

**RED ROSE  
FARM FEEDS**

**NEW TECHNIQUES  
WITH AN  
OLD TIME TOUCH**



**PROBLEM** Profit-minded swine growers needed a combined program of good management, good basic stock and good nutrition to meet the needs of swine in every stage of their life cycle. Also to condition sows for farrowing more live, heavier pigs that will reach finishing faster on less feed per pound of gain.

**RESEARCH** Alert to new techniques, research men at John W Eshelman & Sons—using only market breeds under normal farm conditions—worked in the laboratory and with the swine, studying weights from birth to market, feed consumption, mortality, farrowing, growing, finishing and also the carcass quality.

**RESULT** The Red Rose Swine Production Program is geared to every stage of feeding for today's pork production needs and goals. Our Red Rose Research Farms consistently market 200 lb. hogs in 150 days or less, with a 2.8 or better feed conversion. Our record pen: 200 lbs in 118 days, with a feed conversion ratio of 2.1.

**JOHN W. Eshelman & SONS**  
ESTABLISHED 1842

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

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