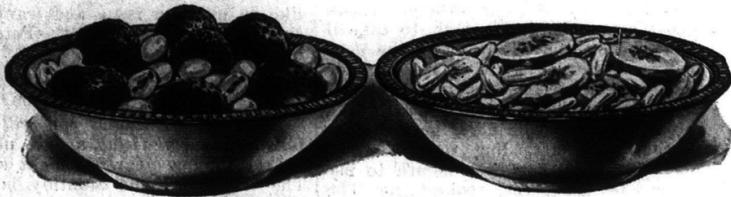


**Serve Two
With Cream and Sugar**

Puffed Wheat and Rice—the exploded grains—are filled with a myriad cells.

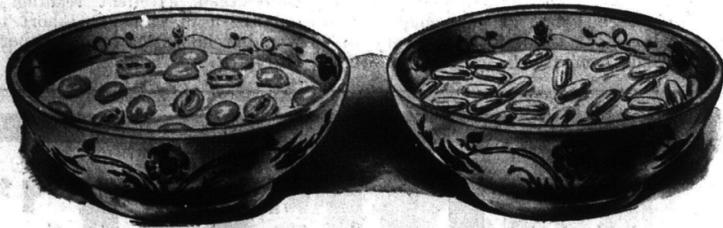
Each cell is surrounded by thin toasted walls, which melt away into almond-flavored granules.

In the morning, served with cream and sugar, these are royal dishes.



**Two with Fruit
Note the Nut-Like Blend**

Puffed Wheat and Rice taste much like toasted nuts. That's due to terrific heat. Mixed with berries, or with any fruit, they add a delicious blend.



**Two at Night
Floating in Bowls of Milk**

Puffed Wheat and Rice are eight times normal size—four times as porous as bread.

They float like bubbles in a bowl of milk.

These are whole grains made wholly digestible. Crisp, airy, toasted wafers.

No other grain-made morsels are so delightful, or so easy to digest.

The Other Four

Use the rest like nut-meats in cake frosting, or as garnish to ice cream.

Or use in making Puffed Rice candy. Directions are on the package.

Or let the children eat them dry, like peanuts, when at play.

Thus these ten dishes will reveal to you the endless fascinations of Puffed Grains.

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

**Let Us Buy
10 Dishes
For Your Folks to Try**

This Coupon, at your grocery store, pays for a 10-cent package of Puffed Wheat—enough for ten big servings. Please cut it out—present it. Pay no money, for your grocer will collect from us.

Then serve the grains in the ways we show. Yet your folks enjoy them.

Then ask those folks if any ready-cooked cereal ever tasted half so good.

**To 22,000,000 Homes
in Canada and the United States**

We make this offer, every spring, in 22,000,000 copies of various magazines. And some 200,000 grocers stand ready to accept the coupons.

All because these enticing foods tell you more than words can tell.

Thus we spread to countless new homes one of the great food delights of the century.

**Prof. Anderson
Wishes You to Know**

Prof. A. P. Anderson, who invented these foods, wishes every home to know them.

For these Puffed Grains are scientific foods, despite all their fascination.

Every food granule has been blasted to pieces, so digestion can instantly act.

Inside of each grain there occurs, in the making, 125,000,000 explosions.

moisture, and this heat turns that moisture to steam.

When the steam pressure reaches 175 pounds, the guns are unsealed and the grains are exploded. Each granule is blasted into countless atoms. The grains are puffed to eight times their normal size.

Yet the grains come out, shaped as they grew, with their coats unbroken.

Thus are created the best-cooked foods in existence. No other process makes grain so digestible. Serve an hour, from morning to bed-time, for these foods don't tax the stomach.

From the expert's standpoint, these exploded grains form the greatest of food inventions.

10-Cent Package Free

Take this coupon to your grocer and he will give you, at our expense, a full-size package of Puffed Wheat.

If you prefer the Puffed Rice, which costs 15 cents, this coupon is good for 10 cents toward it. Pay the grocer 5 cents in addition. The Puffed Wheat, to a coupon

holder, is entirely free.

Accept this offer in fairness to yourself. It means a 10-meal treat. You will never forget the delight of them.

Cut out this coupon now. Lay it aside, and present it when you go to the store.

SIGN AND PRESENT TO YOUR GROCER

Good in Canada or United States Only C/6

This Certifies that my grocer this day accepted this coupon as payment in full for a 10-cent package of Puffed Wheat.

To The Grocer

We will remit you 10 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
East of Manitoba—
Peterborough, Ont.
West of Ontario—
Saskatoon, Sask.

Name

Address

Dated 1913

**This coupon not good if presented after June 25, 1913.
Grocers must send all redeemed coupons to us by July 1**

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.

10-Cent Coupon

The Quaker Oats Company—Sole Makers

PETERBOROUGH, ONT., and SASKATOON, SASK.