



SHAKOPEE HERITAGE SOCIETY  
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SHAKOPEE HERITAGE  
SOCIETY



**Aunt Jemima**  
**In Shakopee 1956**



An ad from the *Shakopee Valley News* on Dec. 6, 1956 noted that Aunt Jemima would be serving free pancakes from 9 a.m. to 5 p.m. at the Shakopee Red Owl Store on Lewis Street. “Yes, the Famous Pancake Queen will be here to serve you with her mouthwatering pancakes. Come in for your FREE Aunt Jemima Pancakes, served with hot syrup!” said Leo Robeck, owner of the Red Owl store, located next to Bill’s Toggery in downtown Shakopee in 1956.

Aunt Jemima was an American breakfast brand for pancake mix, table syrup, and other breakfast food products. The Pearl Milling Company advertised it as the first “ready-mix” cooking product. The original Aunt Jemima pancake recipe, made from four types of flour, was rather nutritious. The current owners (Pepsico) have turned the mix into a one-flour mix, filled with chemicals.

Aunt Jemima was modeled after, and has been a famous example of, the “Mammy” archetype in the Southern United States. Due to the “Mammy” stereotype’s historical ties to the Jim Crow era, Quaker Oats announced in 2020 that the Aunt Jemima brand would be discontinued. In June 2021 the products rebranded to Pearl Milling Company. The Aunt Jemima name

**On SATURDAY, DEC. 8 FROM 9:00 a.m. to 5:00 p.m. FREE PANCAKES See AUNT JEMIMA in Person!**

**Big Holiday Food Sale**

**PORK SALE - Stock Your Freezer Now**

**PORK LOINS LB. 39¢**

Yes, the Famous Pancake Queen will be here to serve you with her mouthwatering pancakes. Come in for your FREE Aunt Jemima Pancakes, served with hot syrup!

**SHAKOPEE RED OWL STORE**

Smoked PICNIC HAM	lb. 29¢	BULK SAUERKRAUT	lb. 19¢
PORK CHOPS First Cut	lb. 39¢	Fresh PORK SAUSAGE	ROLLS lb. 29¢
PORK HOCKS	lb. 19¢	LARGE BOLOGNA, 5 1/2" thick	lb. 29¢
PORK NECK BONES and FEET	lb. 9¢	RINGS BOLOGNA	1/2" thick \$1
SPARE RIBS small, hand and neck	lb. 29¢	SKINLESS WIENERS	1 lb. \$1
SAUERKRAUT Honey Queen	1 1/2 gal. can \$1.50		
PORK AND BEANS Van Camp	7 1/2 oz. can \$1.00		
TOMATO SOUP Campbell's	10 1/2 oz. can \$1.00		
FACIAL TISSUE Huggo	80 ct. \$1.00		
CRACKLIN GOOD SALTIMES 1 lb. box	25¢		
Tide Detergent Fab Dye Softener	1 lb. box \$1.00		
WALNUT MEATS 1/2 lb. can	71¢		
FRUIT CAKE MIX	59¢		
INSTANT COFFEE	\$1.19		
ORANGE ADE	27¢		
		COOKIES 1 1/2 pk. 29¢	
		ICE CREAM 1 qt. 69¢	
		BULK WALNUTS 1 lb. 49¢	
		HONEY 1 lb. 35¢	
		EGGS Large fresh med. size \$1.33	
		BREAD 1 1/2 lb. loaf 20¢	

remains in use in the brand's tagline, “Same great taste as Aunt Jemima.” Other similarly motivated rebrandings include Uncle Ben's rice (which was renamed Ben's Original), the Mrs. Butterworth's pancake syrup brand and bottle shape, and the “Rastus” Black chef logo used by Cream of Wheat.

Nancy Green, a former enslaved person of Montgomery County, Kentucky, portrayed the Aunt Jemima character at the 1893 World's Columbian Exposition in Chicago. Subsequent advertising agencies hired dozens of actresses to perform the role as the first organized sales promotion campaign.

Beginning in 1894, the company added an Aunt Jemima paper doll family that could be cut out from the pancake box. Aunt Jemima is joined by her husband, Uncle Rastus (later renamed Uncle Mose to avoid confusion with the Cream of Wheat character, while Uncle Mose was first introduced as the plantation butler). Their children, described as “comical pickaninnies”: Abraham Lincoln, Dilsie, Zeb, and Dinah. The paper doll family was posed dancing barefoot, dressed in tattered clothing, and the box was labeled “Before the Receipt was sold.”

Rag doll versions were offered as a premium in 1909: “Aunt Jemima Pancake Flour / Pica ninny

An ad in the *Shakopee Valley News* on Dec. 6 and 13, 1956 noted that Aunt Jemima was at the Shakopee Red Owl Store, which was located in what is now Bill's Toggery on Lewis Street. The store was owned by Leo Robeck. The Pancake Mix was available for 19 cents for a 1 lb. package. Pancakes, served by Aunt Jemima, were served with hot syrup.

**Save More for Christmas Shopping with our LOW, LOW PRICES!**

**THANKS FOLKS**

**RED OWL CHRISTMAS CANDIES & NUTS**

**CHOCOLATE DROPS** 7¢

**CHERRIES** 13 oz. \$1.49

**Peanut Brittle & Pease Flakes** 30¢

**BULK PEANUTS in shell** lb. \$3.49

**BULK WALNUTS in shell** lb. \$4.49

**FLOUR, Robin Hood** 10 lbs. \$9.99

**FLOUR, Robin Hood** 5 lbs. \$4.99

**BEANS, Green or Wax** 5 lbs. \$3.99

**SALAD DRESSING** 43¢

**PEACHES** 1/2 doz. \$2.99

**PEARS** 1/2 doz. \$2.99

**COOKIES, Assorted** 1 lb. pkg. \$2.99

**ICE CREAM** 1/2 gal. \$1.69

**BREAD** 1 1/2 lb. loaf \$1.20

**PRODUCE DEPT.**

**LETTUCE, Jumbo Head** ea. \$1.99

**DATES** 12 oz. ea. \$1.99

**TANGERINES** doz. \$2.99

**FREE DELIVERY DAILY 10 A.M. AND 3 P.M.**

**SHAKOPEE RED OWL STORE**

