

Let Us Buy the Breakfast Tomorrow

Permit us to buy—and give to you—a full package of **Puffed Wheat**. Present the coupon below at your store. You may buy the **Puffed Rice**, but let us buy the **Puffed Wheat**. Let us treat you to a new delight.

A Full-Size Package Free

Myriads of people who enjoy Puffed Rice don't know how Puffed Wheat tastes. To correct this lack we are making this offer to ten million homes this month.

Puffed Rice was invented first. And, as most of you know, it fairly captured the country. The demand for these crisp grains—puffed to eight times natural size—came faster than we could make them.

Four people in five, at the first taste of Puffed Rice, gave it first place among the ready-cooked cereals.

Puffed Rice thus became the sensation. Never had a cereal been made half so enticing. Now we want you to know that Puffed Wheat—which came later—is also unique and delightful.

The Curious Process

Prof. Anderson—who invented these foods—thought that rice alone could be so expanded without being blasted to

pieces. For the grains are puffed by a steam explosion—by being shot from guns.

The raw grains are sealed up in bronze-steel guns. Then the guns are revolved for sixty minutes in a heat of 550 degrees. That heat turns the moisture in the grain to steam, and the pressure becomes enormous.

Suddenly the guns are unsealed and the steam explodes. The grains are shot out puffed to eight times normal size. Every food granule is blasted to pieces, so that digestion acts instantly.

Yet the kernels of rice keep their natural shape. The coats are unbroken. The gigantic grains—porous, crisp and delicious—look like magnified rice.

Exploding Wheat

Then Prof. Anderson tried the same process on wheat.

His aim was to make whole wheat wholly digestible. To break up the food granules as cooking or baking only begins to do.

And the dream came true. Almost the same process brought the same result as with rice. The world's premier grain became twice as digestible as it ever was made before. A wheat food was created, far more enticing than any other wheat food known.

Now we are asking ten million homes to try it—all at our expense.

The Vast Difference

Puffed Rice—as a girl said—suggests fairy wafers, ready to melt in the mouth. Puffed Wheat suggests toasted nut meats.

Puffed Wheat has the greater flavor. Some people like it better than rice for mixing with berries, bananas, etc.

Some people mix Puffed Wheat and Puffed Rice. The blend, they say, is much better than either.

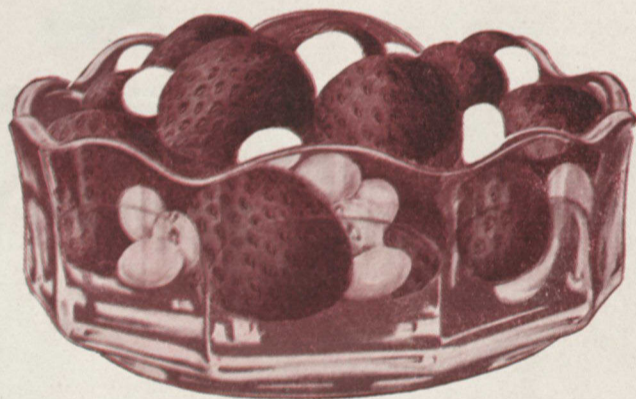
And all people like variety. In every home, Puffed Wheat and Puffed Rice should be alternated.

We Pay the 10 Cents

Now, on the verge of hot weather—when these ready-cooked cereals are most desired—we invite you to try them both. If you will buy the Puffed Rice we will buy the Puffed Wheat.

Take this coupon to your grocer and pay him 15 cents for a package of Puffed Rice. He will give you with it a package of Puffed Wheat—price 10 cents—charging the Wheat to us.

This offer has never been made before, and will never be repeated. Accept it now. Cut out this coupon, lay it aside, and present it when you go to the store.



June's Imperial Breakfast

Berries With Puffed Wheat

Mix Puffed Wheat or Puffed Rice with your berries. They belong together—as nuts belong with raisins.

The crisp, nut-like grains and the tart of the berries make a delicious blend.

For summer suppers, serve the puffed grains in a bowl of milk. They are crisper than crackers and four times as porous as bread.

For breakfast, serve with cream and sugar. For dinner, serve as a garnish for ice cream.

Puffed Wheat, 10c *Except in extreme West*
Puffed Rice, 15c

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Sign and Present to Your Grocer *Good in United States or Canada*

This Certifies that I, this day, bought one package of Puffed Rice, and my grocer included free with it one package of Puffed Wheat.

Name _____

To the Grocer

We will remit you ten cents for this coupon when mailed to us, properly signed by the customer, with your assurance that the stated terms were complied with.

The Quaker Oats Company
Peterborough, Ont.

Address _____

Date _____, 1911.

This coupon not good if presented after June 25, 1911. Grocers must send all redeemed coupons to us by July 1st.

NOTE: No family is entitled to present more than one coupon. If your grocer should be out of either Puffed Wheat or Puffed Rice, hold the coupon until he gets new stock. As every jobber is well supplied, he can get more stock very quickly.

The Quaker Oats Company