



June's Imperial Breakfast

Puffed Wheat or Puffed Rice mixed with berries forms an inviting dish. The grains are crisp and porous, so they melt in the mouth. Their nut-like flavor, with the tartness of berries, forms an enticing blend. This is the ideal morning meal during the berry season.

The Favorite Foods

Of all the ready-cooked cereals—of which we make many—there is nothing so well liked as Puffed Wheat and Puffed Rice.
 We first proved this by lunch-room tests—by serving all kinds at one price. Four people in five chose Puffed Wheat or Puffed Rice. And thousands mixed them with fruit.
 Then we proved it by advertising—by asking people to try them. There have been times since when our output could not meet half the demand.
 The people in your home will agree with the rest. Once let them taste Puffed Wheat or Puffed Rice and the breakfast question will be settled for good.
 But that isn't all. For a between-meal dish, or a good-night dish, nothing compares with these puffed foods, because they don't tax the stomach.
 You will find them—as others do—the most popular foods in the house.

Best for Children

These are Prof. Anderson's foods—the most digestible cereals ever created. The millions of starch granules are blasted to pieces by an explosion of steam. They are broken up as never was done by cooking, baking or toasting.
 As a result, the digestive juices act instantly, and the food is completely assimilated. Every food expert knows that this process does what nothing else ever did.

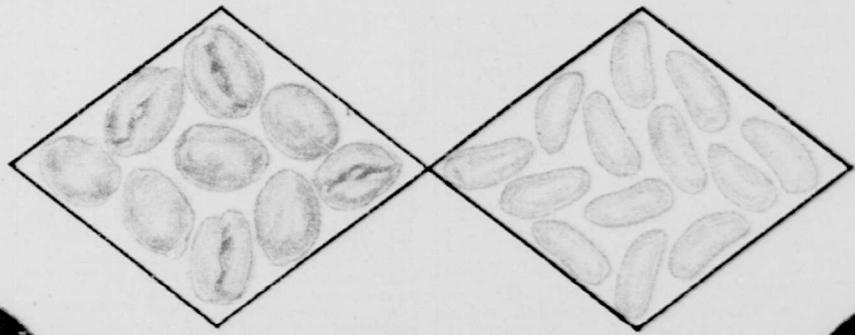
It is a fine thing to know—for children especially—that such delicious foods are so wholesome.

Shot from Guns

This is the curious process:
 The whole wheat or rice berries are put into sealed guns. Then the guns are revolved for 60 minutes in a heat of 550 degrees.
 That heat turns the moisture in the grain to steam, and the pressure becomes terrific. Suddenly the gun is unsealed, and the steam explodes. Instantly every starch granule is blasted into a myriad particles.
 The grains are puffed to eight times former size—made porous and crisp and digestible. Yet the coats are unbroken. The puffed grains look like raw grains magnified.

Serve One Tomorrow

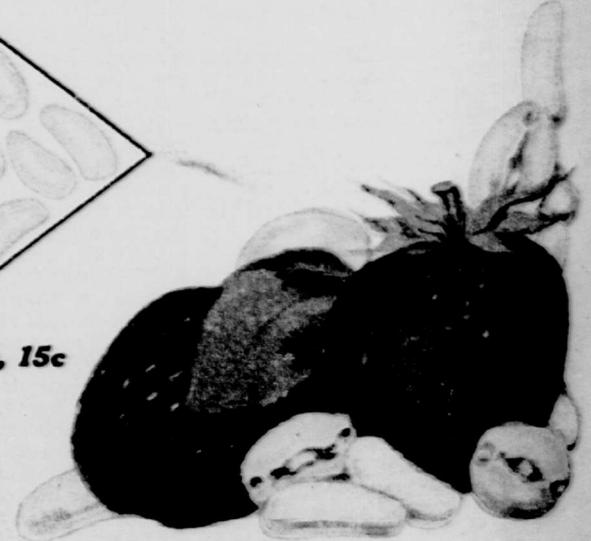
During the hot months coming, these ever-ready, whole-grain foods will serve a constant need. Mix them with fruits in the morning—serve them in milk at night. For these crisp, brown grains—four times as porous as bread—are good in a bowl of milk.
 Get from your grocer one package of each—both the Puffed Wheat and Puffed Rice. Serve one tomorrow, and learn how your people like them. Make a note so you don't forget. You'll be glad that we told you about them.



Puffed Wheat, 10c

Puffed Rice, 15c

Except in Extreme West



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The Quaker Oats Company**