



Ten Dishes Free To Every Reader of This Magazine

Pay Nothing at All

The coupon we print here will buy from your grocer one 10-cent package of Puffed Wheat. We pay the grocer for it.

This offer is made—for this time only—so every home may know this food delight.

One package means ten big dishes. Serve them in several ways. Then none at your table will ever forget these crisp, enticing grains.

These Curious Creations

Puffed Wheat and Puffed Rice are curious foods. One never saw anything like them.

The grains are eight times normal size. Each grain is filled with a myriad

cells, caused by the steam explosion. Each cell is surrounded by toasted walls, crisped by terrific heat.

So these thin-walled grains, while nut-like, melt like snowflakes in the mouth.

Breakfast Dishes

Which Taste Like Toasted Nuts

These crisp, brown grains taste much like toasted nuts.

Serve in the morning with sugar and cream. Or mix them with berries, to give a nut-like blend.

Girls use them in candy making, in place of nuts.

Boys eat them like peanuts, when at play.

Chefs use them to give a nut-like garnish to ice cream. Also in frosting cake.

In all these ways the nutty flavor gives a keen delight.

"The Good-Night Dish"

For uncheons or suppers—between meals, or bedtime—serve like crackers in a bowl of milk.

The grains are crisper than crackers. They are four times as porous as bread.

They are whole-grain foods. And

never before were cereals made so digestible.

A tempting, ever-ready dish that doesn't tax the stomach.

A hundred times this summer you will want to serve Puffed Wheat or Puffed Rice in milk.

Puffed Wheat, 10c.
Puffed Rice, 15c.

Except in
Extreme
West

Professor Anderson's Invention Foods shot from Guns

Puffed Wheat and Puffed Rice are scientific foods.

Their inventor is Prof. A. P. Anderson. He spent seven years in working out this process.

The grains are sealed up in great bronze-steel guns. Then the guns are revolved for sixty minutes in a heat of 550 degrees.

That heat turns the moisture in the grains to steam, and creates tremendous pressure.

Then the guns are unsealed and the steam explodes. All the food granules are blasted to pieces, so digestion can instantly act.

The grains are puffed to eight times normal size, yet the coats of the grain are unbroken.

The result is these crisp, gigantic grains, loneycombed with countless cells.

Never before were grains made so digestible—never so delicious as these.

Good for 10 Cents

At Your Grocer's

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 ten-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

This certifies that my grocer this day accepted this coupon as payment in full for one package of Puffed Wheat, or as two-thirds payment for a package of Puffed Rice.

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.

Name.....
Address.....
Dated.....1912

This Coupon not good if presented after June 25, 1912
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.

Ten-Cent Coupon

The Quaker Oats Company

Sole Makers—Peterborough, Ontario