One Spoon For Two Won't Do

Why?
Because
It's
Cream Of Rye

A Silver Spoon In Every Package
In the Month of May

In the year of our Lord, 1910, The Minneapolis Cereal Co., Inc., sold enough Cream of Rye to provide one square meal for each of 4,735,120 persons. It remains that there must be about a million healthy, happy, bright-eyed, sunshiny-faced people who have reason to be thankful that they have learned the lesson of natural living and had a good breakfast besides.
The REASON Why
A Few Words To Everyone Who Would Maintain
An Even Standard Of Health.

When Robert G. Ingersoll was asked in what way he would change the scheme of the Universe if he could, he replied, “I would make health catching instead of disease.”

That’s just about what every manufacturer of good food is doing three hundred days in the year.

Doctors tell us that foods play as important a part in the system of health as medicine. The man who wrote “Let me make the Songs of a Nation and I care not who makes its Laws” should have paraphrased it into “Let me make the food of the people and its health will take care of itself.”

This is the pure food age. A century of unprecedented adulteration ended with the Pure Food Act of June 30th, 1906. With all the bleached flours, chalked coffees, sanded sugars and poisoned preserves that you read about in the daily papers, how many cases of adulteration have you ever read of among cereal foods? From all time, with the one single exception of flour bleaching, nature’s own foods have, for the most part, been given to the public in unadulterated form.

Wheat, Oats, Barley, Corn, have all had their popularity, while Rye, the oldest food of all (dating back to the old “pulse” of Egypt), and the one food more
generally adapted to every human need and necessity, was neglected until about eight years ago, when the first flaked rye food was put on the market in Minneapolis.

Its advent called a halt to bodily weakness and extravagance in diet. It was the beginning of the wave of food reform. The pulpit and press united in a call for a simpler life, and “Back to Nature” was the demand. This call meant, not only a purer and simpler diet, but plenty of God’s sunshine and healthful exercise and a getting back to the natural laws which prevailed in the ages when men grew to be giants and lived ten centuries.

The chemist acknowledged that Rye had in it more elements which go to make up a perfect food than any other cereal. The doctor recommended it because it is the least starchy of any cereal food and is a well-known laxative where all other cereals are astringents. The mother with growing children recognized in it a food for body, bone and brain and its effect in strengthening delicate and run-down constitutions proved it to be both a food and a medicine. The reason for this is that there is nothing in Rye which is insoluble or difficult to digest, nothing which taxes the digestion beyond its power, nothing to hinder the digestive processes.

Starch is necessary to the human system as the great energy-producing element, but starch is only
useful when the digestive system can take it up readily and deal with it. Starch is present in Rye, when cooked, in the form of diastase, and diastase, has first the power to liquify starch and then change the liquid starch into sugar.

The cause of indigestion and nervous dyspepsia is because so many people begin breakfast with a cereal food which contains a high percentage of starch in its cooked form (Oatmeal contains 69%, Corn contains 80% of starch), and on top of this starchy mass is piled a breakfast of more or less dyspeptic promise, while the business man or busy housewife wonders why they don’t feel fit for the day’s duties until twelve o’clock.

This feeling, which amounts to a condition, would be readily changed by substituting Rye for any of the other cereals for the early morning meal. The Rye not only has the promise of rapid digestion in it, but it influences the entire digestive tract and assists in the conversion of the balance of the food so that it has been called “Nature’s best digester.”

For this reason CREAM OF RYE is recommended by an untold number of physicians as a health-food for all suffering from stomach trouble or intestinal weakness, supplying all food elements in one. What it lacks in starch it makes up in protein, the great bone and muscle making element of any food, and it comes next to Oats in its percentage of fats, supplies four times the nourishment of Rolled Wheat, Corn Flakes
The REASON WHY

and other forms of Wheat, and has the highest percentage of phosphates, the great brain-making, life-giving principle of the cereal.

There is a reasonable reason in every one of these facts to make CREAM OF RYE the ideal breakfast-food, once its virtues are known. It is, what its name denotes, the very Cream-of-the-Rye, sweet flakes of delicious flavor picked from the choicest of the grain. A package makes eight pounds of cooked food—more nourishing than wheat, more sustaining than meat. Cooked, the cost is less than 2 cents a pound, low enough cost for high living. It costs 2 cents a pound one way—another way it costs nothing. We say it costs nothing, because in each package of CREAM OF RYE is packed a silver spoon, guaranteed for five years, and the spoon alone is worth the cost of the package.

If the best is not too good for you, CREAM OF RYE will be your favorite breakfast food.

MINNEAPOLIS CEREAL CO., Inc.,
Corn Exchange Building
MINNEAPOLIS
MINN.
CREAM of RYE

does make wonderfully delicious bread. You need not take our word for it. Try this recipe once only once—and we’ll be content with the rest.

CREAM OF RYE BREAD.

Two cups CREAM OF RYE. Pour over same, two cups boiling water. Let this cool until lukewarm. Dissolve one-half cake either dry or compressed yeast in cup of warm water. Add to mixture one-third cup Porto-Rico molasses, one-half teaspoon salt, the dissolved yeast, and stir in enough wheat flour to make a sponge. Cover and keep warm over night and in the morning knead with wheat flour thoroughly. When light, form into loaves and let it rise again, then bake same as wheat bread. Please remember this must be well kneaded to make good bread.

See how long this bread will keep fresh and sweet. Compare it with ordinary rye bread or white-flour bread. This is what one woman says:

ST. PAUL, KANSAS.

Your CREAM OF RYE makes the best bread I ever ate. I have been doctoring for indigestion for over a year, yet I ate this bread two hours after I took it out of the oven and it never hurt me. It is the best bread for a weak stomach and I highly recommend it. For a breakfast food it is very good. I shall never be without the bread.

MRS. JOHN BECKER.
CREAM OF RYE GRIDDLE CAKES.

One cup CREAM OF RYE breakfast porridge, one cup sweet milk, two eggs well beaten, teaspoon sugar, pinch salt, one teaspoon baking powder and enough wheat flour to make a thin batter.

CREAM OF RYE MUFFINS.

Beat the yolks of three eggs, add one pint milk, stir carefully with one cup white flour, add two cups CREAM OF RYE, one tablespoon melted butter and one-half teaspoon salt. Beat the whites of eggs until very stiff, stir this into the mixture carefully and add two teaspoons baking powder. Bake in muffin rings or gem pans in a quick oven 20 minutes.

CREAM OF RYE FRITTERS.

One-half cup CREAM OF RYE, one-half cup wheat flour, yellow of two eggs, a little salt, one cup sweet milk; make a thin batter and stir in lightly two or three bananas cut in thin slices, and lastly, the whites of eggs beaten stiff. Dip with a spoon in hot fat and fry same as doughnuts. Serve hot with a sauce made with one cup boiling water, two tablespoons cornstarch stirred in a little cold water, boil till clear; one cup sugar, tablespoon butter, little nutmeg.

CREAM OF RYE CRISPS.

To two cups CREAM OF RYE add two well beaten eggs, one cup granulated sugar, one tablespoon butter, one-half cup sweet milk, three teaspoons baking powder, one teaspoon vanilla, wheat flour to make pastry thickness. Stir the butter, egg, and sugar to a
Cream. Drop from teaspoon on a buttered pan about two inches apart. Put a raisin or almond on top of each. Bake same as cookies.

**CREAM OF RYE TEA CAKES.**

Cream one cup butter, and one cup granulated sugar. Add two well beaten eggs, six tablespoons sweet milk, three-fourths teaspoon soda, one teaspoon cinnamon, one teaspoon cloves, one-half teaspoon salt; sift two cups flour into the mixture. Add two cups CREAM OF RYE and one cup chopped raisins. Bake in a large baking pan lightly buttered; or bake same as rocks.

**CREAM OF RYE PUDDING.**

Put two cups sweet milk in double boiler. When boiling add one cup CREAM OF RYE, cook fifteen minutes, remove from stove and add two well beaten eggs, two tablespoons butter, one-half cup Porto Rico molasses, one cup raisins or dates or both, one teaspoon each of soda and salt, turn into buttered pudding molds and steam for two or three hours. Serve hot with sauce. One-fourth cup butter, one cup sugar, yolks of two eggs, grated rind of one lemon and juice of two, cook in double boiler until mixture thickens.

**BUY ONE PACKAGE. KEEP FROM BUYING ANOTHER IF YOU CAN.**

It costs less, pound for pound, than any other cereal food on earth and will go farther. In fact, that is the only fault that some people urge against CREAM OF RYE. It is too filling.
Perhaps these few extracts—taken from 1910 letters—will tell the story of CREAM OF RYE as well as we can. They certainly contain some thoughts for thought.

"I had some CREAM OF RYE this morning which was cooked in a Fireless Cooker over night. Must inform you that it was delicious and equaled any breakfast food I have ever eaten. Wish I had some every morning."

JESSE A. BUEL,
Manager Malta Vita Pure Food Co.

THORNTON, IND.

"I learned to use CREAM OF RYE at my home in Chicago. It ought to be more generally known and used, particularly from the health point."

F. M. MARSEREAN.

WEST SUPERIOR, WIS.

"We believe you have the best breakfast food of the bunch."

TWOHY-EIMON MERC. CO.

LEXINGTON, KY.

"I bought a package of CREAM OF RYE and had it cooked according to directions, and found it excellent—the best thing of the kind I ever ate."

A. B. LANCASTFR.

DALLAS, TEXAS.

"I have learned what CREAM OF RYE was and is. In all your 'ads' you do not claim too much for it. It is all right and I want a lot more."

P. HOLT, M. D.

ARILLA, IND.

"I have tried CREAM OF RYE and say I like it best of all cereals. I have recommended it to my customers for the evening meal, as they are mostly farmers."

S. K. RANDALL.

COLUMBUS, MISS.

"Goods arrived yesterday and the writer tried some for supper last evening and again this morning and unhesitatingly pronounces it fine, palatable and delicious. We intend to push it."

J. S. STEVENS & SON.

WASHINGTON, D. C.

"Enclosed is check for a case of CREAM OF RYE. We find it excellent."

M. A. CARLTON,
Cerealist in Charge,
Dep't of Agriculture.
Cream of Rye

For Breakfast

That's Enough
This is an exact facsimile of the silver spoon (guaranteed for five years) which is in every package of CREAM OF RYE.