

Have your students listen to our episode “Aunt Jemima: American Racism on Your Grocery Shelf.” Then, let them choose between the episodes, “Slavery & Soul Food: African Crops and Enslaved Cooks in the History of Southern Cuisine” or “The Birth of a Nation: Everyday Racism in 20th century America.” Using these podcasts, have them analyze the images below. You can have them focus on just one image or on multiple.

Consider the following questions for prompts:

- How do these images reflect the social, cultural, political, and economic history of early 20th century United States? Please include examples.
- How does this image reflect the “Old South” and “Lost Cause” mythology?
- What do the figures shown (and even not shown) in these advertisements potentially symbolize in early 20th century America?
- Why are these images considered problematic or offensive today? Why were they considered less so when they were produced? Please include historical examples.

I' SE IN TOWN HONEY!



Aunt Jemima's Pancake Flour

Made of Wheat, Corn and Rice.

Can you imagine anything more delicious for breakfast than golden brown Cakes, smoking hot, right off the griddle?

No Increase in the Cost of Living

Aunt Jemima's Pancake Flour is made just as it was years ago and is sold at just the same price. It is no trouble to prepare—just mix and put on a hot griddle. Simple directions on every package. Also recipes for making Muffins and the best Waffles you ever tasted.

Buy a package to-day—Serve hot Waffles for tea. Your family will be pleased, delighted, and compliment you on your cooking.



Aunt Jemima's Family

The funny rag dolls—Aunt Jemima and Uncle, each 15 inches high, and two conical pickaninnies, each 12 inches high, all ready to cut and stuff, will be sent you for 4 coupons and 16 cents in stamps, or we will send you any ONE of the Rag Dolls for one coupon and 4 cents in stamps. Give address.

Davis Milling Company, St. Joseph, Mo.

Davis Milling Company St. Joseph, Mo.

Manufacturers of the celebrated
Aunt Jemima's Special Cake
and Pastry Flour, Davis'
Golden Sheaf, Kansas
Hard Wheat Flour.



Aunt Jemima's Climbing Doll

A coupon from a package of A. J. Pancake Flour, A. J. Buckwheat Flour or A. J. Special C. & P. Flour with 10 cents in stamps or silver will bring you post-paid one of these clever, Imported A. J. Climbing Dolls. Give address.

Davis Milling Company, St. Joseph, Mo.

LH J Dec 1, 1910

Figure 1: 1910 "I'se In Town Honey!" Aunt Jemima Pancake Flour Advertisement | Courtesy of The New York Public Library Digital Collections



Over this coffee the North and South pledged the new brotherhood years ago

"We greet you, not with bayonets but with blessings; not with cold steel but with hot biscuits and Southern hospitality," so the Governor of Tennessee long ago welcomed the veterans of the North to the battlefield of Nashville.

Nearly thirty years ago the distinguished generals of the South and North were brought together by the Tennessee Centennial at the old Maxwell House. Here the South could most fittingly do them honor. Here, at the Maxwell House, they could be offered the marvelous dishes and the coffee that were celebrated throughout old Dixie.

"We gathered at the Maxwell House," says one noted Confederate general, "and for the first time clasped in friendship the hands of our former enemies."

We can picture them there together in the stately old dining room, wearing their faded uniforms of gray and blue. Together they lived again through the old campaigns and skirmishes. Together they drank the cups of that rare coffee which has brought the Maxwell House the most lasting fame of all.

*A gift to the nation
from the old South*

Always it was the coffee at the Maxwell

House that its visitors praised most highly. A special blend was served there, full-flavored and mellow like no other kind.

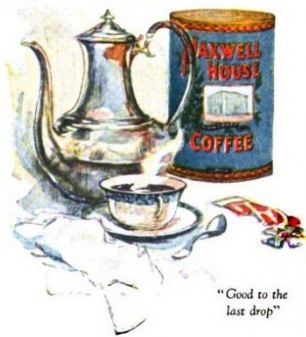
The many distinguished guests of the Maxwell House carried the news of this coffee to their homes in all the cities of the South. Returning from the great balls and banquets,

they remembered its rich flavor and wanted it for their own use.

Gradually in all parts of the country, North and South, East and West, the families who most enjoy good living have heard of Maxwell House Coffee and have taken steps to secure it. Today it is on sale in sealed tins at all better grocery stores throughout the United States. And the same firm of coffee merchants who perfected this blend years ago down in Nashville, still blend and roast it today.

The alluring goodness of this coffee is a gift to America from the old South. It has pleased more people than any other coffee ever offered for sale. It is the most popular blend in New York City, in Washington, in Atlanta and Cincinnati—in a long list of the country's leading cities.

When you pour your first cup of this coffee, when its rich aroma first reaches you, you will understand why it delighted the guests of the old Maxwell House. See what new pleasure it will bring your family at breakfast and dinner. Plan now to serve Maxwell House Coffee tomorrow. Your grocer has it on hand in the famous blue tins. Cheek-Neal Coffee Company, Nashville, Houston, Jacksonville, Richmond, New York, Los Angeles.



MAXWELL HOUSE COFFEE

TODAY—America's largest selling high grade coffee

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Figure 2: 1926 "Over this coffee the North and South pledged the new brotherhood year ago" Maxwell House Coffee Advertisement | Courtesy of Ladies Home Journal, January 1926



Figure 3: 1920 "First Aid To The Injured" Cream of Wheat Ad | Courtesy of The New York Public Library Digital Collections

He gave the South its favorite delicacy

Coconut, fresh from the shores of the West Indies

In the famous Lexington market of Baltimore "Your Old Reliable Coconut Man" has shredded coconuts fresh from the West Indies for more than a generation.

You'll find him too in Washington, Charleston and New Orleans—in every Southern seacoast town.

That's the way the South learned to eat coconut, quite different from ordinary dried coconut, or that in the shell at holiday time so often old and flavorless.

Now homes everywhere can have this delicacy. Now you can get coconut, not dried, but tender, juicy, full-flavored, put up—untouched by human hands—in its own juices in air-tight

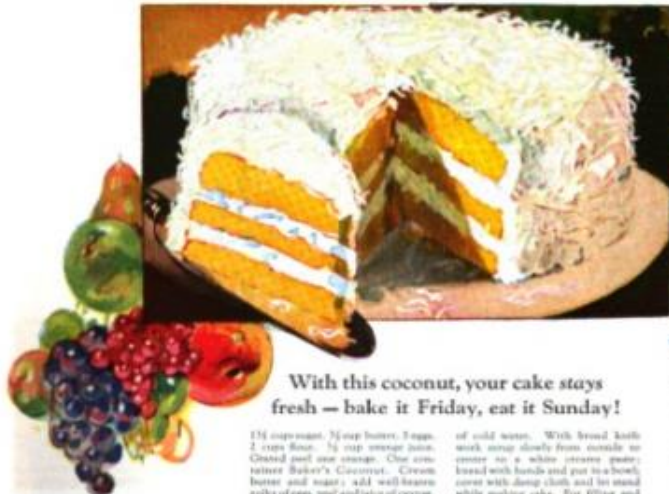
tins like fine fruit.

Baker's Coconut—and only Baker's—is as tender, as juicy, as rich in flavor as the fresh, grated coconut that the Old Coconut Man gave to the South. It keeps always its sweetness, its freshness, its glistening whiteness. And it's always ready to use.

All the coconut desserts become a new thing when made with Baker's Coconut, Southern Style—moist, but without any milk. Order a can and see how it gives to pies and puddings a new richness of flavor. Cakes made with it keep fresh and moist for several days. It makes plain Jell-o, or stewed or sliced fruits seem like rich, expensive desserts.



NOW you can have it as fresh as if grated by the "coconut man" in the market. FOR THE FIRST TIME, put up in its own juices—air tight—like fine fruit.



With this coconut, your cake stays fresh — bake it Friday, eat it Sunday!

1 1/2 cups sugar, 1/2 cup butter, 2 eggs, 2 cups flour, 1/2 cup orange juice. Grated peel one orange. Use sometimes Baker's Coconut. Cream butter and sugar; add well-beaten yolks of eggs, peel and juice of orange, alternating with flour; then fold in stiffly beaten whites of eggs. Put into well-greased layer-cake tins and bake in moderate oven for 35 minutes. For frosting and filling:—1 cup of sugar, 1/2 cup of water. Dissolve sugar in water and cook until soft ball stage; pour on platter wet with cold water, give strap quick spin like

of cold water. With bread knife work strap slowly from outside to center on a white ceramic plate; knead with hands and put in a bowl; cover with damp cloth and in stand while making cake. For filling and frosting cake, smash paste in double boiler to consistency of thick cream. Cover each layer and sprinkle thickly with Baker's Coconut. Put layers together, cover whole cake with the frosting and water thickly over top and sides with Baker's Coconut. Obey your own recipe and see how much longer your cake will keep fresh.



Send for our new recipe book today to The Franklin Baker Company, Dept. C-1, 13th and Market Streets, Philadelphia, Pa.

Baker's Coconut

COCONUT SNOWFLAKE PUDDING—1 can Baker's Coconut, 2 tablespoons powdered gelatine, 1/2 cup cold water, 1 pint milk, 2 eggs, 1/2 cup sugar, 1 teaspoon vanilla. Pinch of salt. Soak the gelatine in cold water five minutes. Put the milk on to heat; beat the egg yolks, add sugar and stir into scalded milk until slightly thickened; remove from fire and add the gelatine. Cook until it begins to thicken, then fold in 1/2 can of coconut and stiffly beaten egg whites. Line a mold with any fruit in season, pour in the mixture, spread remaining coconut on top and chill.

COCONUT PEACH PARFAIT—Wash one pound of dried peaches—then cook them in cold water until plump. Drain and put into a sievepan with 1 1/2 cups of water and one cup of sugar, stew until tender; put them thru a fine strainer. When cool fold in, lightly, one cup of sweetened whipped cream. Fill tall glasses 1/2 full with the mixture. Put a cup of whipped cream into a bowl; stir in lightly 1/2 cup of Baker's Coconut; fill up glasses with the coconut cream; top each glass with whipped cream and cover thickly with Baker's Coconut. Try this also with apricots and prunes.

Baker's Coconut comes in three different ways—

Baker's Yellow Can, moist coconut, Southern Style, fresh as if grated by the "coconut man" in the market.

Baker's Blue Can—pure fresh meat of the coconut ground and mixed up in its own natural milk.

Baker's Blue Canned Box—the meat of selected coconuts, prepared for those who prefer the dry shredded form.

*To know why your cake stays fresh when made with coconut packed in this new way—make this simple test:

BALANCE equal quantities of Baker's Coconut, Southern Style, and one dry shredded or glucose treated coconut on a small hand scale. Place a dish of water under the scale pans. The pan containing the dry coconut sinks so it absorbs the moisture. Baker's Coconut, packed moist in its own juices, never steals moisture from your cake.

Figure 4: 1923 "He gave the South its favorite delicacy" Baker's Coconut Advertisement | Courtesy of Ladies Home Journal, March 1923



Figure 5: 1885 "Lawn Tennis at Darktown. A Scientific Stroke." (3463) Currier & Ives print | Courtesy of David Brass Rare Books

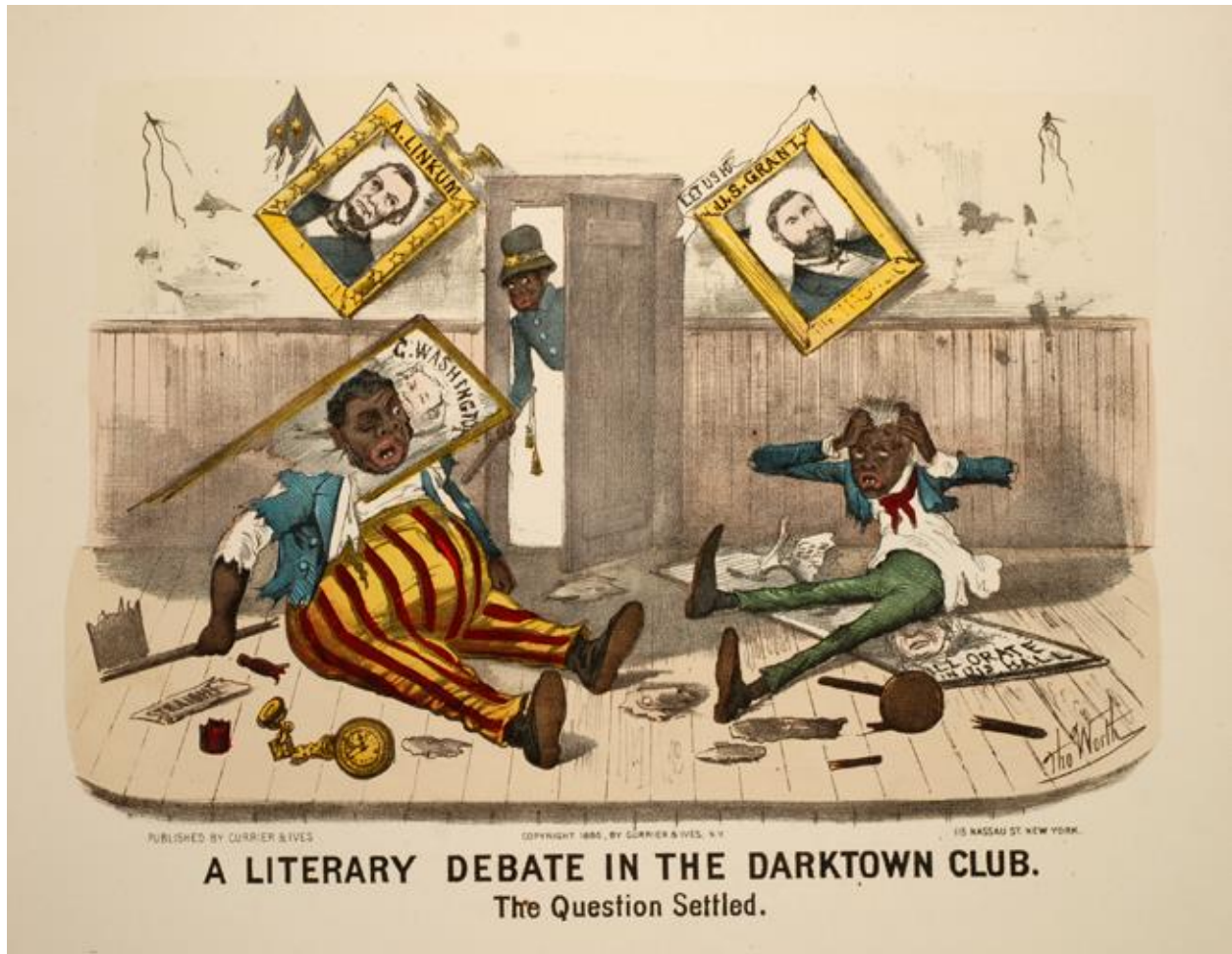


Figure 6: 1884 "A Literary Debate in the Darktown Club. The Question Settled." (3659) Currier & Ives print | Courtesy of David Brass Rare Books