

HAYLINER 273 BALER HAS PLUNGER MOUNTED ON SEALED BEARINGS!

The Hayliner 273 has its plunger completely mounted on sealed-ball-bearing rollers. This design gives you lower fuel and power requirements, longer plunger life, less maintenance, fewer knife adjustments and smoother overall performance. New Holland's exclusive feeding system sweeps hay into every corner of the 14" x 18" bale chamber — assuring square, uniform bales. Let us show you more of the quality features of this popular baler. Stop in soon!



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Champion Brown Swiss Cow Produces 300,000 Pounds—Still Going Strong

Much has been said about the accomplishments of Ivetta, a Brown Swiss cow who ranks as the Living Lifetime Butterfat Producing Champion for All Breeds.

However, her story is not stagnant. She continues to set a torid pace for the Brown Swiss breed as well as other breeds of dairy cattle. Few can compare to the "Incomparable Ivetta."

The Brown Swiss Cattle Breeders' Association of America, Inc. lists the following accomplishments for Ivetta:

Along with her All Breed Butterfat Championship, she has just recently broken the 300,000 milk barrier as a lifetime total. This is a record for the Brown Swiss breed. The former record holder was Lady's Gypsy Girl F with 280,874.8 milk and 12,012.51 fat. This new total also puts her farther ahead in the lifetime fat producing division.

Along with these lifetime records, Ivetta stands as the only cow of any breed with 11 consecutive records over 20,000 milk and 800 fat. Her 10 consecutive records of 1,000 fat or more is an accomplishment that all breeds look up to, no other cow has ever done this.

Ivetta is still milking 45 to 50 pounds a day.

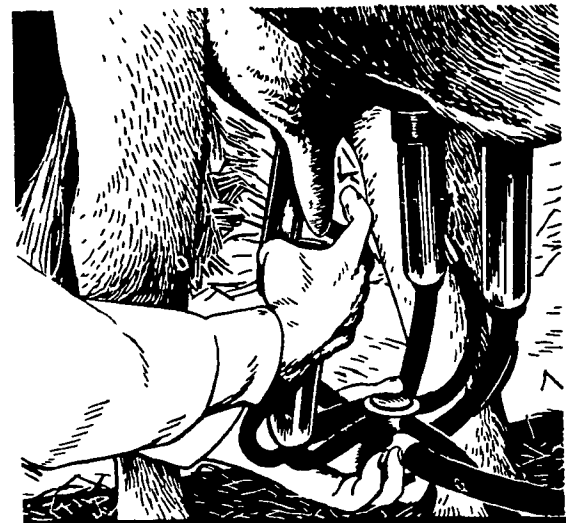
Ivetta's peak record was at 11 years 3 months when she produced 1276 fat in 305 days. Her top milk record was her 365 day 13 year old record of 27,389 milk.

White Cloud Farm, Princeton, New Jersey, purchased Ivetta on October 13, 1956 from W. E. Naffziger, Pekin, Illinois, the breeder and owner of Ivetta, at the Illinois State Sale

for \$550. This began Ivetta's career as a champion producer of all breeds.

The highest price ever paid for a male at public auction, \$41,000, was reached for White Cloud Ivetta's Son at the 1967 Springtime Show Window Sale. He was purchased by the Tri-State Breeders' Coop, Westby, Wisconsin. He was used in the Midwest area and has a number of young daughters that will be in the production line soon.

ARE YOUR COWS PRODUCING TO CAPACITY?



Red Rose DAIRY FEEDS



HERE'S THE WAY TO INCREASE DAIRY PERFORMANCE —

Fit the feed to the forage you have available.

Fit the feed and forage to cow performance by determining the pounds of feed input needed daily for performance and milk output.

Fit the entire feeding program to your management practices by selecting the best way to feed the entire herd.

WHAT'S THE BEST WAY TO FEED YOUR COWS?

Use Red Rose Dairy Feeds . . . and Red Rose Supplements. They're available in many protein levels to suit your particular need and the roughage you have available . . . and will help to fill the milk pail — where it counts most.

Remember, too — to insure adequate mineral intake be sure to use Red Rose Free-Choice Mineral or Red Rose Super Mineral.

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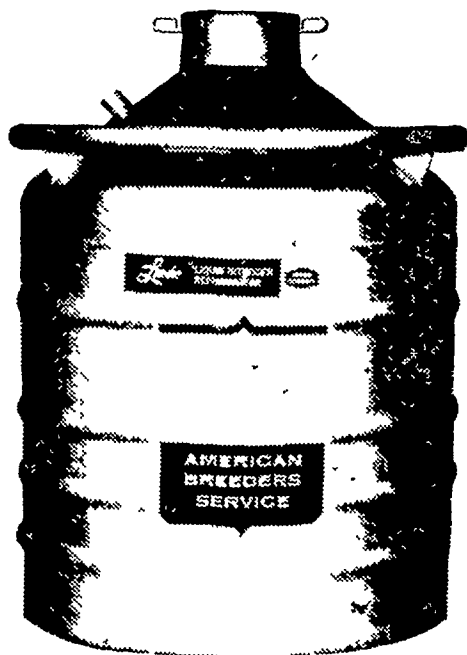
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