

The Hours We Don't Forget

The Same Good-Nights, for a Hundred Years,
Will be Said Over Dishes of Puffed Grains

The little ones, in countless homes,
will to-night float Puffed Grains in
their bowls of milk.

In times to come, their children's
children will do the same, no doubt.
For no man can ever make from
wheat or rice a better food than
these.



The Pinnacle Foods Forever

Hundreds of foods have been made from these grains. But Puffed Grains mark the apex. They can never be excelled.

Prof. Anderson's process takes whole wheat or rice, and makes every atom digestible. Every food cell is exploded. Every granule is fitted to feed. No one can ever go further.

These grains are sealed in guns. For an hour they are rolled in 550 degrees of heat. The moisture in each food cell is changed to steam. The guns are shot and that steam explodes.

There occur in each grain a hundred million explosions—one for every food cell. The grains are puffed to eight times normal size. They come out airy, flaky bubbles as you see.

No other cooking process breaks more than half of the food cells. None can ever break more. So these must forever remain the sovereign foods produced from wheat or rice.

Puffed Wheat Puffed Rice

Each 15c Except in Far West

These are not mere morning dainties. They are all-day foods. Folks use them like nuts in candy making, or as garnish for ice cream. They serve them as wafers in soup. Between meals they eat them dry. And no other morsels are so ideal for serving in bowls of milk. Serve one each day.

The Quaker Oats Company

Sole Makers

Peterborough, Canada

(1498)

Saskatoon, Canada