



Here's the germ of a great idea.

Move over, wheat germ. Quaker Toasted Corn Germ is here. And it's one of the best, and best-tasting, new food ingredient ideas in years. Quaker technologists have a unique milling process that allows the germ to be removed intact from each kernel of corn. Nothing is added. Full fat is naturally stabilized, so you get superlong shelf life without refrigeration or special packaging.

Quaker Toasted Corn Germ delivers a unique combination of dietary fiber and excellent flavor. It's a valuable source of B vitamins and minerals, quality protein (more lysine than whole kernel corn), and may be second only to beef liver as a source of available iron.

If you'd like to make something of it, such as specialty breads and muffins and cookies, or granola-type products, or a ready-to-eat cereal, or snacks, crackers, spreads or confections, stuffings, toppings, casserole or trail mix, or anything else your imagination can create, which even includes repacking it just as is, contact:

The Quaker Oats Company,
Industrial Cereals Department,
Merchandise Mart Plaza,
Chicago, Ill. 60654. Or phone
(312) 222-7108



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