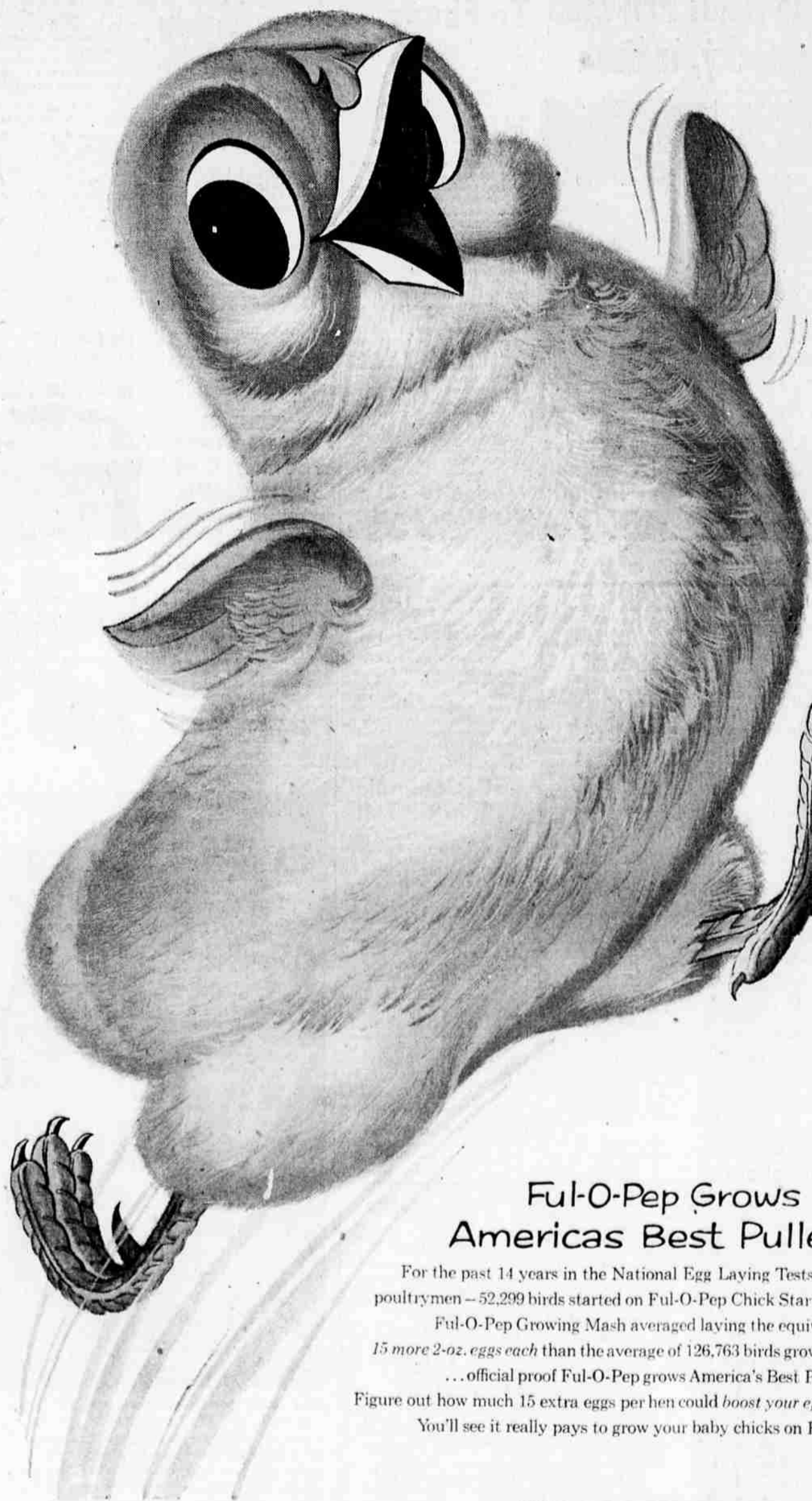


# Extra-nutritious Ful-O-Pep Chick Starter grows your baby chicks **fit...not fat!!**



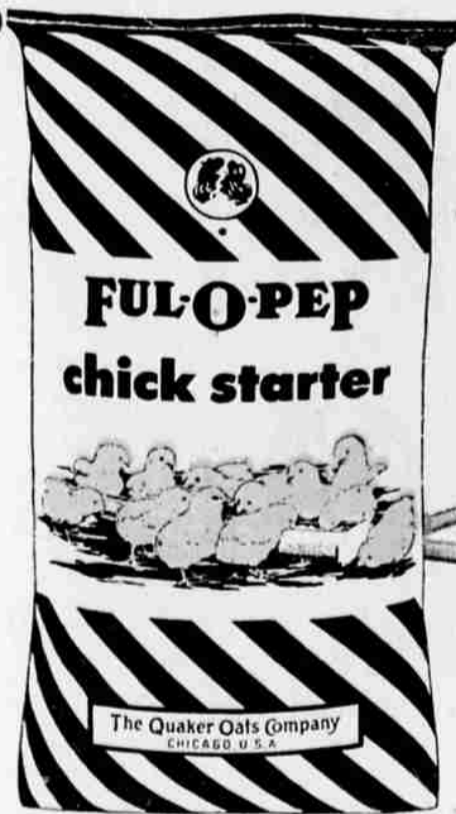
## Extra food values build sound sturdy bodies

Start with good chicks... and grow 'em fit and frisky on Ful-O-Pep! For vitamin-rich Ful-O-Pep Chick Starter gives your chicks the extra food values they need to grow *sound bodies, strong bones and fine feathers*—without putting on excess fat. Look at all the *plus nutritional values* in each thimbleful of this wonderful feed:  
Growth Vitamin B<sub>12</sub>... Antibiotics... Riboflavin... Concentrated Spring Range\*, a special "green grass" vitamin boost... plus many other vital ingredients your baby chicks need to grow big and healthy.

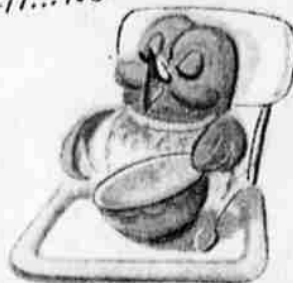
## Nutritious oatmeal adds extra growth power

Your baby chicks—like youngsters—get *more energy, more growth power*, from body-building oatmeal than from any other cereal grain! That's why Ful-O-Pep Chick Starter is built around oatmeal—to help you grow bigger, sounder chicks with strong, flat bones... not porous, round bones like corn-based feeds usually grow. So be ahead!  
Get extra-nutritious Ful-O-Pep Chick Starter from your local Ful-O-Pep Dealer. Only two pounds per chick is needed to grow 'em sound and sturdy... yes, to grow your chicks fit... not fat!

\*Reg. U.S. Pat. Off.



GROWS CHICKS  
FIT... NOT FAT!



## Ful-O-Pep Grows Americas Best Pullets

For the past 14 years in the National Egg Laying Tests—open to all poultrymen—52,299 birds started on Ful-O-Pep Chick Starter and grown on Ful-O-Pep Growing Mash averaged laying the equivalent of 15 more 2-oz. eggs each than the average of 126,763 birds grown on other feeds... official proof Ful-O-Pep grows America's Best Pullets!  
Figure out how much 15 extra eggs per hen could *boost your egg profits* next year. You'll see it really pays to grow your baby chicks on Ful-O-Pep!

**THE QUAKER OATS COMPANY**  
Portland, Oregon