

Wake Up *to the* Preferred Pancakes

Aunt Jemimas—the only pancakes
that give you lightness plus . . .
Aunt Jemimas' **FINER FLAVOR!**



Know why folks prefer Aunt Jemimas? It's because these long-time family favorites give you lightness and superb flavor! Yes, Aunt Jemimas give you both! All the tender, fluffy lightness you could wish for plus . . . that heavenly, delicate flavor no other pancake has ever been able to copy!

Get Both Kinds

If you haven't served America's best loved pancakes lately—get some. One taste will tell you why folks vote Aunt Jemimas the "lightest, the most delicious pancakes you can make."

- The red box for
flavorful-light pancakes
- The yellow box
for tangy buckwheats



See for yourself why . . .

**MORE WOMEN PREFER
AUNT JEMIMAS**

p54 SEP 3/17/51

University research and at the Memorial Hospital, who were among the first to employ modern resins for dropsy. The ancient medicine, whose properties they believe may be explained "on the physicochemical grounds of an ion exchange," was known as *terra sigillata*, or sealed earth. It consisted of small disks of clay stamped with various images—the figure of a goat, Saint Paul and the serpent, Diana, the head of Christ, the coat of arms of the Medici family, and others. The first and for centuries the most famous brand was Lemnian earth, described by the Greek herbalist, Dioscorides, in 40 B.C., as coming "from the island of Lemnos, out of a certain hollow cavern having a marshy place." It was mixed with goats' blood and bore the goat seal. Said Dioscorides, as translated by a seventeenth-century English botanist, "it hath an eminent faculty of an Antidot against deadly poisons when drank with wine, & being taken before, it constrains to vomit up poisons. It is good also against ye strokes & it is good for ye bitings of venomous poison-casting beasts. . . . And it is good also for dysenteries."

Whether or not the clay seals were true ion exchangers may never be proved, but the chemical principles on which today's ion-exchange resins operate were discovered just 100 years ago by two British scientists, J. Thomas Way and H. S. Thompson. They observed that certain soils could remove from solution the alkaline half of a dissolved fertilizer salt, the ammonia of ammonium sulfate, for example, and they carried out numerous experiments to prove the point.

Like many another scientific discovery, however, this one kicked around a long time before it landed a good job. Richard Gans, a German chemist,

the job of softening water. He tricked hard water through a tank of aluminum silicate, a natural ion exchanger, and removed the magnesium, calcium, iron, and manganese that made the water hard. This solved the problem of the scale on boiler pipes and the ring around the bathtub, and launched the water softening business. Gans' patents, including several on synthetic silicates, were among those which built the Permutit Company, one of the pioneers in this field.

In the water-softening deal a different kind of resin is used from that employed in dropsy, and the softened water receives sodium ions in the process. While sodium is the lesser of the ionic evils as far as boilers and bathtubs are concerned, it is a factor to be reckoned with where people are on low-sodium diets. Physicians in hard-water regions have often wondered why these districts weren't producing results, until it suddenly dawned on them that their patients were blithely drinking sodium cocktails straight out of the faucet. Doctors now correct this by prescribing distilled water, or water deionized by ion-exchange mixtures that take out all the mineral ions. The applications of this chemical trick are, as you see, almost limitless.

The bag of tricks did not really begin to expand until the late 1930's, when it was demonstrated that synthetic resins made from petroleum and coal-tar chemicals offered better ion-swapping possibilities than the silica compounds used in water softening. Their use was still mainly confined to industrial processes, however.

Inspiration for the sodium-seizing resin now getting the drops out of dropsy came from a World War II

(Continued on Page 56)

