This is a promotional/sales booklet for chicks marketed by Standard Egg Farms at Cape Girardeau in Cape Girardeau County, Missouri. Included are descriptions of the varieties offered, shipping arrangements, and prices. Victor H. Drumm was the owner and manager of the firm.

The Standard Egg Farms was located on 20 acres just north of Cape Girardeau. Although its primary business was egg production (175,000 eggs per month), the firm also sold baby chicks. This 28-page (the covers are missing) booklet describes the high standards of the facility and includes photographs of the facilities.