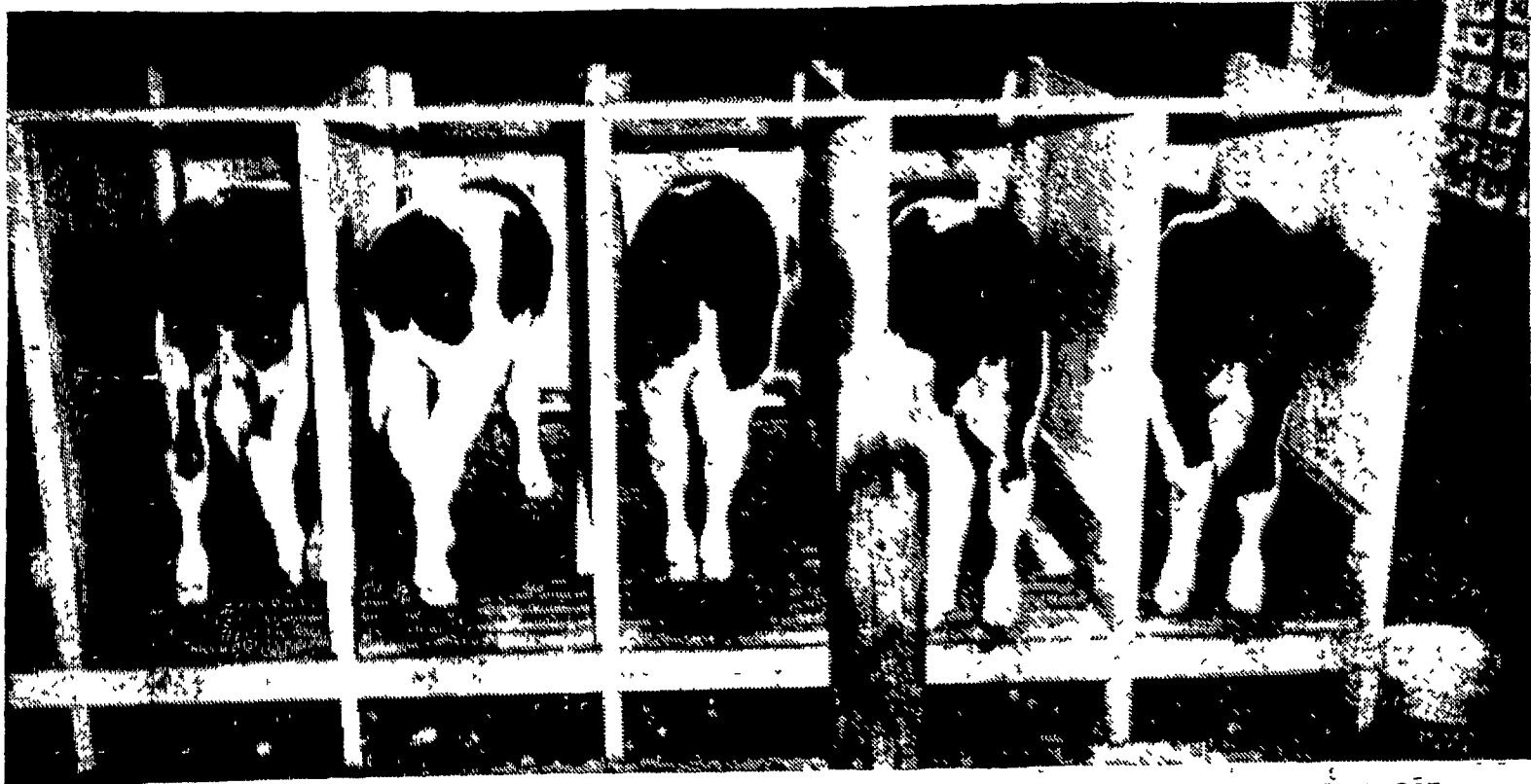


CASH IN ON CALVES WITH THE BE-CO-VEALER PROGRAM



**NOW BEACON OFFERS A TWO PRONGED APPROACH
AT RAISING VEAL CALVES FOR MAXIMUM PRODUCTION AND PROFIT**

PROGRAM NO. 1 is a one feed approach for feeders who want the simplicity of a one feed inventory plus efficient growth and fine carcass quality. This is the program that has been proven successful with thousands of veal calves fed in Lancaster and surrounding counties the last two years. This program is especially beneficial in the production of calves sold on the auction market.

PROGRAM NO. 2 is a new two feed program which starts calves off on Be-Co-Vealer Starter to promote good framework, strong bones and good muscle development, then switches to Be-Co-Vealer Finisher when the framework has been established. This is a higher energy diet which will put on the flesh and finish buyers are looking for. This is the program we recommend for heavyweight calves, 300 lbs. or over, and for the extra premium veal market.

Either program can be backed up by Beacon Calf Power, the new medicated milk replacer for calves with scours, respiratory ailments or other stresses.

There's a bull market in veal. Cash in on it by calling the nearest Beacon dealer listed below and asking for full details on the Be-Co-Vealer program. It's a good way to cash in on calves.



BOMBERGER'S STORE
Elm, Tel. 717, 665-2407

FARMERS SUPPLY CO.
Lancaster, Tel. 717, 394-7127

H. JACOB HOOBER
Ronks, Tel. 717, 768-3431

I. B. GRAYBILL & SON, INC.
Strasburg, Tel. 717, 687-7822

GEHMAN FEED MILL, INC.
Denver, Tel. 215, 267-5585

O. KENNETH McCracken & SON
Manheim, Tel. 717, 665-2186

EARL SAUDER, INC.
New Holland, Tel. 717, 354-0861

THE BEACON MILLING COMPANY, Inc.
York, Pa. Tel. 717, 843-9033