

## HERD RECORDS TELL SUCCESS STORY

# MILK PRODUCTION UP 1387 lbs.

# BUTTERFAT UP 47 lbs.

LLOYD RANCK HOLSTEIN HERD  
SHOWS STEADY IMPROVEMENT!

### "Herd Averages"

Year	Milk Production	Butterfat
1959	12,197 lbs.	465.2 lbs.
1960	12,839 lbs.	503.0 lbs.
1961	13,263 lbs.	510.0 lbs.
1962	14,650 lbs.	557.4 lbs.

### "Individual Performances" Comparison of 1961 & 1962 305 Day Lactation Period

Name	MILK PRODUCTION		Increase
	1961	1962	
Gu	10,473	12,925	+2,452
Peny	12,077	13,709	+1,632
Gal	13,532	15,986	+2,454
Boom	15,349	18,248	+2,888
Bess	13,508	21,767	+8,259

Name	BUTTERFAT		Increase
	1961	1962	
Gu	385	458	+ 73
Peny	432	563	+131
Gal	531	645	+114
Boom	581	685	+104
Bess	512	824	+312

### LLOYD RANCK is pleased . . . .

. . . with the steady improvement of both Milk Production and Butterfat. Careful breeding, accurate records and up-to-date management practices are paying off for him. Foregoing any change in the present production, the herd average this year will exceed 15,000 lbs. of milk.

Lloyd is a strong supporter of the Farm Bureau COWculator (Miniature electronic computer that takes guesswork out of feeding) and Farm Bureau's now famous DARI-PAK PELLETS. The COWculator has helped him feed more efficiently — treating each cow as an individual. DARI-PAK PELLETS, in addition to their outstanding milkmaking quality, meter accurately and quickly in Lloyd's milking parlor. Quick clean-up is assured because they are palatable.



LLOYD and RUTH RANCK proudly display DARI-PAK PELLETS and a sample of the QUALITY MILK they are producing.

## We at FARM BUREAU are . . . .

. . . proud of the records accomplished by Lloyd and Ruth. They are milking a fine herd of "34" Holsteins. Many years of careful selection, breeding and a lot of "pencil pushing" preceded the success that is now enjoyed by the Ranck's. An inspection of this modern, efficient and immaculate dairy operation tells the management story much better than we are able.

We are also proud of the part Farm Bureau's DARI-PAK played in helping accomplish another outstanding record. Here is a dairy feed that is carefully balanced with the proper milkmaking nutrients — and at a price that you can afford to pay.



## Start Today... Feed the Farm Bureau Way!

Qualified FIELDMEN are anxious to serve and assist you in  
designing a PROFITABLE DAIRY FEEDING PROGRAM

Lancaster  
394-0541

Manheim  
665-2466

New Holland  
354-2146

Quarryville  
ST 6-2126