



*A Recipe
no other Mammy Cook
Could Equal*

Aunt Jemima's RISE TO FAME



IN all the history of cooking, there is no story more romantic than Aunt Jemima's. And surely no other cook has ever won such fame!

There have been cooks for whose services the crowned heads of Europe have competed. The great Careme, who lived a hundred years ago in France, was such a one. There have been statesmen and authors like the great Richelieu and Alexander Dumas, who took delight in creating new dishes.

But Aunt Jemima, mammy cook on an old southern plantation, has won far greater fame than theirs.

HER DISCOVERY

It was down on the great plantation of Colonel Higbee, in the days before the Civil War. In a little log

A U N T J E M I M A

cabin on this vast estate Aunt Jemima was born and raised. From the many generations of mammy cooks before her she had inherited all of the old-time southern knowledge of cooking. In the very simplicity of her ideas lay their great value and thoroughness.

It was Aunt Jemima who discovered that the four cereals—wheat, corn, rye, and rice—could be combined in a certain way in pancakes to produce unusual lightness and exceptional flavor.

The news of her famous pancakes spread up and down the Mississippi River. Other cooks sought her recipe, but Aunt Jemima guarded it jealously. Not until after her master's death did she reveal the secret.

It was then that Aunt Jemima Pancake Flour was first offered for sale—her own ingredients, ready-mixed, exactly as she proportioned them.

Today her name and smiling face are known in every town and village

AUNT JEMIMA'S



of the country. This single recipe has classed her among the most famous cooks in history. Everywhere women who are proudest of their cooking have been quick to use it, because it offers the only way to have pancakes just like Aunt Jemima's own, with that matchless plantation flavor.

SO EASY TO MAKE!

It is so easy today to make these wonderful pancakes of Aunt Jemima's. You simply mix milk (or water) and Aunt Jemima Pancake Flour in equal proportions. In just a twinkling the batter is ready to bake into golden-brown fluffs.

And what a joy it is to make pancakes, when you know that they will

NOTE—*We are often asked: "Are these stories of Aunt Jemima and her recipe really true?" They are based upon documents found in the files of the earliest owners of the recipe. To what extent they are a mixture of truth, fiction and tradition, we do not know.*

R I S E T O F A M E

be good every time; when you know before hand what special enjoyment they will bring to the family.

DELICIOUS BUCKWHEATS, TOO!

Buckwheats with that special delicious tang that you get when the flour and other ingredients are mixed just right! There is really no way to tell you how good they are when made according to Aunt Jemima's ready-mixed recipe. Get a package of Aunt Jemima's Prepared Buckwheat Flour and see for yourself.

There is no need to let the batter stand overnight. You whisk these buckwheats up in no time, just by adding milk or water to Aunt Jemima's ready-mixed recipe. Remember, Aunt Jemima Prepared Buckwheat Flour comes in the *yellow* package.





*From this one basic recipe
endless delicious variations!*

Aunt Jemima Pancakes

To 2 level cups Aunt Jemima Pancake Flour add 2 cups milk (or water). Stir until smooth. Bake on hot, greased griddle until surface is covered with bubbles; then turn and bake on other side.

If thin cakes are desired, use $1\frac{3}{4}$ cups Aunt Jemima to 2 cups milk or water. For thick cakes use $2\frac{1}{4}$ cups Aunt Jemima to 2 cups milk or water.

You will like Aunt Jemima Buckwheat cakes also. Your grocer has Aunt Jemima Buckwheat Flour in the yellow package.

With Aunt Jemima Pancake Flour as a base, you can make the most tempting new dishes for lunch and supper as well as breakfast. Try the combinations suggested here, and see what praise they'll win.

AUNT JEMIMA

Pancakes with sausage—a la Reine

Roll well-seasoned sausage meat on a floured board until thin as pie crust. Cut into rounds slightly larger than pancakes and fry in a little bacon drippings until nicely browned. Put a round of sausage between two freshly baked Aunt Jemima Pancakes, and serve with sausage gravy made by pouring one-half cup thin cream in pan in which sausage was cooked and stirring until cream and meat gravy are well blended. Serve hot.

Blueberry Pancakes

Combine 1 cup Aunt Jemima Pancake Flour with 1 cup sweet milk or water. Add $\frac{1}{2}$ cup blueberries. Strawberries, blackberries or raspberries may be used in place of blueberries.

Nut Pancakes

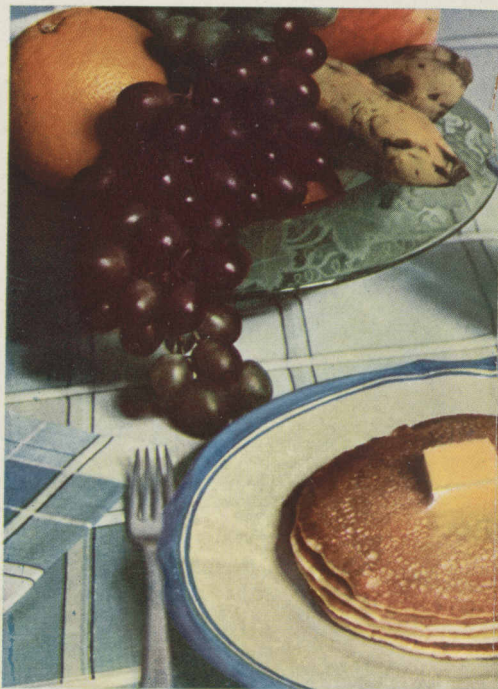
Mix one-third cup chopped nuts with one cup Aunt Jemima Pancake Flour and one cup sweet milk or water.

Minced Ham Pancakes

Mix one-half cup chopped ham with one cup Aunt Jemima Pancake Flour and one cup sweet milk or cold water.

Cheese Pancakes

Mix $\frac{1}{4}$ cup grated cheese with 1 cup sweet milk or water and add to 1 cup Aunt Jemima Pancake Flour.



*So light, so tender
special old*

Aunt Jemima mixed her batter in this special way—today you get all her ingredients just as she proportioned them. No compli-



*nder - made this
d-time way*

cated measuring and mixing—merely add a cup of sweet milk (or water) to each cup of Aunt Jemima Pancake Flour and stir.

A U N T J E M I M A

Green Corn Pancakes

Combine $\frac{3}{4}$ cup grated corn with 1 cup milk or water and add to 1 cup Aunt Jemima Pancake Flour.

Rice Pancakes

Mix $\frac{3}{4}$ cup cooked rice with 1 cup sweet milk or water and 1 cup Aunt Jemima Pancake Flour.

Banana Pancakes

Mix 1 cup Aunt Jemima Pancake Flour with 1 cup milk or cold water. Add 2 bananas sliced in thin crosswise pieces. Bake on a greased griddle.

Raisin Pancakes

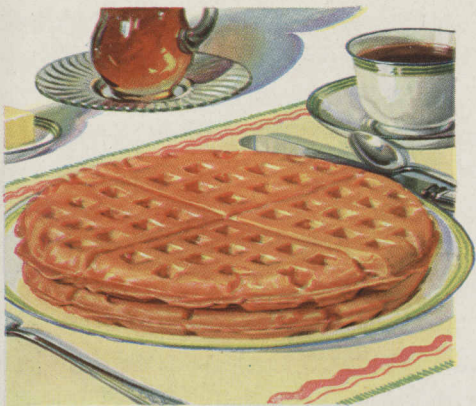
Combine 1 cup Aunt Jemima Pancake Flour with $\frac{1}{2}$ cup bran, $\frac{1}{2}$ cup strained stewed raisins and $1\frac{1}{4}$ cups milk or water. Bake on a hot greased griddle.

Suggestions for serving pancakes

Butter pancakes, sprinkle with powdered sugar and add a few drops of lemon juice. Sprinkle grated cheese over piping hot pancakes. The cheese will melt and give a delightful flavor to the pancakes. Serve with jelly.

Serve buttered pancakes with sweetened crushed strawberries, raspberries or blackberries.

Fruit sauces and jams make a nice variation for pancakes, sauces such as apple, cherry, pineapple, raisin, rhubarb or peach.



Crisp, tender waffles from Aunt Jemima Pancake Flour

You can make the finest waffles from Aunt Jemima Pancake Flour—so crispy and tender, so rich and fine in flavor. Try them and see how easily they're made, too. Here's the recipe:

Aunt Jemima Waffles

To 2 level cups Aunt Jemima Pancake Flour add 2 cups milk (or water), one egg well beaten, 2 tablespoons melted butter. Beat well. Bake on hot, well-greased waffle iron. Electric waffle irons should not be greased, but should be well heated before adding batter.

Louisiana Special Waffles

Mix 2 cups Aunt Jemima Pancake Flour with 2 cups milk, stirring in gradually. Add 4 tablespoons melted butter, yolk of three

AUNT JEMIMA

eggs well beaten. Fold in whites of egg beaten stiff. Bake on a hot, well-greased waffle iron.

Orange Waffles

Mix 2 cups Aunt Jemima Pancake Flour with 1 cup milk (or water) and 1 cup orange juice. Add grated rind of 1 orange, 2 well beaten eggs and 1 tablespoon melted shortening. Bake on a hot greased waffle iron and serve with butter and powdered sugar.

Sweet Potato Waffles

Mix 2 cups milk or water with 1 cup mashed sweet potato. Add 1 cup Aunt Jemima Pancake Flour, 2 well beaten eggs and 2 tablespoons melted shortening. Bake on a hot greased waffle iron and serve with butter.

Pecan Waffles

Mix 2 cups Aunt Jemima Pancake Flour with 2 cups milk (or water), 2 eggs beaten until light, 1 tablespoon melted butter, 1 teaspoon cinnamon. Beat well. Pour on hot waffle iron. Sprinkle with shelled pecans. Bake until crisp. Serve with maple syrup.

Suggestions for serving waffles

Serve crisp hot waffles with butter and sprinkle lightly with sugar and cinnamon.

Sprinkle grated cheese over hot waffles and serve with jelly.

Serve waffles with creamed chicken or creamed asparagus.



*The lightest muffins, too—
with an extra good flavor*

It's a standard recipe for muffins in thousands of homes—this way of making them with Aunt Jemima Pancake Flour.

Aunt Jemima Muffins

To 2 level cups Aunt Jemima Pancake Flour add $1\frac{1}{2}$ cups milk (or water) with one egg well beaten. Mix well. Add 2 tablespoons melted shortening. Bake in greased muffin tins in a moderate oven (375 degrees) 25 minutes.

Date and Nut Muffins

Mix 2 cups Aunt Jemima Pancake Flour with $1\frac{1}{2}$ cups milk or water. Add 1 beaten egg, 2 tablespoons melted shortening, $\frac{1}{2}$ cup chopped dates and $\frac{1}{3}$ cup chopped nuts. Bake in muffin tins in a moderate oven about twenty-five minutes.

A U N T J E M I M A

Blueberry Muffins

Mix 2 cups Aunt Jemima Pancake Flour with $1\frac{1}{2}$ cups milk or water. Add 1 beaten egg, 2 tablespoons melted shortening and 1 cup blueberries. Bake in muffin tins in a moderate oven about twenty-five minutes.

Bran Muffins

Mix 1 cup Aunt Jemima Pancake Flour with $\frac{3}{4}$ cup bran. Add 1 cup milk or water, 1 beaten egg and 2 tablespoons melted butter. Bake in muffin tins in a moderate oven.

Date and Nut Bread

Mix 2 cups Aunt Jemima Pancake Flour with $\frac{1}{2}$ cup chopped nuts, $\frac{1}{2}$ cup stoned, chopped dates, and 1 tablespoon brown sugar. Add 1 cup milk and 2 tablespoons molasses. Stir well. Bake in greased loaf pans about 45 minutes in a moderate oven.

When you're camping— Aunt Jemima Pancakes!

There's nothing quite so delicious for a meal in the open as some good bacon and syrup with a plate of Aunt Jemima Pancakes hot off the griddle! Aunt Jemima Pancake Flour keeps indefinitely. It's easy to carry, whether you buy it in the standard package or the larger one containing $3\frac{1}{2}$ lbs. And think how quickly these matchless pancakes are prepared!



Try Aunt Jemima Cup Cakes, too!

Add $1\frac{1}{2}$ cups of sugar to $3\frac{1}{2}$ cups of Aunt Jemima Pancake Flour; then add $2\frac{3}{4}$ cups of milk, 2 well beaten eggs and 4 tablespoons of melted shortening. Mix thoroughly and add to batter 1 cup of nuts (Black or English walnuts or hickory nuts). Bake in well-greased gem tins.

Surprise Drop Cookies

Cream $\frac{1}{4}$ cup butter with $\frac{1}{2}$ cup sugar. Add 2 eggs and beat until light. Then add 1 cup milk and 2 cups Aunt Jemima Pancake Flour. Mix well. Add $\frac{1}{2}$ cup shredded cocoanut and $\frac{1}{4}$ cup currants. Mix and drop by spoonfuls on a greased baking sheet. Bake in a hot oven for about 15 minutes.

The Quaker Oats Company
Chicago, U. S. A.



This Coupon

IN EVERY PACKAGE
OF AUNT JEMIMA

Mother's Coupons are redeemable for a wide assortment of valuable merchandise. Handsome gifts, furnishings for the home, little "extras" you have always wanted—here is an easy way to secure them *absolutely free!*

You'll find a Mother's Coupon packed in each box of Aunt Jemima Pancake Flour and Aunt Jemima for Buckwheats. Save them. They are worth money to you! Write for our catalog.

Mother's Coupon Dept.

80 E. Jackson Street

CHICAGO