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“The cleverest little bride in the world”

THAT is what this young husband says over his steaming pancakes.

He asks: “How did you get such a wonderful cook—from the South? Surely only the old-time cooks of the South know how to make pancakes like these!”

But the little bride smiles—she knows that Cook is no genius. She knows that she is “a clever little bride” only because she is wise enough always to order Aunt Jemima Pancake Flour!

Thousands and thousands of other little brides started housekeeping with Aunt Jemima Pancake Flour. They used it first because it was so easy to make pancakes, so easy to have them always a success. They are still using Aunt Jemima because the family likes the flavor so much better than that of any other pancakes. Today Aunt Jemima pancakes are so popular, so universally enjoyed that last season alone 60 million Aunt Jemima breakfasts were served.

Why they taste so much better

The Aunt Jemima flavor is due to a special formula—an old recipe, famous, long tested and impossible for any home cook to duplicate.

You could not buy the ingredients separately. Each ingredient is especially selected with the experience, the study of years behind it. Each is especially prepared to make perfect pancakes. And the ingredients are blended with skill and accuracy in a scientific laboratory.

Even the milk is mixed right in the flour. The Aunt Jemima people go to great trouble and expense to evaporate the moisture from sweet milk and blend it carefully with the other ingredients. Though you add nothing but water, your cakes have the full, rich flavor that only sweet milk can give.

It is the special formula, the special ingredients that give Aunt Jemima pancakes their remarkable flavor.

These pancakes are perfect every time

Never again need you be disappointed in your pancakes. They can be perfect every time. With

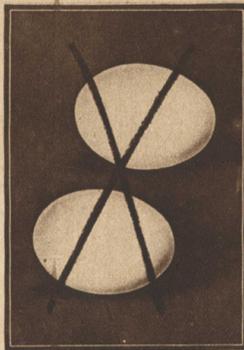
delicious Aunt Jemima pancakes can be steaming on the table.

And what an inexpensive meal! You can serve this wonderfully delicious breakfast for less than 3c a person. Contrast this with the price of meat or eggs and you will see one reason why women served Aunt Jemima breakfasts 60 million times last year.

Take advantage of the experience of this little bride and of thousands of other women. Order either Aunt Jemima Pancake Flour or Aunt Jemima Buckwheat Flour. Serve the pancakes that have the flavor your husband will praise morning after morning.



The milk is already in it



So rich you need add no eggs

Aunt Jemima Pancake Flour failure is impossible. All you have to do is to measure out the flour and mix in the water. Nothing could be easier. Nothing could be so certain of success! With Aunt Jemima you can have pancakes that are appetizing and delicious, each morning you serve them.

A wonderful saving in time—and money

You can get an Aunt Jemima breakfast in a jiffy. Just add water and your batter is ready for the hot griddle. By the time your coffee is made the



Just add water—and your cakes have wonderful flavor

How to get the jolly rag dolls

Send one Aunt Jemima box top (either Pancake or Buckwheat Flour) with only 4c in stamps and get one of the famous Aunt Jemima Rag Dolls. Or for 4 tops and only 16c you can get the whole jolly family. Aunt Jemima and Uncle Mose, each 15 inches tall, and the two cunning pickaninnies, Diana and Wade Davis, each 12 inches tall, all come in bright colors ready to cut and stuff. They have made thousands of other children happy. Your child will love them, too. Start now to save the box tops. Send to Aunt Jemima Mills Company, St. Joseph, Missouri. Also makers of Red Top, Royal No. 10 and Fiddle and Bow Flour.

