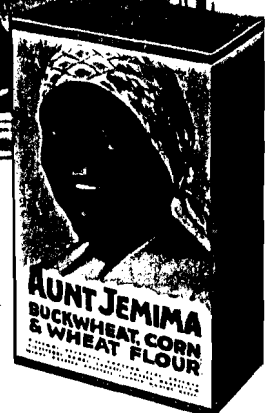


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Perhaps he's hankering for them now...

# BUCKWHEATS with the real old-fashioned "tang"

TUNE IN ON THE AUNT JEMIMA RADIO PROGRAM

SOME men say that women have forgotten the art. Old-time Buckwheats are a part of their lost boyhood, they believe—like the sound of sleigh bells on a frosty morning.

That lusty Buckwheat "tang": Does your husband remember it? Perhaps he's hankering for those savory golden-brown cakes old-timers talk about!

These winter mornings in countless homes women are awakening smiles of youth at breakfast—giving their men folk the real Buckwheat taste they long for. For now there is an easy, certain way: Aunt Jemima for Buckwheats.

Her own ingredients with just enough choice Buckwheat flour added—her celebrated recipe, slightly changed by experienced cooks, comes ready-mixed in the yellow package: Aunt Jemima for Buckwheats. It makes

those stuffy, golden-brown cakes with the true old-fashioned "kick" men can't forget. To give you the wonderful taste of Buckwheat at its best, we use the pick of the crops from certain grain-growing sections which are known to produce the finest flavor.

### No trouble—now

It is easy today to make these tantalizing Buckwheat cakes. No chance to go wrong. Just add a cup of milk (or water) to every cup of Aunt Jemima for Buckwheat (yellow package)—and stir!

See how your husband cheers up at breakfast when he first tastes the old-time flavor of Aunt Jemima's Buckwheats! So light, so wholesome, too! Plan now to test this famous recipe—ready-mixed in Aunt Jemima for Buckwheats, the yellow box.

Remember, too, those dainty plantation pancakes that your family enjoys so much: the kind you make with Aunt Jemima Pancake Flour in the red package.

Ask your grocer for two packages: one yellow, Aunt Jemima for Buckwheats, one red, Aunt Jemima Pancake Flour.

**FREE**—a chance to test this famous recipe—ready-mixed

Trial size package Aunt Jemima for Buckwheats free with new recipe booklet giving many delightful suggestions for pancakes, muffins and waffles. Mail coupon today

THE AUNT JEMIMA MILLS BRANCH  
The Quaker Oats Co., Dept. A-26, St. Joseph, Mo.  
Gentlemen: Send free trial package of Aunt Jemima for Buckwheats with recipe folder.

Name.....  
Address.....

are often asked, "Are you Aunt Jemima and her recipe?" They are based on documents in the files of the earliest owners of the brand. To what extent they are a mixture of fact and tradition, we do not know. Aunt Jemima Mills Branch, Quaker Oats Company, Chicago; Peterborough, Canada