

...and up to

America's Best-Loved Pancakes



Let your fork sink lightly into a stack of golden Aunt Jemimas, running with butter and dripping with syrup. See for yourself how *really* light and tender pancakes can be! Your first fluffy fork-full will tell you why women all over America vote Aunt Jemimas "Lightest Pancakes you can bake!"



See for yourself why...

More Women Prefer
AUNT JEMIMAS
than all other brands combined!



Get both kinds! The red box for Pancakes — the yellow box for Buckwheats. Both kinds for crisp, delicious waffles.

Quaker Oats helps grow "STARS OF THE FUTURE"

Doctors say the more often youngsters eat a good oatmeal breakfast, the better they grow! They say that because a recent survey shows only 1 school child in 5 gets enough breakfast.

THE GIANT OF THE CEREALS IS QUAKER OATS!

A GIANT in Nutrition! Yes, mother, your youngsters get more growth, more endurance from oatmeal than from any other whole-grain cereal! To help your boy or girl become a success—serve good, hot, nourishing Quaker Oats several times a week!

A GIANT in Value! It's less than 1c a serving! Penny for penny, oatmeal is the

richest source of all leading types of cereals in 4 vital food elements: Protein, Vitamin B₁, Food-Energy, and Food-Iron.

A GIANT in Flavor! People eat more Quaker Oats than any other cereal in the world. That's because **THEY LOVE THAT QUAKER OATS FLAVOR!**



Tomorrow morning serve hot
QUAKER OATS

Less than 1¢ a serving



QUAKER AND MOTHER'S OATS ARE THE SAME

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