



**PROBLEM** Poultry farmers need a balanced ration; one with all essential nutrients for a high, profitable feed-to-egg conversion ratio. The ration must be balanced in all essential nutrients so that the hen can lay at a high rate—and in the case of poultry breeders, also provide carry-over nutrition needed by the chicks.

**RESEARCH** Alert to new techniques and present day needs, the staff at John W. Eshelman & Sons conducts continuing research studies from day-old chicks on through laying...recording growth, production, egg size and quality, shell quality, mortality, efficiency of mash, crumbles and pellets in test after test.

**RESULT** "Average production 70% for 14 months," "Feeding Red Rose for past five years . . . results far superior to anything we fed before," "Using Red Rose for 43 years . . . a great feed," "Flock averaged 268 eggs per bird for 12-month period and with no culling." Isn't it time you tried Red Rose Poultry Feeds?

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