

5

Travels of a Rolled Oat



TRAVELS OF A ROLLED OAT

A Memento of the Quaker Oats Company

Exhibit at the

1934 Century of Progress



AUNT JEMIMA'S CABIN AT THE FAIR

THE QUAKER OATS COMPANY

Chicago, 1934

RECIPES

● SCOTCH SCONES

½ cup sugar
5 cups flour
2⅔ tablespoons baking powder
pinch salt

½ cup shortening
½ cup raisins
2 cups sour milk or buttermilk

SIFT together the dry ingredients. Cut in shortening. Add raisins and milk. Separate mixture into 4 balls and roll ½ inch thick. Cut each into quarters. Coat tops with egg wash and place in hot oven (450°) for 15 minutes. Remove from oven, open scones with sharp knife and fill with butter and raspberry jam. Serve hot.

● PUFFED RICE CANDY

½ cup maple syrup
½ cup corn syrup
1 cup sugar

1 tablespoon vinegar
2 tablespoons butter
Quaker Puffed Rice

BOIL syrups, sugar and vinegar until they form a hard ball when dropped in cold water. Add butter and pour mixture over ⅔ of a package of Quaker Puffed Rice. Mix well, form into balls and place on waxed paper to harden and cool, or place in buttered pan and mark into squares.

● AUNT JEMIMA PANCAKES

2 cups Aunt Jemima Pancake Flour
2 cups sweet milk

2 tablespoons melted butter

MIX above ingredients and stir until smooth. Bake on hot, greased griddle until surface is covered with bubbles; then turn and bake on other side. If an aluminum griddle is used no grease is necessary.

2

● CHOCOLATE COOKIES

½ cup butter
1 cup sugar
2 eggs
2 squares chocolate (melted)

½ cup flour
⅛ teaspoon salt
1 cup Quick Quaker Oats
½ teaspoon vanilla

CREAM butter, add sugar and cream thoroughly. Add well beaten eggs and chocolate that has been melted over hot water. Add flour and salt, then Quaker Oats and vanilla. Drop from a teaspoon onto a buttered baking sheet and bake in a very slow oven 30-35 minutes.

● AUNT JEMIMA WAFFLES

2 cups Aunt Jemima Pancake Flour
2 cups milk

1 egg, well beaten
2 tablespoons melted butter

MIX above ingredients and beat well. Bake on hot, well greased waffle iron. Electric waffle irons should not be greased, but should be well heated before adding batter.

● OATMEAL DATE SANDWICH

1¾ cups Quick Quaker Oats
1½ cups flour
1¼ cups brown sugar
⅔ cup melted shortening
¾ cup finely chopped salted peanuts

FILLING
1 package dates, stoned
¾ cup boiling water
1 cup sugar

MIX oats, flour and brown sugar; add melted shortening and mix thoroughly. Sprinkle two-thirds of this mixture in an ungreased pan 8x12 inches; press firmly into place. Cut dates, add water and sugar; cook until it forms a smooth, thick paste, stirring constantly to prevent burning. Spread while warm on the oat layer in the pan. To the remaining one-third of the oats mixture, add the peanuts. Sprinkle over the date filling, patting it down gently. Bake in a slow oven for 30 to 40 minutes. Cut into squares while hot. Remove from pan when cool.

3

● PUFFED RICE COOKIES

½ cup butter
⅔ cup brown sugar
1 egg (well beaten)
¾ cup flour

¼ teaspoon soda
½ teaspoon vanilla
2 cups of Quaker Puffed Rice crisped
in two tablespoons butter

CREAM butter and sugar, add egg and flour sifted with soda, then flavoring. At the last minute fold in 2 cups of Quaker Puffed Rice which has been crisped gently in butter until thoroughly crisp. Drop from teaspoon on buttered baking sheet and bake in moderate oven for 20 minutes.

● SCOTCH WAFERS

1 egg
1 cup brown sugar
⅛ teaspoon salt

1 cup Quick Quaker Oats
⅓ cup melted butter
½ teaspoon vanilla

To well beaten egg add sugar and salt. Add Quaker Oats and then the melted butter. Mix thoroughly. Add vanilla. From a teaspoon, drop on buttered baking sheet (very far apart) and bake in a very slow oven 30-35 minutes. Remove from oven and if desired make into little rolls. This must be done immediately and in a warm place as cookies become crisp when cool.

● AUNT JEMIMA CUP CAKES

1½ cups sugar
3½ cups Aunt Jemima Pancake
Flour
2¾ cups milk

2 eggs, well beaten
4 tablespoons melted shortening
1 cup nuts

Mix sugar and flour. Then add milk, eggs and shortening. Mix thoroughly, and add nuts. Bake in well greased gem pans 20-25 minutes in moderate oven.

PICTURE STORY OF TRAVELS OF A ROLLED OAT

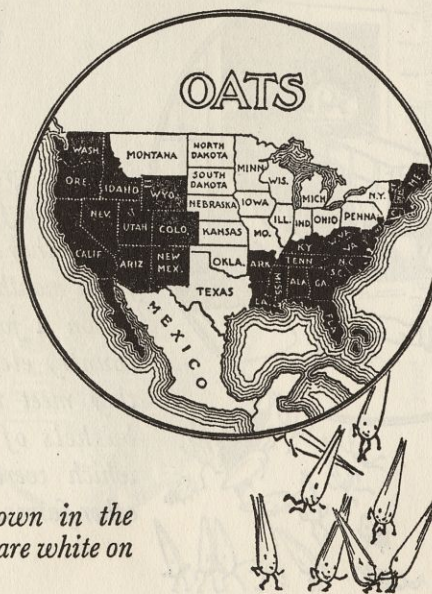
THIS picture story of "Travels of a Rolled Oat" gives some of the important experiences through which the oat grains pass before they reach your breakfast table as Quaker Oats.

The complete and fascinating story of "Travels of a Rolled Oat" with Nils, the little boy, and Kim, the parrot, is also available. Write for information about how it may be secured to:

THE QUAKER OATS COMPANY

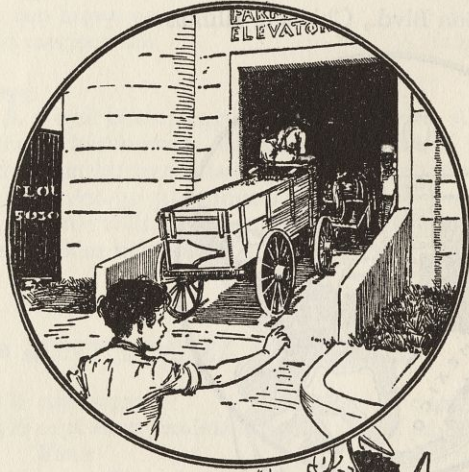
School Health Service

141 W. Jackson Blvd., Chicago, Illinois

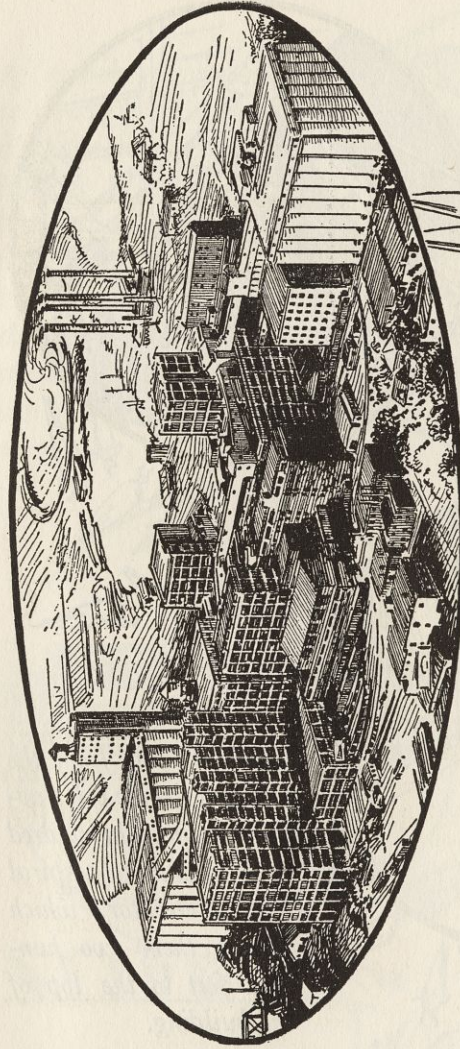


Oats are grown in the states which are white on the map

After the oat grains ripen in the field, they are cut and stacked together and allowed to weather for ten days. Then the oat grains are separated from their mother oat plants in the thresher.

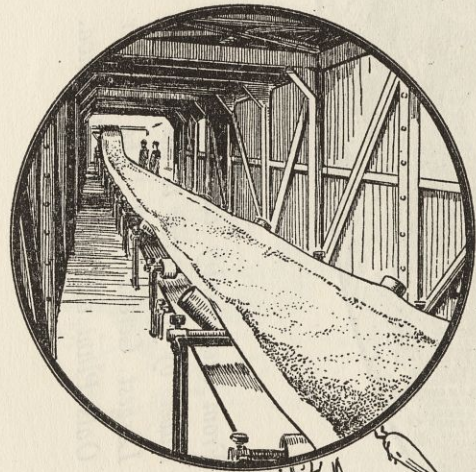
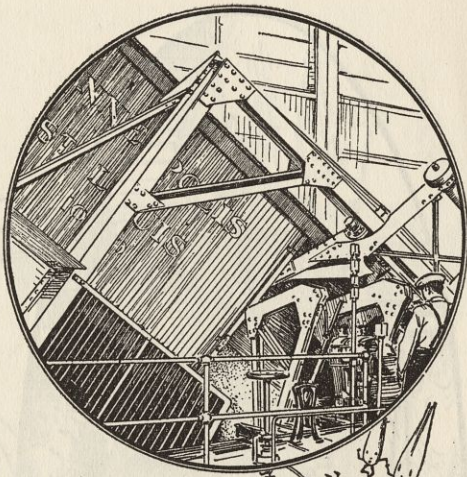


The oat grains are carried to the farmer's barn where they lie in a bin for a month. Next they go on a journey to the country elevator where they meet thousands of bushels of oat grains which were grown on other farms.



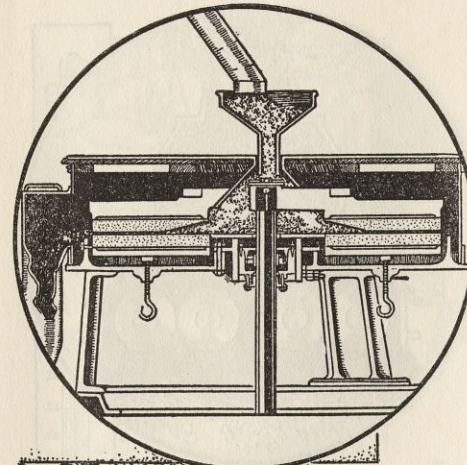
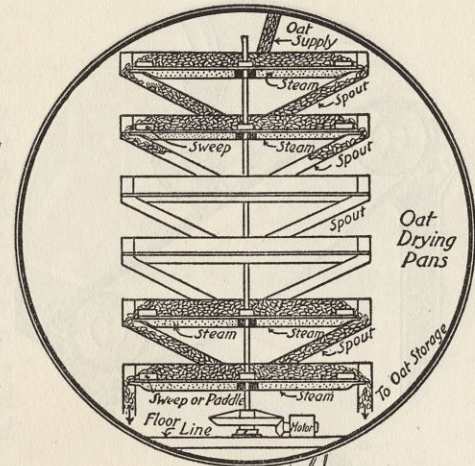
From the country elevator the oats travel by freight car to the World's Largest Cereal Mill, The Quaker Oats Plant at Cedar Rapids, Iowa.

When the car reaches its dock, the door is crushed in and the whole car is tilted by powerful machinery in order to dump the oats from the car into the hopper.

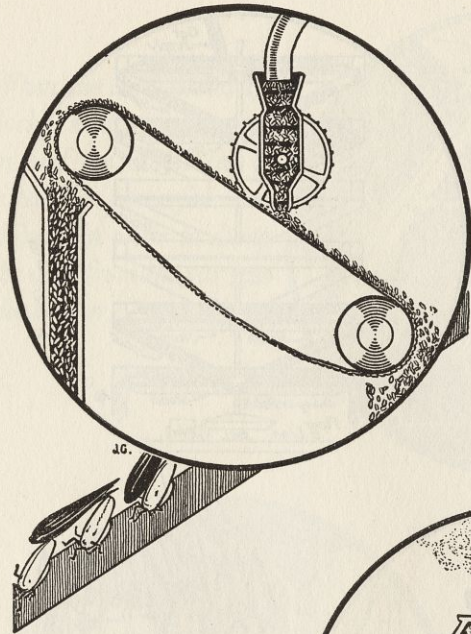


The oats fall from the hopper to a wide belt traveling about eight hundred feet a minute to a spiral bucket elevator which carries them two hundred feet to the top of the building.

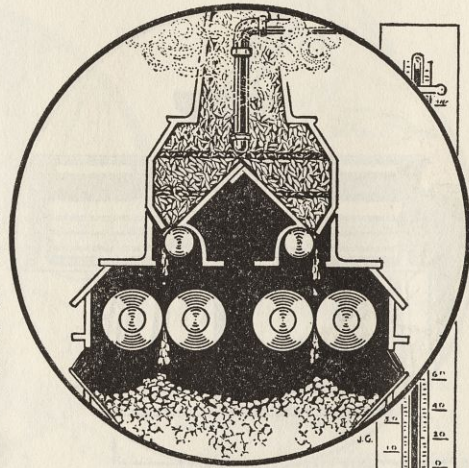
After being weighed, sorted by numerous methods, and cleaned through fifteen separations, the grains travel from the top drying pan in a stack of twelve to the bottom. They are constantly stirred in each pan by a great mechanical sweeper.



When the oats have been cooled and graded as to length, they are ready to have their hulls removed. A stationary lower stone and a revolving top stone, between which the oats now pass, loosen and remove the oat hulls or coats.



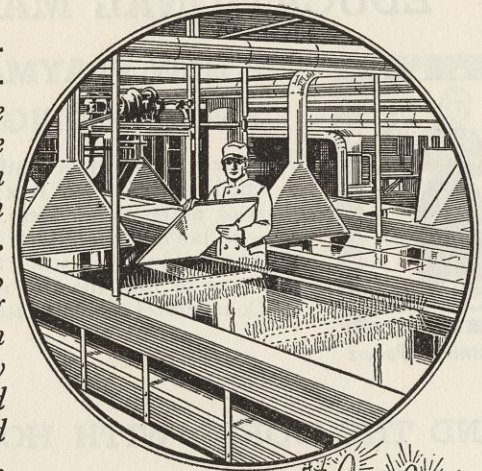
The hulls and dust are blown away and the groats, as the oats are now known, go over apron cell machines which grade the groats as to size and remove all unhulled oats.



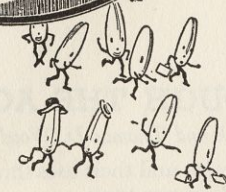
After many separating operations the best groats pass through steam chests to slow turning rollers which flatten them. Out they come as Rolled Oats.



The special Quaker milling process makes it possible to retain all the natural goodness of the oat and to further enrich these whole grains with the sunshine Vitamin D. By the Steenbock Process, the groats pass under ultraviolet rays as shown in this illustration. Only Quaker Oats and Mothers Oats are milled by this exclusive process.



The final journey takes the Rolled Oats to the packing machine where they are dropped into packages, which are automatically sealed. The Rolled Oats like to know that they will become a part of some happy, healthy boy or girl who eats Quaker Oats.



EDUCATIONAL MATERIAL



"Good Morning" Posters

8 NEW PLAYMATES FROM FOREIGN LANDS

● Here are eight delightful pictures in water color for children. They are 10 x 13 inches in size and a story book accompanies them. Any child will be fascinated with Jan of Holland, Lai Ming of China and the others. The children will want to put them up in their own rooms or take them to school to show their teachers. Complete set of eight posters and the book..... \$.20

AROUND THE WORLD WITH HOB

by Grace T. Hallock

● A book for young children giving illustrations to be colored with crayons. Verses accompany the pictures and lend glamour to the eating of cereals. Price per copy.....\$.05



HOB O' THE MILL

by Grace T. Hallock and Julia Wade Abbot

● A compilation of fanciful stories about grain for children of the fourth, fifth, and sixth grades. Price per copy.. \$.05

GRAIN THROUGH THE AGES

by Grace T. Hallock and Thomas D. Wood

● A fascinating history of grains and their uses through various periods of civilization. Price per copy.....\$.05

THE QUAKER OATS COMPANY

School Health Service

141 W. Jackson Blvd., Chicago, Illinois

