



The PROMISE ... and the FULFILLMENT!

Here is another **SUCCESSFUL, INDEPENDENT, FAMILY-OWNED, LANCASTER COUNTY FARM BUSINESS.** We are proud to share with Levi H. and Aaron J. Brubaker, of Buchanan Hills Farm, Lancaster, Pa., a firm faith in the future of Lancaster County agriculture!

On February 5, 1964, the Brubaker's started a 6,750 chick flock (Hy-Line and Anthony) on Red Rose Feeds (The pullets at 7 weeks of age are shown above). By 10 weeks of age, the **MORTALITY WAS 1.1% (78 chicks) — THE FEED COST WAS 22c PER CHICK STARTED.** From 10-20 weeks Leghorn pullets normally consume 10 pounds of feed. At that rate, the Brubaker pullets will have consumed a total of about 65c worth of feed by housing time.

The brooder house used at Buchanan Hills Farm is a conventional design using hot water heat, automatic feeders and waterers. A few of the windows in the brooder house are used for baffled air intakes; the rest remain closed. Ventilation is regulated by thermostatically-controlled fans located in the rear wall.

JOHN W. Eshelman & SONS
ESTABLISHED 1842
Mills at Lancaster, Pa.; York, Pa.; Circleville, Ohio; Tampa, Fla.; Sanford, N.C.; Chamblee, Ga.

255.9 Eggs Per Bird Housed!

Aaron Brubaker, of Buchanan Hills Farm, studies the golden Hy-Line Award which he won when his last flock of Red Rose-fed Hy-Line's produced 255.9 eggs per bird housed.

Mr. Brubaker feels confident that the promise shown by this year's "picture-book" pullets will not only be realized in future awards, but more important, in future PROFITS.

Will you realize this fulfillment from the promise of your pullets this year? We sincerely hope so. But, hope alone won't quite do it. We at John W. Eshelman & Sons feel we have a few of the answers that will help you get more of those "Golden Eggs" from your layers.

The job starts before the chicks arrive, and it continues until the last hen lays her last egg and is sent to market. For YOU the job starts now! **WE START WORKING** the minute you pick up your telephone and call us at Lancaster, or call one of our Red Rose Distributors and say, "send your Red Rose Poultry Serviceman."

If you buy started pullets we can also serve you by making certain that **THEIR PROMISE OF PROFIT WILL BE THERE FOR YOU.**

*The GOLDEN EGGS are your profit. They are the ones you get after you have covered the costs of raising your pullets.

Red Rose[®] FARM FEEDS

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