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How the perfect pancake formula was worked out

| Years ago the Aunt Jemima people realized that when a woman mixes pancakes herself she could never be sure how they would turn out. Some days they might be good-but other days, when she thought she had done everything just the same-the cakes would turn out flat, tough and soggy. | such an unusually delicious flavor - no wonder 120 million Aunt Jemima breakfasts were served last year! |
| :---: | :---: |
|  | So quick and easy - and so nourishing |
|  |  |
| To give every woman a way of making cakes that always come out wonderfully-always light and flufy and tender-Aunt Jemima Pancake Flour was created. | needs-their gluten percentage is unusually high. They have the food value that gives youngsters strong bodies and plump, rosy cheeks. |
| The treasured recipe of a famous Southern cook was adopted as the basis of the formula. Long study was put in perfecting it. Especially ground and blended flours were used-flours that you could not buy in a store. And finally, since good pancakes need sweet milk, that was added, too (in powdered form). | Have Aust Jemima Pancakes tomorrowand some other day have the Buckwheat Cakes (Aunt Jemima Buckwheat Flour comes in the yellow package). Try waffles and muffins made with the Pancake Flour, too, they're delicious. Read on any Aunt Jemima box top how to get the fampus Rag Dolls. Aunt Jemima Mills Company, |
| No wonder Aunt Jemima Pancakes have | Joseph, Missouri. |



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