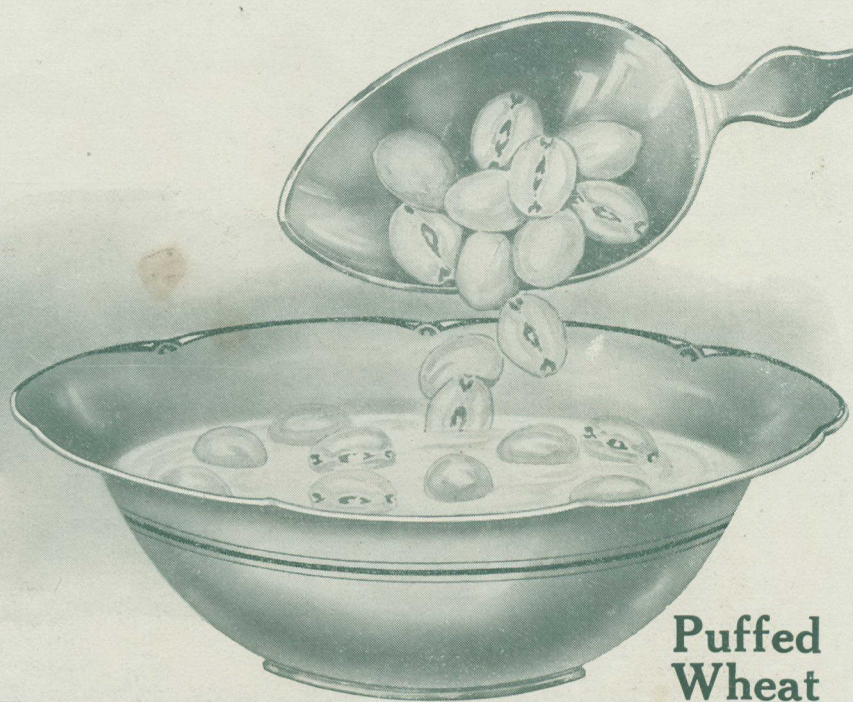


**Puffed
Rice**



**Puffed
Wheat**

Mornings Serve With Berries

In June—the strawberry month—try mixing these Puffed Grains with berries.

These honeycombed grains taste like toasted nuts, and form a delightful blend.

Don't serve them merely with sugar and cream, as you do the year around.

Other Summer Uses

In the finest restaurants Puffed Wheat and Puffed Rice are used to garnish ice cream.

They are used like nut meats in frosting cake.

They are ideal crisps for serving in soup.

Girls use them in candy making. Boys eat them like peanuts when at play.

From morning till midnight—in a dozen ways—users find uses for Puffed Wheat and Puffed Rice.

Shot from Guns Blasted by Steam Explosion

These curious foods are due to a curious process.

We select perfect grains, then seal them up in mammoth bronze-steel guns.

The guns are revolved for sixty minutes in a heat of 550 degrees. That's where the grains get the nut-like taste.

The moisture in the grain turns

to steam in that heat, and creates a tremendous pressure.

Then the guns are unsealed and the steam explodes. The millions of granules are literally blasted to pieces.

The grains are puffed to eight times normal size. Yet the coats are unbroken. The kernels are shaped as they grew.

Evenings Serve With Milk

These grains are crisper than crackers—four times as porous as bread.

Each grain consists of a myriad cells, each bounded by thin, toasted walls.

Airy, flaky, whole-grain wafers—wonderful morsels to serve in milk.

Prof. Anderson's Delightful, Scientific Foods

One mustn't forget that Puffed Wheat and Puffed Rice are not mere cereal dainties.

They have another advantage over all other cereals. They are fully twice as digestible as wheat or rice ever was made before.

The granules are blasted to pieces, so digestion can instantly act. It begins before the grains reach the stomach.

That is why these foods are

prescribed by physicians when the stomach can't stand a tax.

That's why one may eat them at any hour—between meals or at bedtime—without ill result.

That is why brain workers eat them for luncheons.

Prof. Anderson invented this process to make whole grains wholly digestible, as never was done before. Their deliciousness was merely an accident.

1,000,000 Dishes Daily

Among all the cereal foods ever invented nothing compares with Puffed Wheat and Puffed Rice.

Never were cereals so nut-like—never so melting, so flaky, yet crisp.

Countless users know this. And they consume a million dishes daily.

We invite you to join them—now on the verge of summer. For this is the acme of hot weather food.

Morning, noon and night—between meals and bedtime—the folks in your home will want Puffed Wheat and Rice.

Tell your grocer to get some now.

Puffed Rice . 15c

Except in Extreme West

Puffed Wheat . 10c

Except in Extreme West

The Quaker Oats Company

Sole Makers — Peterborough