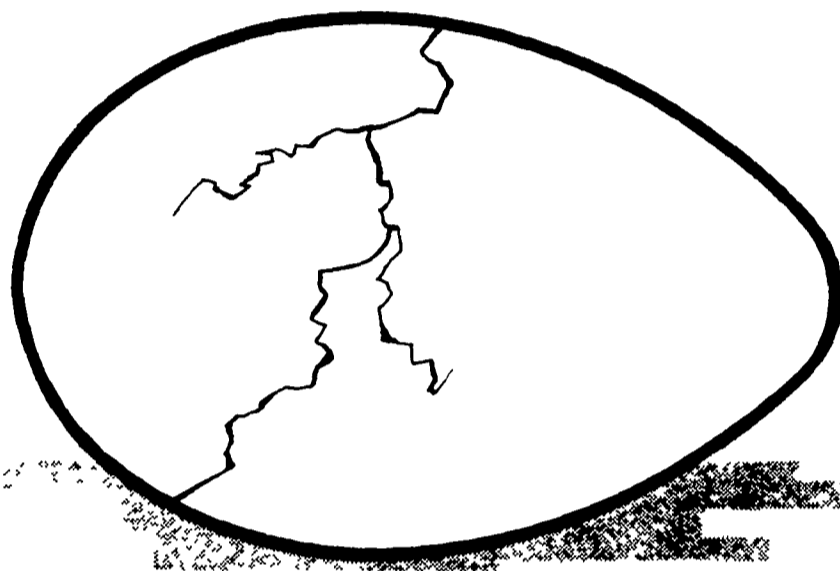


THIS LITTLE EGG GOT TO MARKET



THIS LITTLE EGG STAYED HOME

One little egg made a profit
the other little egg made none.

Cracked and broken eggs don't get to market. . . don't make you a profit. And that's why Pennfield has improved all its Mash Layer Feeds to include a shell toughener.

Test work at the Pennfield Layer Research House has resulted in improved egg shell quality. This is achieved by a calcium-yielding additive that is digested slowly and works

round the clock to maintain optimum calcium balance and shell toughness.

Call Pennfield today and find out about all five new, improved Mash Layer Feeds. They have all the properties needed for top production. . . and are now formulated so you can get even more of that production to market.



pennfield feeds

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**MORE POULTRY PROFITS CAN BE YOURS! LET US TELL
YOU HOW YOU CAN "CHALLENGE" FEED YOUR FLOCK.**