



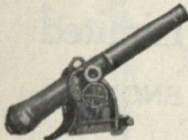
A Head of Wheat, Its History



million food cells. It was a fine example of a major food.

It grew on a western prairie. Nature stored its every layer with the elements we need. Each grain, at the harvest, had 125

The farmer found the grains hard, extra large and plump. He said, "That wheat is too good to grind. It is a wheat to serve whole." So he sent it to our buyer, who shipped it to our mill.



Huge guns awaited it. The kernels were sealed up in one of them. Then the gun was revolved for sixty minutes in a heat of 550 degrees.

The moisture in each food cell was converted into steam. Then the gun was shot; the cells exploded. And the whole grains came out, airy, crisp and porous, puffed to eight times normal size.

Then those grains came to a table. They came as thin, fragile bubbles, with a taste like toasted nuts. They were served with cream, or in bowls of milk. And someone tasted in them the most fascinating wheat food known.



Puffed Wheat	Except in Far West	12c
Puffed Rice		15c

That is how Puffed Wheat and Puffed Rice are created, under Prof. Anderson's process. The finest whole grains are made wholly digestible. Every food cell is blasted.

There are, of course, other whole grain-foods. But not with each food cell exploded. Not with every atom fitted to digest.

In Puffed Wheat you are serving an unrobbed wheat. Puffed Rice is unrobbed rice. In both of them every element feeds. And both are food confections.

Do you think you are serving such foods as these as often as you should?

The Quaker Oats Company

PETERBOROUGH, ONT.

SOLE MAKERS

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