

Eat Them Just for Joy

Forget that Puffed Grains are an expert's invention—the last word of science in ease of digestion.

Eat them as nuts are eaten—just for the joy of eating—for their airy crispness, for their fascinating taste.



The Joyous Facts About Foods Shot From Guns

Ten Thousand Cells Formed by Steam Explosion

Puffed Wheat and Puffed Rice are simply steam-exploded grains.

The moisture within them is turned to steam, in a terrific heat, then exploded.

Every food granule is thus blasted to pieces, and a myriad cells are formed.

Each cell is surrounded by thin, toasted walls, which melt at the touch of moisture.

The grains are puffed to eight times normal size—made four times as porous as bread.

Curious Creations

Each grain is a puffed, airy wafer, like no other food

you know. Each is a magnified kernel, shaped as it grew, for the coats of the grain are unbroken.

They are whole-grained foods made wholly digestible. No element is lacking.

One would never dream that such dainty morsels could be made from unground grain.

Like Toasted Nuts

The grains in the guns are subjected to a heat of 550 degrees for an hour. That's how we create the steam pressure. Because of that heat, the exploded grains taste much like toasted nuts.

They are used like nuts in candy making—in frosting cake—in garnishing ice cream.

Served in any way you like them, the grains suggest nut meats, made porous and crisp and digestible. There lies their main enchantment.

Puffed Wheat, 10c.

Puffed Rice, 15c.

Except in Extreme West

How Folks Enjoy a Million Dishes Daily

Folks serve them for breakfast with sugar and cream, or mixed with any fruit.

For supper, serve like crackers in a bowl of milk.

Serve in soup at dinner. Or scatter them over a dish of ice cream.

Use them in candy making. See directions on each package. Let children eat them like peanuts when at play.

Serve at any hour—between meals or at bed time—for digestion is extremely easy.

The Quaker Oats Company

Sole makers—Peterborough