



"I'se in town, Honey!"

Reg. U. S. pat. off.

America's most famous recipe

*New ways in which millions
of women are using it to make
delicious pancakes, waffles
and muffins*

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 to Royalty for whose services the crowned heads of Europe have competed. The great Carême, who lived a hundred years ago in France, was such a one.

There have been statesmen and authors like the great Richelieu and Alexandre Dumas of France, who took delight in creating new dishes. The latter has left us a learned book on cookery.

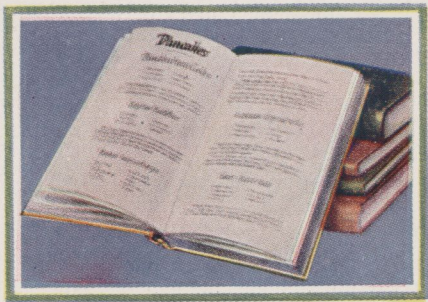
And even Royalty has added to the rich lore of cookery. King Louis XVIII of France, invented several famous dishes of which he was so proud that he always insisted on preparing them himself.

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

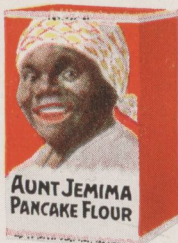
Today, her name and smiling face are known in every town and village of the country; and the pancake recipe that she perfected long ago is now used in millions of American homes.

*Only once did she reveal
her recipe*

In the days before the Civil War, Aunt Jemima's fluffy, golden-brown pancakes were the despair of the cooks on neighboring plantations. Try as they would, they could never equal the flavor of those wonderful cakes that she prepared for her master and his guests. Eagerly they sought the recipe; but Aunt Jemima guarded it



*It cannot be found in cook books—
the pancake recipe that has made Aunt
Jemima famous*



*Her own ingredients,
ready-mixed*

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 herself proportioned them.

Everywhere, women who are proudest of their cooking have been quick to try this famous recipe—eager to give their own families the enjoyment of these matchless pancakes. Year by year, more and more women have turned to the use of Aunt Jemima Pancake Flour because it offers a recipe not found in cook books—the *only way* to have pancakes just like Aunt Jemima's, with that matchless plantation flavor.

So easy to make!

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

What a *joy* it is to make pancakes

this way, when you know that they'll be good every time; when you know beforehand what special enjoyment they'll bring the family at table!

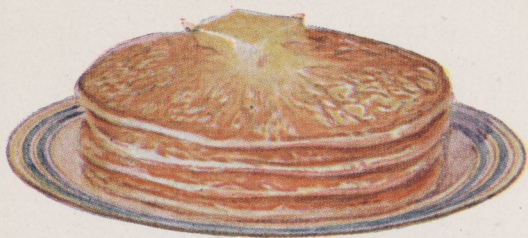
*Delicious
buckwheats, too!*

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. See how your family will revel in the flavor of these delicious cakes!

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



Aunt Jemima Mills Company
St. Joseph, Missouri



*From this one basic recipe
endless delicious variations!*

Aunt Jemima Pancakes


To make these delicious cakes you just add a cup of water (or milk) to every cup of Aunt Jemima Pancake Flour and stir until smooth. Bake on a hot well greased griddle until the surface is covered with bubbles. Then turn the cake and bake on the other side. Turn the cake only once. If a thick cake is desired, use less liquid; if thin, add a little more.

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.

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 water or sweet milk.

Minced Ham Pancakes

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

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.

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 cold water or milk. 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 water or milk. 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.

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!



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 of Aunt Jemima Pancake Flour add gradually 2 cups of cold water (or milk), 1 well beaten egg and $\frac{1}{2}$ tablespoon melted butter. Beat well and bake on hot waffle iron, well greased.

And when you want some novel little treat to serve your family and guests, try these variations on the above recipe:

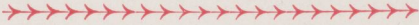
Fairy Waffles

Mix 2 cups Aunt Jemima Pancake Flour with 2 cups milk or water. Add 1 or 2 well beaten eggs and 1 tablespoon melted shortening. Bake on a hot well greased waffle iron. Serve with butter and powdered sugar.

Orange Waffles

Mix 2 cups Aunt Jemima Pancake Flour with 1 cup water (or milk) and 1 cup orange juice. Add grated rind of 1 orange, 2 well beaten eggs and 1 tablespoon melted shortening.





Aunt Jemima Muffins

To 2 level cups of Aunt Jemima Pancake Flour add gradually $1\frac{1}{2}$ cups of water (or milk), and 1 or 2 well beaten eggs. Mix well. Add 2 or 3 tablespoons of melted shortening. Bake in muffin tins or in rings on the griddle.

And here are other suggestions for making muffin treats. Try them!

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.

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.

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.



Aunt Jemima Rag Dolls

*Get this jolly family
for your children!*

Everybody knows good old Aunt Jemima! But did you ever stop to think about her family? Well, here they are, just the jolliest family of rag dolls you can imagine! Aunt Jemima, Uncle Mose, Wade and Diana.

How children do love them—their smiling faces, the gay bright colors of their clothing! They're such good-sized dolls, too! Aunt Jemima and Uncle Mose are 15 inches tall, Wade and Diana are 12 inches. They are all ready to cut out and stuff. Make your children happy with these rag dolls!

Look on the top of any package of Aunt Jemima Pancake Flour or Aunt Jemima Prepared Buckwheat Flour to see how to get them.

Aunt Jemima Mills Co.
St. Joseph, Missouri