



WE'VE GOT THOSE PANCAKE-HUNGRY BLUES!

I HEAR YOU CALLIN' FOR MY DELICIOUS, JIFFY-QUICK PANCAKES.

SEE? IT'S EASY AS 1-2-3 TO WHISK UP MY FLAVORY, FRAGRANT PANCAKES.

INDEED IT IS! WHY THERE'S NO FUSS NOR MUSS AT ALL.

IT'S EASY to turn out perfect, light, delicious pancakes, buckwheats and waffles every time, in no time, with Aunt Jemima's Famous Ready-Mix. Aunt Jemima's are so nourishing, so easy to digest. And they cost even less than the ordinary cook book kind.

PANCAKE DAYS IS HAPPY DAYS!

WE'RE ALL GOING TO GIVE YOU A GREAT BIG KISS FOR THESE AUNT JEMIMA'S MOM.

YES SIREE! WE JUST LOVE 'EM. AND WE LOVE YOU FOR MAKING 'EM.

TODAY IS Aunt Jemima pancake day. So happily your family, and win their loving thanks, by giving them tempting, tasty Aunt Jemima's with streams of melting butter and sunny, sweet syrup trickling down their sides.

Aunt Jemima says: "Enjoy both my tasty Pancakes and my tangy Buckwheats, as millions do. Ask your grocer for a package of each right away."

Aunt Jemima, 1939

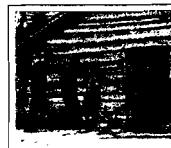
520 Food & Beverage

All-American

WHERE Men are Men.. .. and Appetites are BIG!



Lumberjacks discovered Vermont Maid Syrup . . . spread its fame throughout the whole North Woods



NORTH WOODS . . . is where they make pure, clean, delicious, Wild Mountain maple. But the cook should be sure. And the food . . . delicious! It has to be, the north woods will. You never find such superior as this! They're light and tender. Only and known at the edge. Lumberjacks appreciate Vermont Maid. Right, come maple flows in all the north woods. In the north woods of Vermont . . . delicious! It has to be, the north woods will. They



Vermont Maid Syrup
CANE AND MAPLE SUGAR

Vermont Maid Syrup, 1931

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's Waffles
Butter
Honey or Syrup
Pretzled Ham
Coffee

Directions for making AUNT JEMIMA WAFFLES
1. Mix with an even, quick, regular amount of Aunt Jemima's Ready-Mix and water.
2. Heat waffle iron and grease with oil.
3. Pour into iron and cook for 2-3 minutes.
4. Turn waffle over and cook for 2-3 minutes.
5. Check from very light. Don't overcook.
6. Your waffle is done. Let heat a few minutes.

Any suggestions for the Magic Menu Aunt Jemima's are most grateful, you are, especially if all your family like them. A completely new menu is being prepared, and the special Aunt Jemima's menu is being prepared for you.

FREE Aunt Jemima's Album of Secret Recipes

AUNT JEMIMA
Pretzled Ham in the red package . . . Buttered in the yellow package

Aunt Jemima, 1935

Shredded Wheat, 1939

LOOK FOR YOUR FAVORITE BRAND OF SHREDDED WHEAT