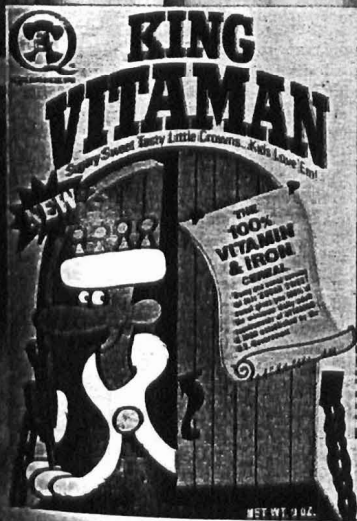


Quaker announces a 100% vitamin & iron cereal for kids

TA-DAAA!



...s important news for mothers from
The Quaker Oats Company.

A new pre-sweetened cereal that kids
really love.

We call it King Vitaman. And every
ounce serving of this remarkable
product has 100% of the minimum daily
requirements of vitamins and iron
established by the U.S. Government.

7¢ M-007

NOW SAVE 7¢

Mr. Grocer: You are authorized as our agent to redeem this coupon for 7¢ on the purchase of any 9 oz. package of King Vitaman. We will pay you 7¢ plus 3¢ handling charge for each of these coupons redeemed in accordance with the terms of this offer. To obtain payment, send to: The Quaker Oats Company, P. O. Box 1275, Clinton, Iowa. Coupons will not be honored and will be void if presented through outside agencies, brokers



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