIMA MILLS BRANCH
Dept. A-9, St. Joseph, Missouri.

Gentlemen: Send free trial size packages Aunt Jemima Pancake Flour, Prepared Buckwheat Flour and recipe folder.

Name.....
Street.....
City..... State.....
(Please print name and address plainly)

Waffles you will enjoy serving—deliciously light and crisp, can be easily made with Aunt Jemima Pancake Flour. Also tender muffins of the kind your family will ask for again and again. The simple instructions for making these tempting waffles and muffins are printed on the back of every package. And as with the pancakes, there is no chance of going wrong when you use Aunt Jemima Pancake Flour

