



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. Oh, we've changed. And we'll keep on changing . . . as our research staff and management people continue to 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 with an old-time touch. We change, not for change's sake, but only to improve our products and services.

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