Delicious Recipes for Wheatena
the sun-browned wheat cereal
WHEATENA—
on the family breakfast table
since 1879

THE HOME OF WHEATENA
Bathed in sunshine; pure as spring water

Wheatenaville, Rahway, New Jersey
Wheatena is the cereal made from the entire sun-browned wheat kernel—from wheat ripened in sun-drenched fields—then roasted and toasted to give it a delicious nut-like flavor.

_Wheatena is a great natural food... rich in minerals and vitamins... packed full of the precious food elements absolutely needed in the diet for sound, vigorous growth of mind and body._

_Wheatena is the original Quick-cooking cereal._ Two or more minutes of boiling and bubbling and it’s ready for the milk or cream. For very young infants—it should be cooked longer, like any other cereal.

_Wheatena is one of the most economical breakfast cereals._ Each package of Wheatena makes 12 pounds of highly-nutritious food at a cost of less than 1 cent a dish.

_Wheatena is the cereal recommended by Doctors for a half century... for babies.... for growing children.... for adults of all ages. America’s leading hospitals serve it regularly._
Delicious in flavor

Wheatena has a delicious toasty, nut-like flavor you'll find in no other cereal. To develop FULLY this distinctive flavor, Wheatena should be cooked exactly as directed on the package.

Easy to digest

The unique roasting process used at the Wheatena Mills makes Wheatena one of the easiest foods in the world to digest and assimilate. That's one reason why Doctors urge it for babies and invalids.

Full of vital energy

All the vital energy—all the health and strength that Nature pours into the sun-ripened wheat—you get in Wheatena. Even the precious life-giving germ of the wheat—
so rich in vital energy—is retained in this delicious cereal.

**Builder of bone and tissue**
Wheatena supplies the great body-building proteins, minerals and vitamins—the materials absolutely needed in the diet—especially of children—for strong, vigorous growth of bone and muscle.

**Satisfies “Hidden Hunger”**
Thousands of undernourished children... thousands of grown-ups lacking in vigor and health... are suffering from “Hidden Hunger”—the hunger of the body for minerals, vitamins and other food elements essential to health and growth. A breakfast of Wheatena, orange juice and milk supplies these vital food elements in abundant measure.
Wheatena Recipes

Breakfast Cereal

1. For Immediate Use: Use a Deep sauce pan. To 6 cups of actively boiling water—a racing, foaming boil—add one teaspoon of salt. Shake into this, So Slowly That Boiling Never Stops, one cup of Wheatena. Let boil 2 or more minutes and serve. Stirring is unnecessary. (Above for six persons. Reduce for fewer.) If a firmer consistency is desired, let stand a few minutes before serving. Fresh fruit or fruit juices may be added for variety.

2. For Future Use: Use 7 cups of water to 1 of Wheatena. After cooking, pour into mould previously dipped in water. To re-heat, stand mould in boiling water for 10 minutes. For Longer Cooking: Some claim that a richer flavor is developed by cooking Wheatena in a double boiler for half an hour or more.

Wheatena for Babies

Most doctors advise cooking Wheatena for babies from one to two hours, as with other cereals. For very young infants, many physicians also advise straining.
Wheatena Au Lait

Where children resist eating a cereal—or drinking enough milk—many mothers cook Wheatena in \textit{HALF MILK and HALF WATER}. Prepared in this way, Wheatena combines the great food elements of wheat with those of milk. It also makes a delicious and highly nutritious breakfast dish for every member of the family.

\textbf{Wheatena Muffins}

| \(\frac{1}{2}\) cup uncooked Wheatena | \(\frac{1}{2}\) teaspoon baking soda |
| 1 cup sour milk | 1 egg |
| \(\frac{3}{4}\) cup sifted flour | 2 tablespoons melted butter |
| 1 tablespoon sugar | 1 teaspoon salt |

Soak Wheatena in sour milk \(\frac{1}{2}\) hour. Add flour, sugar, salt and baking soda, mixed and sifted together. Add well beaten egg and melted butter. Bake in greased muffin pans in a hot oven (400 degrees F.) 20 minutes.

\textbf{Fried Wheatena}

Prepare Wheatena as for porridge, using a generous portion of Wheatena to insure firmness. Turn into a plain, round or square mold which has been previ-
ously dipped into cold water and chill. Unmold, cut into slices, roll in flour or brush over with beaten egg, then roll in uncooked Wheatena and saute in fat.

**Wheatena Surprise**

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\begin{align*}
\frac{1}{2} \text{ cup Wheatena} & \quad 1 \frac{1}{2} \text{ teaspoons cinnamon} \\
1 \text{ cup sugar} & \quad 2 \text{ eggs} \\
\frac{1}{2} \text{ teaspoon salt} & \quad 1 \text{ quart milk} \\
\frac{1}{2} \text{ cup raisins} & \quad \text{Vanilla}
\end{align*}
\]

Cook Wheatena according to directions. Stir in raisins, then place in baking pan, add sugar, salt and cinnamon. Scald the milk and pour over mixture, stirring well. Beat eggs and add to mixture—also vanilla to taste. Bake in moderate oven until brown—about 45 minutes. Serves 8.

**Wheatena Nut Cookies**

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\begin{align*}
\frac{1}{2} \text{ cup shortening} & \quad 1 \frac{2}{3} \text{ cups flour} \\
1 \text{ cup sugar} & \quad 2 \text{ teaspoons baking powder} \\
2 \text{ eggs} & \quad \frac{1}{4} \text{ teaspoon salt} \\
\frac{2}{3} \text{ cup finely chopped nuts} & \quad \frac{2}{3} \text{ cup uncooked Wheatena} \\
1 \text{ teaspoon flavoring} & \\
\frac{1}{4} \text{ cup milk} &
\end{align*}
\]

Cream the shortening with half the sugar, add the remaining sugar, then the eggs well beaten, next the nuts, flavoring, milk, the flour, baking powder and salt
sifted together and the Wheatena. Drop by teaspoonfuls onto greased flat pans and bake in a moderately hot oven (375 degrees F.) 8 to 10 minutes.

**Wheatena Waffles**

- 1/3 cup uncooked Wheatena
- 1 1/4 cups flour
- 3/4 teaspoon salt
- 1 tablespoon sugar
- 4 tablespoons melted butter
- 1 cup milk
- 2 eggs
- 3 teaspoons baking powder

Mix the Wheatena, flour, salt and sugar. Add the milk, eggs and melted butter. Beat with an egg beater two minutes. Just before baking, add the baking powder, dry.

**Wheatena Nut Bread**

*(Recipe makes 1 loaf)*

- 1 cup sour milk
- 1/2 cup molasses
- 1/2 teaspoon salt
- 1 1/2 teaspoons baking soda
- 1 teaspoon baking powder
- 1 tablespoon melted butter
- 2/3 cup uncooked Wheatena
- 1 1/3 cups flour
- 1/2 cup English walnut meats, chopped

Sift together the flour, baking powder and salt. Blend thoroughly (without sifting) the Wheatena and nuts. Add
these to the dry flour mixture, and moisten with the sour milk and molasses into which the melted butter and the soda, dissolved in a tablespoon of water, have been stirred. Mix quickly, turn into a greased pan and bake in a slow oven about 50 minutes.

Wheatena Griddle Cakes

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>1/2 cup uncooked Wheatena</td>
<td>1 cup flour</td>
</tr>
<tr>
<td>1 teaspoon salt</td>
<td>1 egg</td>
</tr>
<tr>
<td>1 cup sour milk</td>
<td>1/2 teaspoon soda</td>
</tr>
<tr>
<td>2 tablespoons melted butter</td>
<td>1 tablespoon molasses</td>
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</tbody>
</table>

Soak Wheatena in sour milk for thirty minutes. Add well beaten egg, and flour, soda and salt sifted together. Add melted butter and molasses. Beat thoroughly. Drop by tablespoons on hot greased griddle and cook on both sides until brown.

One cup of Sweet Milk, with three teaspoons full of Baking Powder may be substituted for the sour milk and soda.

Other Uses for Wheatena

When frying meats, fish, etc., try dipping them first in the beaten egg, and then in raw Wheatena.

Raisins, previously soaked in cold water, and then added to the boiling Wheatena make a delightful variation of a breakfast cereal.
Every Parent in America should Read this Book

"Feeding the Child from Crib to College" was written by an eminent child specialist. It tells, in simple direct language, what every parent should know about the problems of child feeding. It describes the all-important vitamins and gives many interesting facts about foods and food values.

Presented by The Wheatena Corporation to parents at a nominal cost as a contribution towards growing healthier and happier children. Only 15c in coin or stamps will bring you an attractively-bound copy.

THE WHEATENA CORPORATION,
Wheatenaville,
Rahway, New Jersey
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