



**NEW TECHNIQUES
WITH AN
OLD TIME TOUCH**



PROBLEM Modern dairy farmers needed a high energy feed—vitamin fortified and palatable—to maintain the herd, encourage maximum milk production, help produce a calf every 12 to 13 months, be adaptable to milk parlor feeding, free-flowing and easily handled . . . yet, return maximum profit over feed cost.

RESEARCH Alert to new techniques, research men at John W. Eshelman and Sons went to work with the latest scientific equipment and with the Red Rose Research Herd. They experimented with ingredients and textures, in formula after formula, in the laboratory and on our Research Farms. They found the answer!

RESULT It's Red Rose 14 Test-Cow Feed . . . the feed that helped Red Rose customers produce two World Champions in their classes, and helped increase the Red Rose Research Herd DHIA production by 2019 lbs. of milk and 69 lbs. of fat over last year; the feed that tripled in sales in the last three years.

JOHN W. Eshelman & SONS
ESTABLISHED 1842

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

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