

## All Because Prof. Anderson Thought of Exploding Grain

He conceived the idea of sealing wheat and rice kernels up in great bronze-steel guns.

Then heating those guns until the moisture in the grains changed to superheated steam.

Then exploding the steam, blasting all the food granules to pieces.

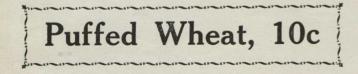
Thus he made whole grain wholly digestible for the first time in food history. He filled the grains with a myriad cells puffed them to eight times normal size.

The terrific heat gave the thin-walled grains a taste like toasted nuts.

Thus came these airy wafers—the most delightful cereals ever known.

Now people are eating—in all these ways—a million dishes daily. In countless homes nearly every meal in some way includes these crisps.

Puffed Rice, 15c



(301)

Except in Extreme West

The Quaker Oals Company - Sole Makers-Peterborough