

SECURITIES AND EXCHANGE COMMISSION

FORM 424B3

Prospectus filed pursuant to Rule 424(b)(3)

Filing Date: **1994-01-14**
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FILER

QUAKER OATS CO

CIK: **81371** | IRS No.: **361655315** | State of Incorporation: **NJ** | Fiscal Year End: **0630**
Type: **424B3** | Act: **33** | File No.: **033-33253** | Film No.: **94501526**
SIC: **2000** Food and kindred products

Business Address
321 N CLARK ST
PO BOX 9001
CHICAGO IL 60610
3122228503

Rule 424(B) (3)

Registration No. 33-33253

PRICING SUPPLEMENT NO. 18 DATED JANUARY 10, 1994
TO PROSPECTUS DATED AUGUST 17, 1993 AND PROSPECTUS SUPPLEMENT
DATED AUGUST 17, 1993

THE QUAKER OATS COMPANY
MEDIUM TERM NOTES, SERIES C
(FIXED RATE)

Principal Amount: \$5,000,000 Issue Date: JANUARY 18, 1994
Issue Price: 100% Stated Maturity: JANUARY 18, 2024
Commission of Selling Agents: \$37,500 Specified Currency: U.S. Dollars
Net Proceeds to Issuer: \$4,962,500 Form: Global
Interest Rate: 6.96% Certificated
Selling Agents: GOLDMAN, SACHS & CO.
Trade Date: JANUARY 10, 1994

Interest Payment Dates: Amortizing Notes:
 As specified in Prospectus Supplement Yes
 Other (specify) _____ No
Regular Record Date: _____ Each payment of principal of,
 As specified in Prospectus Supplement and interest on, the Notes will
 Other (specify) _____ be made: Quarterly
Original Issue Discount Note: Semiannually
 Yes No
Original Issue Discount: _____ % Interest rate may be reset:
Yield to Maturity: _____ % Yes No
Terms of reset:

Repurchase Price (for Discount Securities): Redemption Information:

Other Provisions:

Repayment Information:

The aggregate principal amount of this offering is U.S. \$5,000,000 and relates only to Pricing Supplement No. 18. Medium-Term Notes, Series C, may be issued by the Company in the aggregate principal amount of up to U.S. \$200,000,000 or the equivalent in foreign currencies or foreign currency units. To date, including this offering, an aggregate of U.S. \$155,000,000 or the equivalent in foreign currency or foreign currency units of Medium-Term Notes, Series C, have been issued.

TYPE OF SALE: IF PRINCIPAL TRANSACTION, REOFFERING AT:
 As Agent varying prices related to prevailing
 As Principal market prices at the time of resale
 fixed public offering price
of _____ % of Principal Amount

[Insert additional tax disclosure, if necessary]

