

IT TANTALIZED THE COUNTRY-SIDE

this old plantation's famous secret!



● The Colonel's guests at the Higbee plantation enjoyed these fragrant pancakes every morning. Aunt Jemima Legend

The wonderful flavor and lightness of Aunt Jemima's pancakes that no one could equal!

WHAT WAS HER "trick"—the secret of Aunt Jemima's wonderfully light and tender pancakes? What was this famous recipe that only old Aunt Jemima knew—this flavor that mystified all Dixieland years ago? Four flours—there's the answer! Rice, rye, corn and wheat, skillfully blended for lightness—for flavor. Just as you get them today in Aunt Jemima Pancake Flour!

Pancake Flour is ready-mixed for you, after Aunt Jemima's original recipe. All you do is add milk (or water), stir, and drop on a sizzling hot griddle. Your cakes will bake up deliciously light—crumbly tender. And so good for supper, too! Serve these old southern pancakes tomorrow, smothered in butter and syrup. Be sure to get Aunt Jemima Pancake Flour! At your grocer's. The Quaker Oats Company, Chicago.



Aunt Jemima Pancake Flour in the red package; Aunt Jemima for Buckwheats in the yellow

JUST ADD MILK