

Why should a feed company say:

"FEED EACH COW ONLY WHAT SHE'S WORTH"



We at Red Rose recommend that dairymen feed each cow in proportion to the milk she produces, because that's the way we feed our own herd. It's the sound, business-like way of making feed dollars go the farthest. If a productive cow is underfed, she can't reach her potential. If a non-productive cow is overfed, she can never convert all she eats into milk.

The Red Rose Research Staff, after two years of intensive study and evaluation, has developed a new Production Feeding Program based on stages of lactation. With it, we know how much and when to feed each cow . . . for the maximum production capability of each animal. When you follow our new Production Feeding Program, you too will be able to feed each cow in your herd what she's worth.

Our findings of the past two years are NOT projections; they are factual tabulations on our own Test Herd. And under our new program, consuming the same amount of dairy ration as they did before being put on this program, our herd advanced its milk production last year by 2,019 pounds of milk and 69 pounds of fat. Think what increases can be achieved with lower production herds that have not yet neared their potential!

Don't you think it's worth your while to find out about our new PRODUCTION FEEDING PROGRAM? There are only four simple stages to know about. Ask your local Red Rose dealer to tell you all about it.

JOHN W. *Eshelman* & SONS

ESTABLISHED 1842
Mills at Lancaster, Pa.; York, Pa.; Circleville, Ohio; Tampa, Fla.; Sanford, N.C.; Chamblee, Ga.

Red Rose
FARM FEEDS

— DISTRIBUTORS —

BROWN & REA
Atglen, Pa.

JOSEPH M. GOOD & SON
137 Newport Road Leola, Pa.

E. M. HEISEY & SON
R. D. 2 Mt. Joy, Pa.

MOUNTVILLE FEED SERVICE
R. D. 2 Columbia, Pa.

ELVERSON SUPPLY CO.
Elverson, Pa.

I. B. GRAYBILL & SON
Refton, Pa. Strasburg, Pa.

DAVID B. HURST
Bowmansville, Pa.

MUSSER FARMS, INC.
R. D. 2 Columbia, Pa.

HENRY E. GARBER
R. D. 1 Elizabethtown, Pa.

A. L. HERR & BRO.
Quarryville, Pa.

MARTIN'S FEED MILL
R. D. 3 Ephrata, Pa.

MUSSER'S
The Buck, R. D. 1, Quarryville, Pa.

CHAS. E. SAUDER & SONS
R. D. 1 East Earl, Pa.

AMMON E. SHELLY
R. D. 2 Lititz, Pa.

WEST WILLOW FARMERS ASSOCIATION
West Willow, Pa.