Recipes
for
Wheatena
The
Best of All
Breakfast Foods
Food the Key to Health

Food is a most important consideration. It is as important as that of fuel for the boiler. If the engineer uses such poor fuel that he has to utilize all the energy produced in maintaining a draft, his engine can do little. So if you use all your vitality in digesting your food you have none left over to maintain brain or nerves.

*If you eat right you will be well and happy.* and to be well and happy is worth everything else in life.

Wheat the Perfect Food

The staple food of the world, the natural food, the food that has lasted throughout the ages has been WHEAT. In the grain of wheat chemists have found every element of the human body in practically similar proportions. The different constituent parts of the wheat kernel—the gluten, the starch, the phosphates, the germ and the bran—all play an important part in our nourishment, and, as each is present in the grain of wheat in exactly the right proportion, wheat is the perfect food.
The Best Wheat

The best wheat is *Hard Winter Wheat*. Winter wheat is so called because after sowing in the fall of the year it remains in the ground over winter and does not mature until early summer. Somehow in a way none of us can readily explain, but all can understand, the snows and blasts of winter shield and temper the sturdy plant so that it yields a particularly attractive, sweet and nutty kernel, rich in gluten, starch, phosphates, in fact everything required to build a strong and healthy body.

Wheatena

The Winter Wheat Food

*Wheatena* is a cereal food made from selected winter wheat—the hardest and plumpest and finest that money can buy—carefully cleaned and scrubbed to remove all dirt and impurities, then granulated by steel rollers, great care being taken to retain the germ. The germ of wheat is the little embryo or kernel of the grain—its very life and heart. Other foods discard this, for although the germ is the best part of the grain and has the real, nutty flavor which nowadays with most flour and cereal products is but a recollection, it has a tendency to spoil in a short time. Our process of sterilization by heat, however, obviates this.
How Wheatena is Made

This granulated wheat of snowy whiteness, with the little granules of germ scattered throughout like minute nuggets of gold, is then carefully roasted over fire heat. This not only browns and flavors the delicate product but drives off the excess of moisture and absolutely sterilizes the grain. The germ loses its pale yellow color and becomes a deep brown of about the same color as bran, with which, however, it should not be confounded. To distinguish it from bran is difficult with the naked eye, but with a microscope or magnifying glass the bran will be seen to be a flat shell while the germ is an irregular granule. After cooling, Wheatena is packed in hermetically sealed packages.

Purity of Wheatena

Wheatena contains no adulteration, no chemicals, no preservatives, nothing except the best, hard winter wheat, cleaned and prepared as described above by the best educated milling talent in one of the finest and cleanest concrete mills in the world, and is untouched by human hand from the raw grain to the completed product. There is no chance of contamination and no dirt.

Wheatena—Easy Preparation, Flavor and Digestibility

Wheatena is a food designed for steady use, year in and year out, in sickness or in
health, good for every case where an easily digested, nourishing, upbuilding food is demanded. Like good bread it is adaptable for any meal in the day and can be served in a variety of forms acceptable to every taste.

**Wheatena is Easy to Prepare.** Have seven cups of water boiling hard, add salt to taste, shake in a cupful of **Wheatena** so slowly that the water does not stop boiling a single instant, and then boil three minutes. If for immediate service use six cups of water instead of seven. Nothing could be simpler.

**The Wheatena Flavor.** The fine flavor of **Wheatena** appeals to all, and is not easily tired of. In fact one grows to like **Wheatena** more every day, and this shows that it is a staple food, a natural food, that demonstrates for itself its great value.

**It Is an All The Year Food.** **Wheatena** is not only a winter food but is a perfect summer food. To secure the best results, however, serve it warm in winter and cold in summer. You will be surprised at the difference in flavor thus secured. Each is distinctive, each is good.

**Wheatena Is Easy to Digest.** **Wheatena** is not predigested or put forth in a form which is supposed to obviate this or that bodily function. It supplies, however, every food element.
Breakfast the Most Important Meal of the Day

Of all foods, however, that which inaugurates the day is most important, for as the day begins so it is apt to end. If a good breakfast is served of which Wheatena forms a substantial portion, each member of the household is ready to cope with the day's duties and cares. The choice of a proper breakfast is therefore of more importance than it is usually considered to be. Solve the problem by serving Wheatena daily.

Value Proved by Eating

For a most comprehensive and practical test, eat a dish of Wheatena to-morrow at breakfast and see how it stands by you all through the morning. Compare it with your past experience with other foods, most of which leave you with that "all gone" feeling long before luncheon.

Wheatena is as staple as the wheat from which it is made. In no other article of food do you combine such pleasant flavor with such real nutriment. Try it for yourself. The proof is in the eating.

Not Expensive. Wheatena is not expensive. Do not, however, compute its cost by the package, for that is not a fair test. The time to compare it with other foods is when it is cooked for the table.
If you stop to think that with one cup of Wheatena you use six or seven cupfuls of water instead of four or five, as with other cereals, you will soon conclude that a saucerful of Wheatena is about the cheapest food in the long run which it is possible to buy. But cost is not the only consideration. Quality is really the only one which ought to be weighed and Wheatena is first in that respect. Wheatena is not only the best, but also is the cheapest.

Children Like It, is the Testimony of Mothers

The strongest testimony we have is that of mothers who were themselves brought up on Wheatena and who are now feeding their children likewise. Children require a food which not only supplies the nourishment required to keep the human engine going—remember that an active child in its hearty, enthusiastic play consumes more energy than the ordinary adult—but which also affords the necessary material for growth. With its perfectly balanced elements Wheatena affords everything that the active life of a child requires. Being rich in the germ and proteid constituents, ample material for the development of strong bones, teeth, hair and muscles is afforded, and without being too deficient in starch enough is supplied to meet the wants of the fatty tissues of the body.
A Vacation Note

For the camper or yachtsman, bulky goods are not in favor, but from a package of Wheatena 12 pounds of the most appetizing and staying meals can be served. And this, too, with speed and the minimum of trouble.

Wheatena Other Than a Breakfast Food

If you do not care for cereal for breakfast, try Wheatena as it is used in many households for gems, muffins and desserts.

Use Wheatena also for thickening soups, chowders and gravies, for frying fish or egg plant and for breading chops, cutlets, oysters or clams. We also recommend Wheatena with fruits (such as strawberries, bananas, peaches, pineapples or berries). For this purpose Wheatena should be cooked according to the second recipe on the box, then when nearly cold should be poured over the sliced fruit or berries and allowed to cool. (If poured when hot, on the fruit, the latter is softened.)

Surprising as it may seem, Wheatena tastes differently in each of the various uses to which it is put. The following recipes all appear in this book because of merit. Do not look upon them as written merely to fill up these pages, but try them conscientiously. You will be repaid.
**Wheatena Recipes**

*By MISS FANNIE MERRITT FARMER*

Principal Boston Cooking School

**Breakfast Cereal.**—Put two cups hot water in top of double boiler and place in direct contact with range. When water reaches the boiling point, add ½ teaspoon salt and gradually shake in scant ½ cup *Wheatena* so slowly that water does not stop boiling a single instant. Let boil 3 minutes and serve; or if you have more time, place over under-part of double boiler and steam from 30 to 45 minutes and then serve.

**Cereal with Fruit.**—To Breakfast Cereal add 2/3 cup dates or figs, cut in small pieces.

**Molded Wheatena.**—Use recipe for Cereal with Fruit; turn into a mold, previously dipped in cold water, and when cool, turn from the mold and serve with sugar and cream.

**Wheatena with Cranberries.**—Put 1½ cups hot water in top of double boiler. When water reaches the boiling point, add 1/3 teaspoon salt and scant ½ cup *Wheatena* so slowly that water does not stop boiling a single
instant. As soon as mixture begins to boil, add \( \frac{2}{3} \) cup cranberries and \( \frac{1}{4} \) cup sugar. Let boil two minutes, place over under-part of double boiler and steam 30 to 45 minutes. Turn into small molds, previously dipped in cold water. Cool, remove from molds and serve with sugar and cream.

**Fried Wheatena.**—Cook scant \( \frac{1}{2} \) cup, according to directions for Breakfast Cereal. Mold as for Wheatena Puffs. (See below.) Remove from mold, cut in thin slices, roll in flour and cook slowly in frying pan until crisp and brown, using enough fat to prevent burning.

**Wheatena with Apple Meringue.**—Use recipe for Breakfast Cereal. Mold in shallow pan, cool slightly, remove from mold. Cover with apples, cooked, sweetened and strained. Cover all with a meringue, made by beating whites of two eggs until stiff, and gradually adding two level tablespoons powdered sugar. Flavor with \( \frac{1}{4} \) tablespoon lemon extract. Bake in a slow oven until delicately browned. Serve immediately.

**Wheatena Puffs.**—Use that which remains after serving Breakfast Cereal. Pack solidly in 1-pound baking powder can; cover and put in ice box or cold place to thoroughly chill. Remove from can and cut
in slices as thin as possible. Dip in flour, egg and crumbs. Fry in deep fat, drain on brown paper, and serve as a garnish for beef-steak or other broiled meats.

By MISS LILY HAXWORTH


EMPRESS PUDDING.—Two and a half cups milk, scant \( \frac{1}{2} \) cupful Wheatena, 3 eggs, scant \( \frac{2}{3} \) cup of sugar, one tablespoonful of butter, the grated rind and half the juice of one lemon. Two tablespoonfuls currant or other jelly. Scald the milk, shake in the Wheatena, and cook two minutes, cool and add sugar, lemon, butter and yolks of eggs; bake in a greased dish about 20 to 30 minutes. Then spread the top with the jelly, beat whites of eggs stiffly, add \( \frac{1}{3} \) cup of sugar and juice of remaining half lemon. Spread over pudding and return to oven to set.

WHEATENA AND FRUIT PUDDING.—Two and one-half cupfuls of milk or water and scant \( \frac{1}{2} \) cup Wheatena, \( \frac{3}{4} \) tablespoon butter, one beaten egg, scant \( \frac{1}{2} \) cup sugar, a pinch of salt, a few stale crumbs, apricots or sliced apples or other fruit in season. Cook the Wheatena in the water or milk for two minutes, being sure that the water absolutely boils all the time. Add the butter, sugar, egg
and salt, grease a mold or dish and sprinkle thickly with crumbs; put in a layer of the Wheatena, then fruit, and so on, until the dish is full. Place crumbs over the top, and lastly, a few small pieces of butter. Bake 20 to 30 minutes, and serve with cream or custard. Serve hot.

**Wheatena Blanc Mange.**—Mix with 2 1/2 cups water 1/2 cup of currant jelly. Boil the water and jelly together, then add scant 1/2 cup Wheatena; stir briskly and boil 3 minutes. Transfer to a mold, set it on ice to cool in form, eat it with sweetened cream.

**Wheatena Gems.**—1/2 pint “left over” Wheatena; 1/2 pint milk, 1 teaspoonful baking powder, 1/2 teaspoonful salt, 1 egg, 1 tablespoonful melted butter, flour to make a stiff batter. Place Wheatena, salt and baking powder in a bowl, beat egg lightly and add with milk, mixing thoroughly, then stir in flour and butter and bake in heated tins about 20 minutes.

**Wheatena Johnny-Cake.**—Cook as per second recipe on package and set aside to cool (but not set solid). Pour into hot greased iron and cook in hot oven. Should not be over 1/4-inch thick and served piping hot. When buttered it has that “old home” taste.

**Wheatena Fruit Pudding.**—1 cup Wheatena, 7 cups boiling water, teaspoonful salt, preserved fruit. Into
seven cups of boiling water to which has been added 1 teaspoonful of salt, pour 1 cup of Wheatena so slowly that the water does not stop boiling a single instant; after all is in boil three or four minutes. Let cool slightly. Take an angel cake tin and pour in a layer of Wheatena, then a layer of any preserved fruit, repeat until the tin is full, having a Wheatena layer on top. Put away in a cool place till morning. Turn out for breakfast and serve with cream. If for lunch-eon proceed as above but fill hole in centre with whipped cream and garnish with candied cherries.

Wheatena Griddle Cakes

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\begin{align*}
\frac{3}{4} & \text{ cup cooked Wheatena} \\
\frac{3}{4} & \text{ cup milk} \\
1 & \text{ egg} \\
\frac{1}{2} & \text{ saltspoon salt} \\
1 & \text{ tablespoon sugar} \\
1 & \text{ teaspoon Baking powder.}
\end{align*}
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Flour to make a thin batter. Use hot griddle.

Wheatena Muffins

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\begin{align*}
\frac{1}{2} & \text{ cup uncooked Wheatena} \\
1 & \text{ cup sour milk} \\
\text{ Stir well together and let stand } & \frac{1}{2} \text{ hour.} \\
\frac{3}{2} & \text{ teaspoon baking soda dissolved in 1 teaspoon hot water, add to Wheatena and milk.} \\
1 & \text{ egg well beaten} \\
2 & \text{ tablespoons melted butter} \\
\frac{1}{2} & \text{ saltspoon salt} \\
1 & \text{ tablespoon sugar} \\
\frac{3}{4} & \text{ cup sifted flour} \\
\text{ Bake in muffin pans } & 20 \text{ minutes.}
\end{align*}
\]
Look for the slip in each package of Wheatena. It will tell you how to obtain a number of good articles, some useful especially to the housewife, and some for the children's pleasure. All have been selected with great care for those who use Wheatena, by the Famous Brother Cushman
15 Corners, Montclair, New Jersey.

The Most Important Paragraph in This Book

We prefer not to fill this little book with Wheatena's praises. The object of this writing will be fully accomplished if you will buy a box of Wheatena at your grocer's and cook it exactly according to directions (we especially recommend the second recipe on the box.) If this be done, Wheatena will speak for itself, and the results from its use are the most potent arguments. But let us say a caution. "Don't cook it like other things of its kind. Don't treat it like other cereals." Cook it carefully and you will find it a helpmeet and will join with thousands of others in saying:

"I cannot keep house without it."

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