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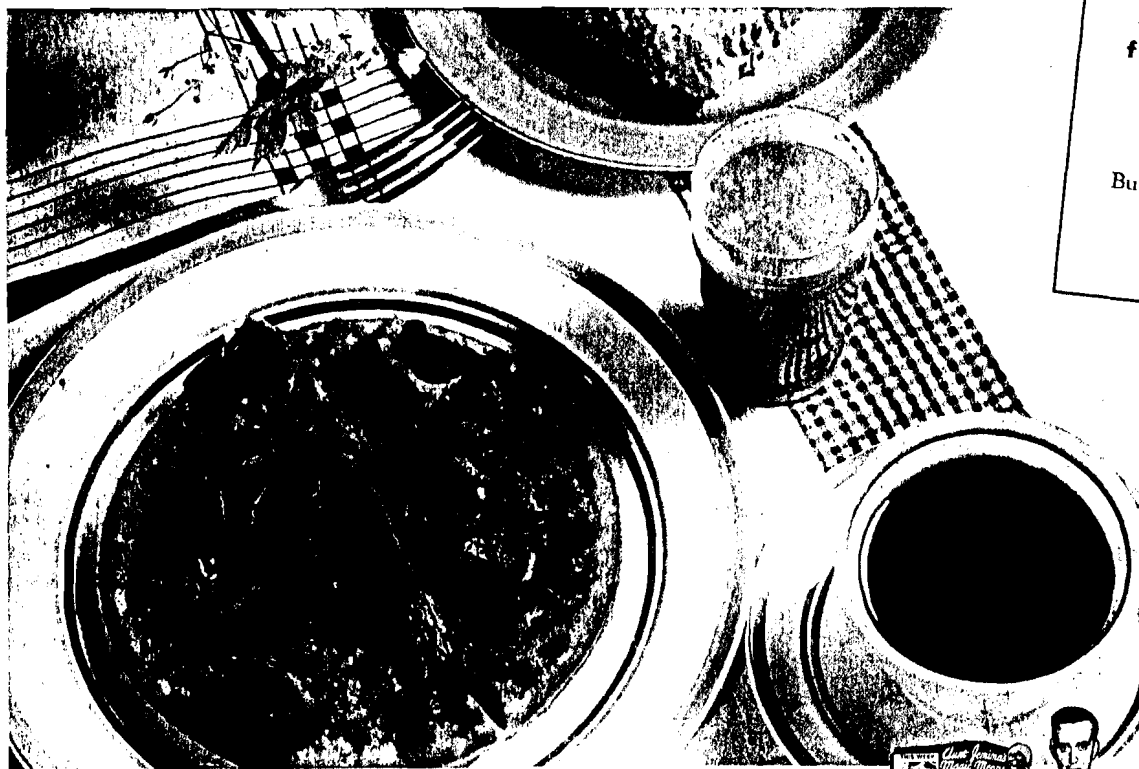
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LET OL' AUNTIE SING
A SONG IN YO' KITCHEN



Make meal-time an adventure with
AUNT JEMIMA'S MAGIC MENU
HAM 'N' WAFFLES, SOUTHERN STYLE



MENU
for Ham 'n' Waffle Breakfast
Chilled Fruit Juice
Aunt Jemima Waffles
Butter Honey or Syrup
Frizzled Ham
Coffee

Directions for making
AUNT JEMIMA WAFFLES

- 1 Mix milk or water with equal amounts of Aunt Jemima Pancake Flour according to package recipe.
- 2 Have waffle iron just hot enough. To test, put a drop of water on iron. If it goes right up in a puff of steam, iron is too hot. If it bounces around a second before evaporating, iron is hot enough.
- 3 Grease iron very lightly. Don't pour grease on. Spread it thinly with pad or brush.
- 4 Pour batter into iron. Let bake until a golden brown.

Any ingredients for the Magic Menu shown above, with printed, easy directions, are supplied by all grocers showing this display. A wonderfully easy meal to prepare, with the special waffle blend that guarantees far more fluffiness.

TODAY you can make the same light, fluffy, soul-satisfying waffles that were the talk of the Old South—with Aunt Jemima's secret recipe. Four different flours, with other ingredients—all ready to mix with milk or water. Not a single thing to prepare.

It's so easy for you to get them light and well-done because Aunt Jemima's special blend guarantees far more fluffiness than ordinary bread or biscuit flour. For Aunt Jemima's contains only about half the amount of gluten of ordinary flour. And gluten is the taffy-like substance in flour that

resists heat and slows up the baking process.

That's why, with about half the gluten of ordinary flour, Aunt Jemima's come out so perfectly done, so tender, fluffy and light in the few short minutes waffles are on the fire. And note this, ladies, an Aunt Jemima waffle, a square of butter and 1½ ounces of syrup are only 382 calories. Yet standard diets permit a total of 2,000 to 4,000 calories in the three daily meals. So enjoy the zest, the old-time tang of Ham 'n' Waffles, Southern style. There's a heap of good living in this easy-to-prepare meal.

Your grocer will deliver any of the ingredients you need for it, complete with simple, printed directions. So phone your order now.



AUNT JEMIMA

Pancake Flour in the red package . . . Buckwheat in the yellow package

FREE WITH 1 BOX-TOP Aunt Jemima's Album of Secret Recipes



A wonderful new 36-page cook-book, illustrated in full colors, with 64 Aunt Jemima recipes and 22 complete menus. Simple, easy directions that save steps, time and energy. Mail coupon for this booklet today and use it to thrill the family with bright, new and interesting meals. Send 1 Box-Top from either Aunt Jemima's Pancake Flour or Aunt Jemima's Buckwheat, to The Quaker Oats Co., Dept. L1, Box 1083, Chicago, Illinois.

Name _____
Address _____
City _____ State _____