



FRIENDLY FOODS

from

THE QUAKER OATS COMPANY

PETERBOROUGH, ONT.

SASKATOON, SASK.



Four Wonderful New Breakfasts

HERE are four ways to add a new interest to breakfast. You prepare them in an instant, and serve them to win back wayward appetites. Note how simple it is to stop the monotony of ordinary breakfasts.

Quaker Puffed Wheat and Puffed Rice are different from any other cereals known. They are steam puffed to eight times their natural size, and thus every food cell is broken—making digestion easy.

They're toasty, crunchy grains that taste like toasted nutmeats. Their food value is that of rich grain foods.



With peaches, a delightful variant from the routine breakfast. And yet supremely "good for you" too.

Blackberries, strawberries, raspberries ---any kind of fresh berries with Puffed Grains, each brings added goodness to the other. A summer breakfast treat, incomparable.



Puffed Grains with sliced bananas and cream; or "half-and-half"-- try this to start the mornings right.



Quaker Oats

The Great Canadian Breakfast

QUAKER OATS and milk has become a national dietetic urge. Savory and delicious, it combines the important body-building elements of protein, carbohydrates, minerals and vitamins in excellent balance, and the tender covering of natural oat bran makes laxatives seldom needed.

Makes children grow. Keeps grown folks fit and healthy.

Grocers have two kinds, Quick Quaker which cooks in 3 to 5 minutes, and the Quaker Oats you have always known.

Oatmeal Cream Pudding

2 cups cooked Quaker or Mother's Oats 1 tsp. grated lemon rind
1/2 cup sugar 1 1/2 tbsps. gelatin
1 cup cream or evaporated milk.

Soak the gelatine in the cold milk for five to ten minutes. Warm the oatmeal if left over porridge is used, and stir the soaked gelatine and the sugar into the hot oatmeal. Stir until the sugar is dissolved, then rub through a strainer. Add the lemon rind and fold in the cream or evaporated milk whipped stiff. Pour into a serving dish or shallow mold and chill thoroughly. Serve cold, plain or with any crushed fruit.

Cream of Oatmeal Soup

To one cup cooked and strained Quaker or Mother's Oats—ground—add four cups of highly seasoned chicken or veal stock; season to taste with salt and pepper and a tablespoon of onion juice, one-half tablespoon finely chopped parsley. Bring soup to boiling point; remove from range and add a half cup of scalded cream and the yolks of two raw eggs well beaten; mix well. Do not allow soup to boil after adding yolks of eggs.





The Most Famous Recipe in the World

THOUSANDS of recipes have been tried out by the women of this country, yet this single recipe has won more users than any other in history.

It was only after the civil war, however, with her master gone, that Aunt Jemima was persuaded to sell her secret.

Today you get her recipe ready mixed—in Aunt Jemima Pancake Flour. Pancakes with that old time plantation flavor—so light they melt in your mouth.

A New Whole Wheat Value Food

THE New Pettijohn's is the most recent development in whole wheat cereals. It contains 25% bran and cooks in 3 to 5 minutes.

It is made from the whole grains of the choicest wheat grown—the grains being first cut in two, then partially steamed and then rolled to a feathery thinness in white flakes flecked with golden brown—the bran.

Thus, the bran, which is vitally important to proper intestinal regulation, is combined with the energy values of the rest of the wheat in tempting and delicious form. Bran in a form that is enjoyable as well as effective.

The New Pettijohn's is not only a conditioner—it is a builder, too. It has a rich and appetizing flavor and cooks perfectly in 3 to 5 minutes.

It is one of the finest foods mentioned in this folder.



Quaker Corn Flakes

Wax-wrapped—Triple-sealed

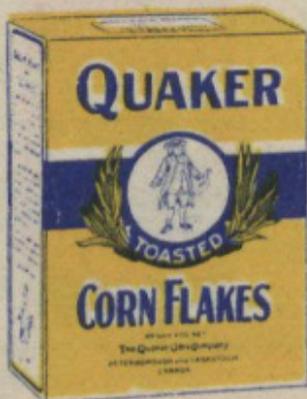
Guaranteed to Please

or Money back

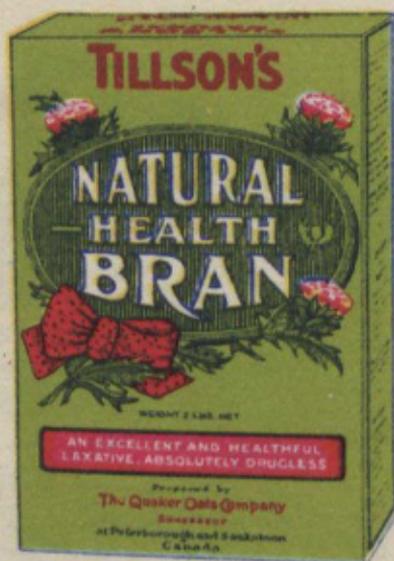
Every package of Quaker Corn Flakes bears the guarantee that if the purchaser does not think they are the BEST Corn Flakes, we will refund the purchase price. Out of millions of packages sold, not a half-dozen requests for refunds have been received.

The delicious, appetizing flavour of Quaker Corn Flakes and the protection of the flavour by the triple seal is the reason why it has become one of the leaders in the Canadian market in three years.

This flavour was unanimously chosen by a committee of cereal experts as the best of 53 prepared for experimental purposes. Only the best malt, high-grade table salt and pure cane sugar are used.



Quaker Corn Flakes have the *best* flavour. Millions of people now using them know that this is so.



Tillson's Natural Bran

Physicians everywhere are recommending people to eat a certain amount of natural "roughage" every day to take the place of that which has been taken away from so many of our foods.

The natural coat of the wheat is the best "roughage." Nature intended us to eat it. Tillson's *natural* Bran is the coat of wheat, packed pure, clean, dry and sterilized.

The most appetizing and agreeable way to take Bran is in gems, muffins or bread. Placed on the table at every meal, the family may be sure of an aid to digestion and regular elimination.

As it has not been cooked, Tillson's *natural* Bran is best for baking purposes. It is the favourite in many homes.

Polenta with Cheese

- 1 cup Quaker Cornmeal 2 cups boiling water
2 cups milk 1 tsp. salt
 ¼ pound grated cheese

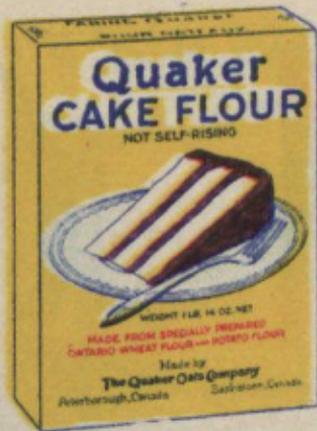
Stir cornmeal into the cold milk, then stir the mixture into the boiling salted water. Continue stirring over the fire until the mixture thickens. Then cook in a double boiler about an hour. Add the grated cheese and pour into a shallow pan about one inch thick. When cold and firm cut into squares, dip into crumbs, beaten egg and crumbs again and fry in deep fat heated to 390 degrees. Serve with tomato sauce. If desired, the polenta may be poured into a baking dish, brushed with melted butter and browned in a hot oven. Serve hot with tomato sauce.

Corn Bread

- 1 cup Quaker Cornmeal 3 tsps. baking powder
1 cup Quaker or Mother's
 Flour ¼ cup melted shortening
1 tbsp. sugar 1 egg
¾ tsp. salt ¾ to 1 cup milk

Mix and sift ingredients. Beat eggs, add milk and stir into dry mixture. Beat until smooth, stir in the melted fat and pour into a well greased shallow pan or into muffin pans. Bake for 30 to 40 minutes in a moderate oven—350 degrees. Time of baking depends on depth of the pan. If desired, buttermilk or sour milk may be used instead of sweet milk. If this is done, use ½ teaspoon baking soda and 2 teaspoons of baking powder instead of three teaspoons baking powder.





Quaker Cake Flour

For light, feathery cakes, and crisp, flaky pastry.

Originated by our own baking experts after a great deal of experimental work, this special flour is made from the finest winter wheat flour, to which a small quantity of potato flour has been added. It is not self-rising.

This is the newest member of the Quaker family of cereal products. It has been widely tested by our own bakers and by leaders in Domestic Science and in home-baking. All are enthusiastic about Quaker Cake Flour and proclaim it the finest flour for fine cake baking.

Comes in a handy package—tested recipes are printed on each.

THE Quaker Mills in Canada turn out a greater variety of cereal products than any other mills in the Dominion.

The Quaker Oats Company is the largest cereal manufacturer in the world. Its products are sold in 60 different countries, from Siberia in the far north, to Java in the tropics, and in Australia and New Zealand in the Southern hemisphere.

In Poland, and other countries of Middle Europe, as in the interior of China, Quaker products form a substantial part of the diet of the people.

Everywhere through Canada the Quaker products are to be found in the stores. We would like to know of a merchant who does not sell them. If you are unable to secure any Quaker product at any time we will appreciate it if you will drop us a postcard giving us the name of the merchant.

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Reserve

Coupons In Every Package

In every package of Quaker cereal products is a coupon. For these coupons we exchange valuable presents of jewelry, sporting goods, personal articles and articles of household use.

The coupons can be saved from any or all packages. When the required number is saved, mail them to us and we will send you at once, postage paid, the article you desire.

Such is the great variety of the Quaker products that they satisfy practically the entire cereal requirements of the family. By using only Quaker cereals you may save the coupons from several different kinds of packages at once and thus secure your premiums all the more quickly.

Our Premium Book clearly describes and illustrates our premiums. Write for a copy. It is sent postage paid, without charge.

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