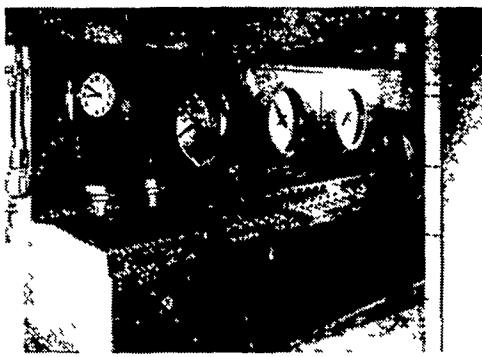




When you see the gleaming mill equipment, the impressive scientific apparatus and the automated efficiency of our plants, you may find it a bit difficult to think of us as old-timers. But we are. Established in 1842, John W. Eshelman & Sons has pioneered the manufacture and distribution of scientifically formulated Red Rose Feeds for profitable livestock and poultry.



develop, test and approve new techniques, formulas and methods. But we will *not* change our basic, old-time concept: supplying our customers with the best feeds our company can produce . . . a tradition that began over 120 years ago. At the home of Red Rose Feeds, our experience makes us mature, our research keeps us young. That's the reason we use new techniques

which we've changed. And we'll keep on changing . . . as our research staff and management people continue to

with an old-time touch. We change, not for change's sake, but only to improve our products and services.

JOHN W. Eshelman & SONS

ESTABLISHED 1842

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

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