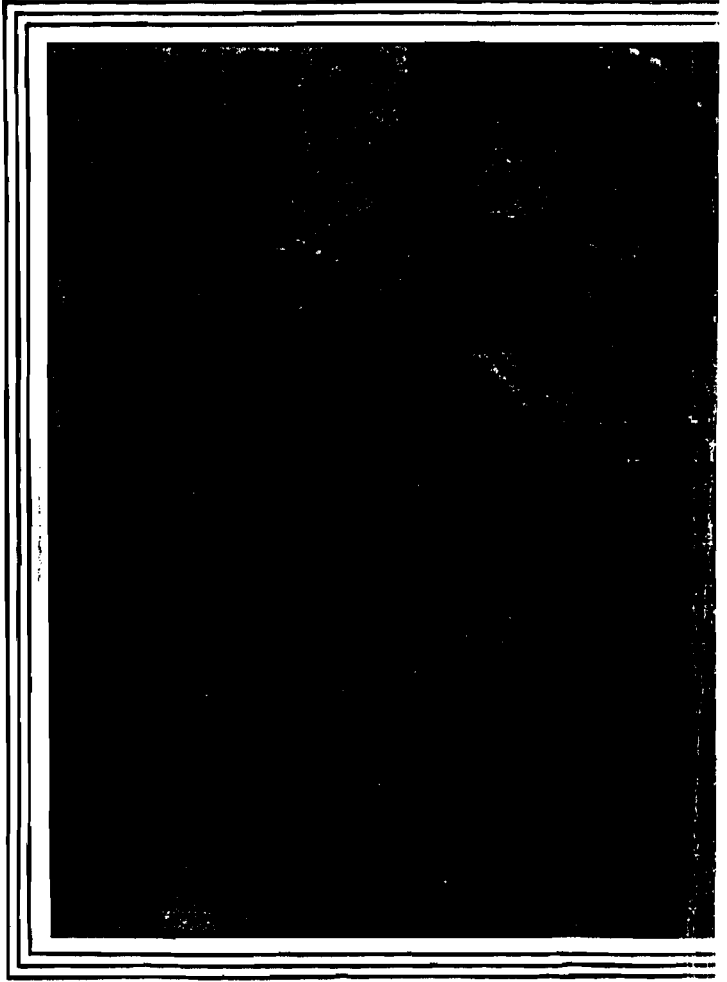


Just  
Domestic Advertisement Collection  
Quaker Oats Box 1

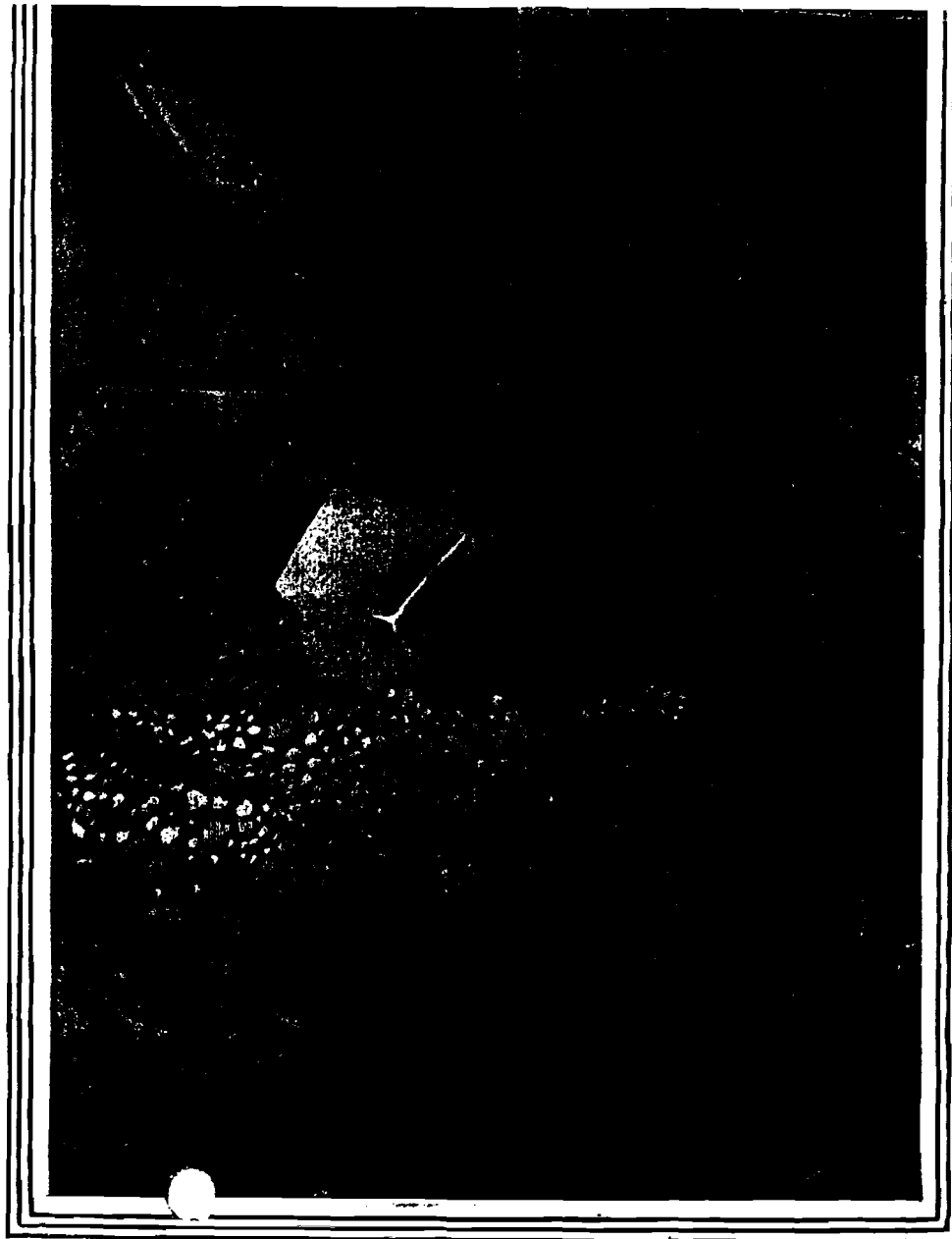
LADIES' HOME JOURNAL

November, 1928

# A "knack" of mixing flours for unusual *lightness in pancakes*



*SO EASY NOW*  
to follow this old plantation recipe



**L**IGHTER, daintier pan-  
cakes—made by mixing  
four different flours!  
Fluffy plantation pancakes  
that literally melt in the mouth!

This old Southern recipe has  
come as a welcome discovery to  
many women. It is a secret from  
the South before the Civil War—  
a special way of combining wheat  
flour with rice, rye, and corn  
flours.

Years ago the fame of these  
tender, fragrant pancakes, with  
their wonderful flavor, spread  
far and wide among the planta-  
tions along the Mississippi  
River. But in those days only  
Aunt Jemima's master and his  
guests could have them. She  
would not reveal her recipe to  
a soul.

Today millions of good cooks  
are making those same pancakes,  
so unusually light and fluffy.

*All ingredients ready-mixed*

All of Aunt Jemima's ingredients  
—her four flours together with  
sugar, salt, milk and baking  
powder—come *ready-mixed* just as  
she proportioned them, in Aunt  
Jemima Pancake Flour. So easy  
now! *Just add a cup of milk (or  
water) to every cup of Aunt Jemima  
Pancake Flour—and stir.*

A new tempting tenderness—a  
new wholesome lightness in the  
pancakes you give your family!  
And a matchless plantation fla-  
vor! Try Aunt Jemima's four  
flours—her entire recipe *ready-  
mixed* in Aunt Jemima Pancake  
Flour. Grocers have it.

We are often asked, "Are  
these stories of Aunt Jemima and her  
recipe really true?" They are based on  
documents found in the files of the  
earliest owners of the recipe. To what  
extent they are a mixture of truth, fiction  
and tradition, we do not know. The  
Aunt Jemima Mills Branch, Quaker  
Oats Company, Chicago and Peterbor-  
ough, Canada



**F**REE—a chance to test this famous recipe

*To get a free trial size package of Aunt Jemima Pancake Flour, together with a recipe  
booklet giving many delightful suggestions for serving pancakes and waffles, just  
mail coupon*

The Aunt Jemima Mills Branch, Quaker Oats Company, Dept. A-23,  
St. Joseph, Missouri.

Gentlemen: Please send free trial package Aunt Jemima Pancake Flour and  
recipe booklet.

Name .....

Address .....