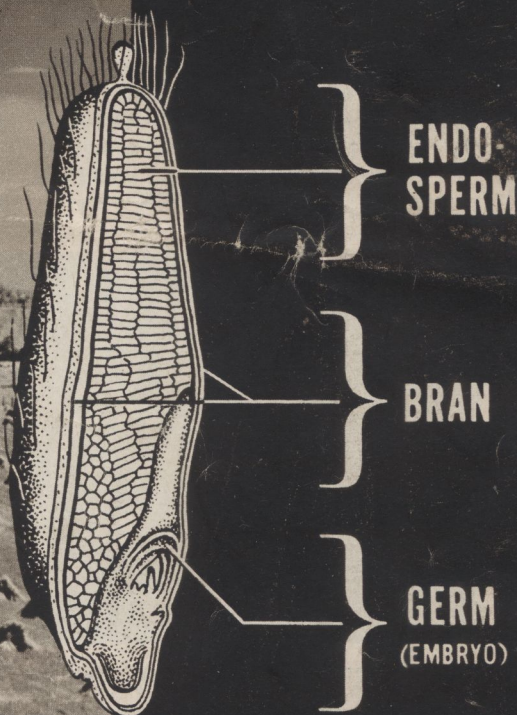


THE
Inside Story
OF A
Kernel of Oats



The Quaker Oats Company



Did You Know That Oatmeal Was First Sold in Apothecary Shops?

Hundreds of years have passed since man raised the first crop of oats. History tells us that oats were one of the early crops planted in the New World. George Washington and other far-seeing colonists grew oats on their land. In the fall of 1764, it is recorded that Washington sowed "a few Oats to see if they would stand the winter."

Further experiments were made by the father of our country, and in 1787, the year he presided over the Constitutional Convention, he had four hundred acres sown in oats. During these early days of American history, oats were sold by the ounce or half-ounce by apothecary shops (fore-runner of the drug store)—and were kept in tall glass apothecary jars.

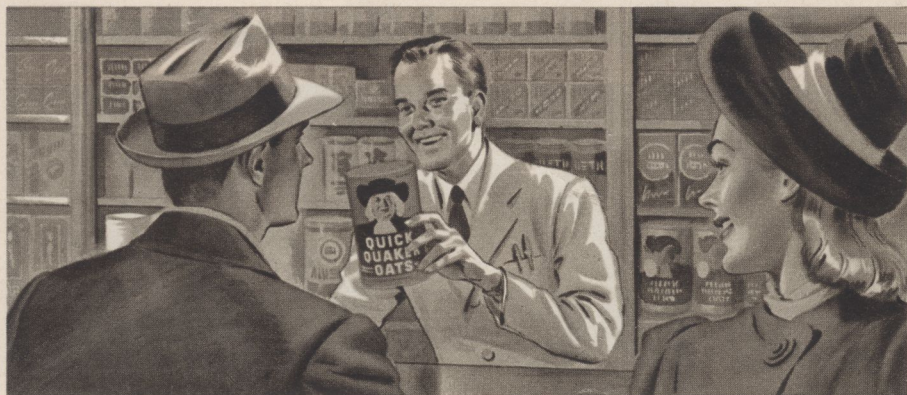


Later Grocers Began Stocking Oatmeal in Wooden Barrels

About 1850, oatmeal milling as an industry had its first roots in Akron, Ohio, where Ferdinand Schumacher began grinding oats. At first he sold the ground oats in minute quantities—and gradually popularized the wonders of oatmeal as a food.

He created a demand for oats where none had existed before and set up machinery that ground 20 barrels of oats a day.

Shortly afterwards the rolled or flaked oat product, with a greatly reduced cooking time, was produced. This form quickly met with popular approval all over the world. Oatmeal mills soon appeared throughout the country. At that time oatmeal was shipped in bulk—in barrels or sacks—and the oatmeal barrel was a familiar and homey touch in the general store for the next few years.



Today You Buy Quaker Oats or Mother's Oats Fresh-Sealed in Sturdy Cartons

In 1877 the first Quaker Oats mill was founded at Ravenna, Ohio. The same year the Quaker Man was adopted as the trademark. He has since become world-famous and symbolic of the foresight of the company which first saw the advantages to the consumer of a high-quality packaged

oatmeal. Homemakers showed a marked preference for the factory-wrapped and sealed carton. They appreciated the uniform quality, the honest quantity, and the known price which tended to drop as production of packaged cereals became better established.



Today Oatmeal is Known to Lead All Other Natural Cereals in Protein, Vitamin B₁, Food-Iron, Food-Energy

Nature favors oatmeal in these great food elements. Yes, oatmeal is richer than any other natural cereal in **PROTEIN**, the body and muscle-builder, stamina maintainer! In **VITAMIN B₁**, the "energy" vitamin that helps prevent fatigue! In **FOOD-IRON** for rich red blood! And in **FOOD-ENERGY** itself!

Quaker Oats or Mother's Oats are the same. They are true, whole-grain oatmeal—nothing is added, nothing is taken away. Precious vitamins and minerals remain as Nature made them. The vital oat germ is fully maintained. The bran is intact. Only the chaff or hulls, not suitable as human food, are removed in processing.

The Processing of Quaker Oats and



The Oats Are Grown on America's Fertile Farm Lands— Harvested, Threshed and Sent to the Mill

The threshing scene pictured above is one that is familiar to almost everyone. This phase of farming takes place in many parts of the United States—principally in the Mississippi, Missouri and Ohio River valleys. From the fertile farm lands of these areas come the oats that are used in the production of Quaker Oats and Mother's

Oats. After harvesting and threshing have been completed, the oats are then delivered to country or terminal grain elevators. Here their purchase by The Quaker Oats Company is subject first to a strict inspection of the grain which insures that only those oats of a suitable high grade enter the Quaker mill.



Laboratory Inspection is First

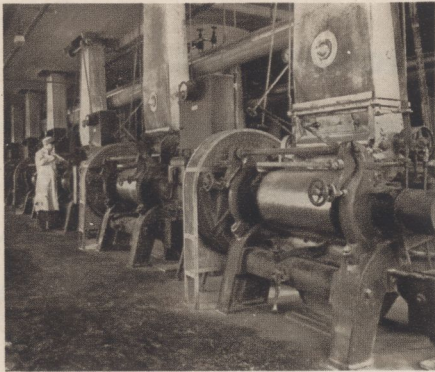
When the grain arrives at the mill, it is subjected to laboratory inspection—and accepted or rejected according to its milling quality. The oats are also sampled for weight, degree of mixture with other grains, soundness of kernels and freedom from heat damage.



Cleaning and Grading Follows

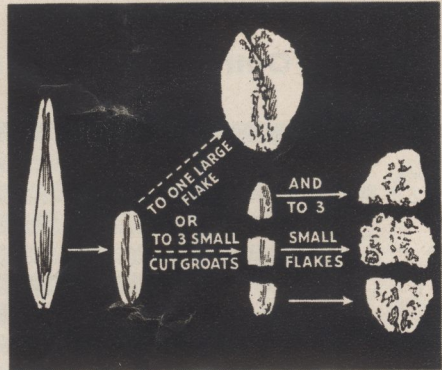
The oats then enter the cleaning house. The chaff is removed, and all unwanted grains are discarded. About thirty different machines are used to assure absolute purity in the finished product. Only oats of superior quality and weight pass the rigid inspection.

Mother's Oats from Field to Package



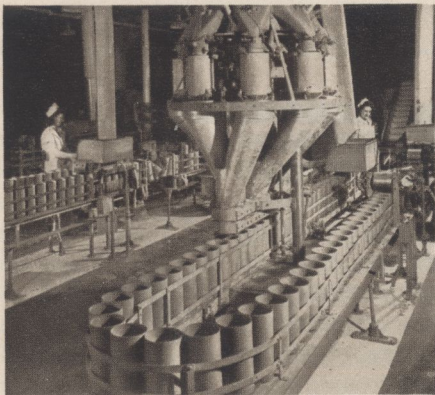
Next—Rolling the Groats

A gentle “toasting” process, before the hulls are removed, gives Quaker Oats their pleasing nut-like flavor. After cooling and grading once more, the oats pass to the milling stones which split the oat kernel or groat from its hull. Only the finest plump groats are used in making Quaker and Mother's Oats.



Only the Chaff is Removed

For regular or “old fashioned” Quaker Oats or Mother's Oats, the groats are steamed and then pass through heavy steel rolls. If the groats are to be rolled into the popular “quick-cooking” flakes, they are cut into several sections before rolling, and the rolls adjusted to make the thinner “quick-cooking” flakes.



And the Last Step—Packaging

Last step in the milling is packaging. Almost every operation is mechanical. The whole process is a marvel of efficiency, ingenuity and sanitation. The cartons are filled with choice rolled oats and sealed with the colorful Quaker or Mother's Oats label—your guarantee of a truly superior food.

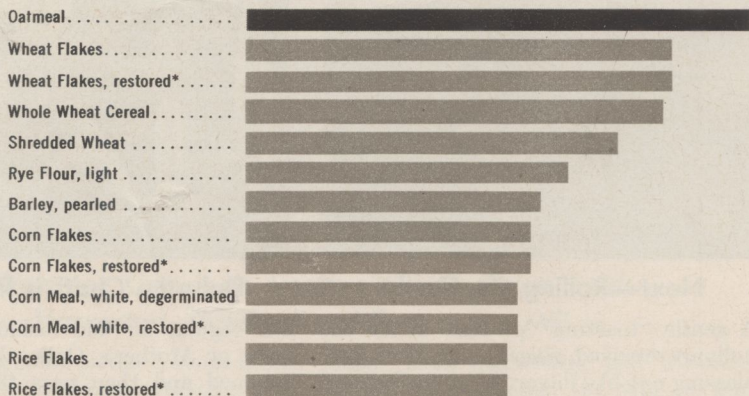


Many Good Foods Are Made with Quaker Oats and Mother's Oats

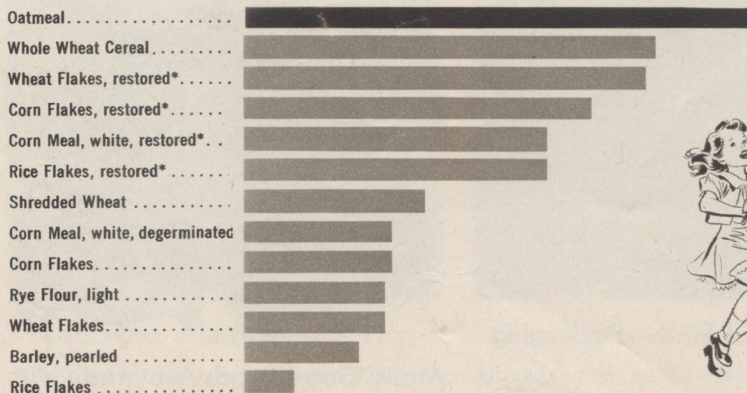
America's favorite breakfast cereals are equally delicious in cookies, muffins, breads, cakes or meat loaf. You get extra nutrition and fine whole-grain flavor when these foods are used in cookery.

How Oatmeal Leads All These

Oatmeal is Richer in PROTEIN



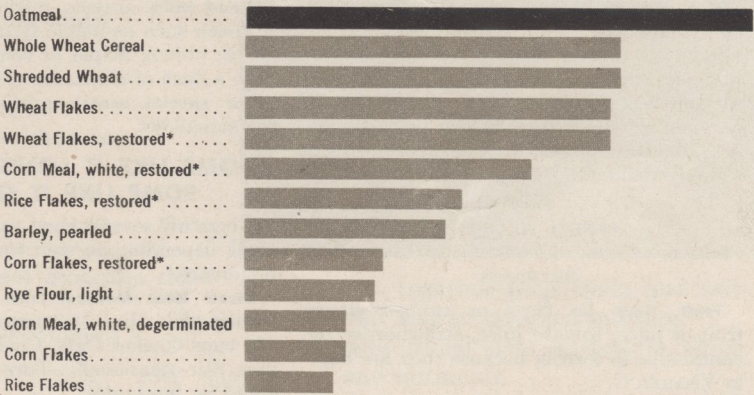
Oatmeal is Richer in VITAMIN B₁



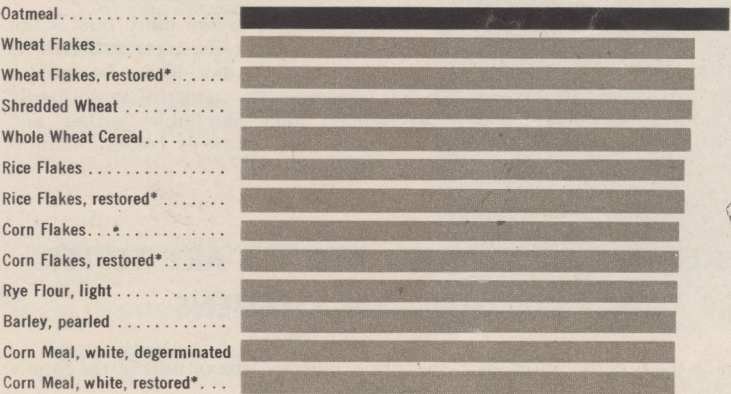
*Restored to whole-grain values of vitamin B₁, niacin and iron

Cereals in Vital Food Elements!

Oatmeal is Richer in IRON



Oatmeal is Richer in FOOD-ENERGY



*Restored to whole-grain values of vitamin B₁, niacin and iron.
Reference: Tables of Food Composition, U.S. Dept. of Agriculture, Misc. Publication #572 (Issued 1945).

How Important Are the Breakfasts in Your Life?

Everybody needs a good balanced breakfast to start the day right, if for no other reason than that it has been twelve hours since the last meal.

A good adequate breakfast should supply $\frac{1}{3}$ to $\frac{1}{4}$ of the vital food nutrients everyone needs daily. A generous supply of all these nutrients is needed at the beginning of each day if you want to *feel* and *be* at your best. To help you do this as easily as possible, the United States Department of Agriculture has set up a basic pattern for a good breakfast.

FRUIT

CEREAL WITH MILK

BREAD, BUTTER OR FORTIFIED MARGARINE BEVERAGE

Fruit may be fresh or canned citrus fruit or juice, tomato juice, strawberries or cantaloupe in season, because they are high in Vitamin C.

Cereal, whole-grain, enriched or restored, eaten with milk and sugar, provides high quality protein, the B vitamins and minerals.

Butter is valuable for Vitamin A and fat.

Beverage may be coffee, tea or milk. For children, milk is a "must."

Eggs and breakfast meats are valuable for protein and minerals and may be included if desired.

Oatmeal for Breakfast

At breakfast as well as at other meals, the full rich flavor and abundant nutrition of oatmeal is ideal. Oatmeal is favored by nature with more Protein, more Iron, more Vitamin B₁ and more Food-Energy than any other natural whole-grain cereal.

Many simple variations add flavor and

sparkle to breakfast cereal and pep up lag-gard appetites in the morning. Try these toppings on your oatmeal:

Fresh fruits in season such as peaches, apricots, berries, or canned or frozen fruits.

Dried fruits: prunes, raisins, dates, figs.

Sweets such as maple syrup, honey or molasses; brown, maple, or confectioners sugar with a dash of cinnamon.

For special occasions, chocolate chips or marshmallows.

SOME LIKE IT LONG COOKED! SOME LIKE IT QUICK!

There are several good ways to cook oatmeal, depending on your time and personal preference.

Direct Heat Method: Into 3 cups briskly boiling water put $\frac{3}{4}$ teaspoon salt. Stir in $1\frac{1}{2}$ cups Quaker Oats. Cook $2\frac{1}{2}$ to 5 minutes. Stir occasionally. Turn off heat and let stand for 5 minutes.

Double Boiler Method: Cook oatmeal in top part of a double boiler over direct heat for two minutes. Place over boiling water, cover and cook for 10 to 20 minutes.

One Serving: Place $\frac{1}{2}$ cup Quaker Oats and $\frac{1}{4}$ teaspoon salt in a cereal bowl. Add one cup boiling water. Place cereal bowl in a pan which contains about one inch of hot water. Cover pan and bring the water to the boiling point. Cook for 5 minutes.

Oatmeal through the Day

Use of oatmeal in the daily fare is not limited to breakfast. In fact, oatmeal fits into any meal of the day. It can be used for lunch or supper in wonderful meat loaves and tender, juicy hamburger patties, and in desserts such as sweet breads, muffins, cakes and cookies.

ALL QUAKER PRODUCTS AND RECIPES ARE TESTED IN OUR OWN MODERN KITCHENS

In modern up-to-the-minute kitchens, Mary Alden, our Director of Home Economics, and her staff of home economists are busy baking, cooking and testing a variety of Quaker products every day. Together with the Research Laboratory, they are constantly at work to help maintain the high standards of quality represented by the Quaker label, and to bring you reliable information on

nutrition and the many uses of the family of Quaker products.

On the following pages are some recipes developed by the Home Economics Department. These are but a few of the recipes available. If you would like to have a more complete set, just write to Mary Alden, The Quaker Oats Company, 223 West Jackson Boulevard, Chicago 6, Ill.

CHOCOLATE CHIP OATMEAL COOKIES

Makes 3½ dozen cookies

- ½ cup shortening
- ½ cup brown sugar
- ½ cup granulated sugar
- 1 egg
- 1 tablespoon water
- ½ teaspoon vanilla
- ¾ cup sifted enriched flour
- ½ teaspoon soda
- ½ teaspoon salt
- 1½ cups Quaker or Mother's Oats
(quick or old-fashioned, uncooked)
- 1 cup semi-sweet chocolate chips
or pieces
- ¼ cup chopped nutmeats

1. Cream shortening; add sugars gradually and cream well.
2. Beat in egg until fluffy. Stir in water and vanilla.



3. Sift together flour, soda and salt and add to creamed mixture.
4. Add rolled oats, chocolate chips and nutmeats.
5. Drop from a teaspoon onto greased baking sheet and bake in a moderate oven (375°F.) 12 minutes.

MARY ALDEN'S FAVORITE RECIPES

SCOTCH TOFFEE

Makes 40 pieces

- 2 cups Quaker or Mother's Oats
(quick or old-fashioned, uncooked)
- ⅓ cup melted butter or margarine
- ½ cup brown sugar
- ¼ cup dark corn syrup
- ½ teaspoon salt
- 1½ teaspoons vanilla
- 1 cup semi-sweet chocolate chips
or pieces
- ¼ cup chopped nutmeats

1. Pour melted butter over rolled oats and mix thoroughly.
2. Add brown sugar, corn syrup, salt and vanilla; mix until combined.
3. Pack firmly into greased 8" square or 7" x 11" pan and bake in hot oven (450°F.) 12 minutes, or until a rich brown color.



4. When thoroughly cool, turn out of pan. Spread melted chocolate chips on top and sprinkle with nutmeats. Chill in refrigerator. Cut in small squares or bars.

NOTE: Store Scotch Toffee in refrigerator or other cool place.

MEAT LOAF

Makes 8 servings

- 1½ pounds ground beef
- 1 cup Quaker or Mother's Oats
(quick or old-fashioned, uncooked)
- 2 beaten eggs
- 1 cup milk
- ¼ cup chopped onion
- 2½ teaspoons salt
- ¼ teaspoon pepper
- 1 teaspoon prepared mustard

1. Combine all ingredients thoroughly and pack firmly into a loaf pan.
2. Bake in a moderate oven (375°F.) 45 minutes.

Hamburger Patties: Reduce milk to ½ cup. Shape mixture into 12 flat patties. Pan fry slowly in hot fat.

Beef Broiler Meal: Place uncooked hamburger patties on broiler rack. Broil until brown. Then turn patties. Place slices of cooked potatoes and fresh tomatoes around meat. Brush with melted fat. Broil until brown on second side.



MARY ALDEN'S FAVORITE RECIPES

OATMEAL MUFFINS

Makes 8 to 16 muffins

- 1 cup Quaker or Mother's Oats
(quick or old-fashioned, uncooked)
- 1 cup buttermilk or sour milk*
- 1 cup sifted enriched flour
- ¼ cup sugar
- ½ teaspoon soda
- 2 teaspoons baking powder
- ½ teaspoon salt
- 1 beaten egg
- 3 tablespoons melted shortening
- ¾ cup seedless raisins (optional)

1. Pour buttermilk over rolled oats and let stand a few minutes.
2. Sift together dry ingredients; add to rolled oats mixture with raisins.
3. Add beaten egg, stirring lightly;

and fold in melted shortening.

4. Fill greased muffin pans $\frac{2}{3}$ full and bake in a hot oven (425°F.) 15 to 25 minutes, depending on size of muffins.

*One cup sweet milk may be substituted for buttermilk. Omit soda and increase baking powder to 3 teaspoons.



Do You Know . . . Your Oats?

QUESTIONS

ANSWERS

1. In what principal farming areas are oats raised?
2. List five of the steps in processing rolled oats.
3. Why is laboratory inspection of oats necessary?
4. What part of the oat grain is removed in the cleaning process?
5. Why are the oats toasted?
6. In what vital food elements is oatmeal superior to other cereals?
7. A good breakfast should supply what percentage of the daily food needs?
8. Why is it important to get this percentage of the day's needs at breakfast?
9. a) What is the basic breakfast pattern as set up by the United States Department of Agriculture?
b) Why are these foods recommended?
10. How can oatmeal be varied to add interest to breakfast?
11. What are the two most common ways of cooking oatmeal?
12. How can rolled oats be used in other dishes throughout the day?



*This Symbol
is your Guarantee of Quality*



THE QUAKER OATS COMPANY

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