



Ready for More

The growing boy knows what's good. He just naturally comes back for more when mother has steaming, golden brown pancakes for breakfast—the fluffy, crispy, melt-in-your-mouth kind made only from VIRGINIA SWEET PANCAKE FLOUR.

Children and grown-ups alike relish such pancakes—thrive on them, too. With plenty of wholesome syrup they're simply delicious.

The correct proportions of properly milled wheat, corn and rice in VIRGINIA SWEET PANCAKE FLOUR makes cakes that are light,

digestible and substantial—a breakfast easy to get and always satisfying.

Waffles made from VIRGINIA SWEET PANCAKE FLOUR are lighter, smoother, brown better, and *do not stick to the waffle-iron.*

As for muffins, you'll never make another muffin from "just flour" when you've seen the results you get with VIRGINIA SWEET PANCAKE FLOUR.

Treat your family to these VIRGINIA SWEET goodies. Surprise 'em with something differently appetizing:



GRIDDLE CAKES

Mix thoroughly with two cups sweet milk or cold water to a batter, two cups VIRGINIA SWEET. Bake on hot griddle and serve with syrup. The addition of two eggs, well beaten, will improve the cakes.



DELICIOUS WAFFLES

Beat the yolks of two eggs, add one cup milk, three tablespoons melted butter and one cup VIRGINIA SWEET PANCAKE FLOUR; mix thoroughly, then fold in the whites of two eggs, beaten dry. Bake on hot, well-oiled waffle-iron.



DELICATE MUFFINS

Beat one-third cup butter to a cream; beat in one-fourth cup sugar and one egg, beaten light; add one cup milk and one cup and three-fourths of VIRGINIA SWEET PANCAKE FLOUR and mix thoroughly; bake in a hot, well-buttered muffin pan about 25 minutes.

All good grocers sell VIRGINIA SWEET PANCAKE FLOUR. Say plainly to yours: "I want VIRGINIA SWEET" and insist on getting it.

Indianapolis

THE FISHBACK COMPANY

Kansas City