

The businessman's bird is back!

Between 1972 and 1973 an old friend of the commercial egg producer quietly slipped from view. Most producers call her the best feathered friend they ever had. They've missed the "old" B-300 sorely in the last few years. And they've told us so.

When the "old" B-300 - - we call her the B-300V - - retired from Random Sample Testing in 1973, she had an unmatched record of consistent performance. More importantly, she was a legend in her time. . .in the field. . .in your poultry house. She made **businessmen** out of thousands of poultrymen. She was the standard to which competitive strains compared their performance.

The B-300V was nearly perfect for the times. But we knew that times were changing. We knew that tomorrow's top layer had to have a stronger eggshell. We were committed to making the B-300V

tomorrow's top layer. Tomorrow is here.

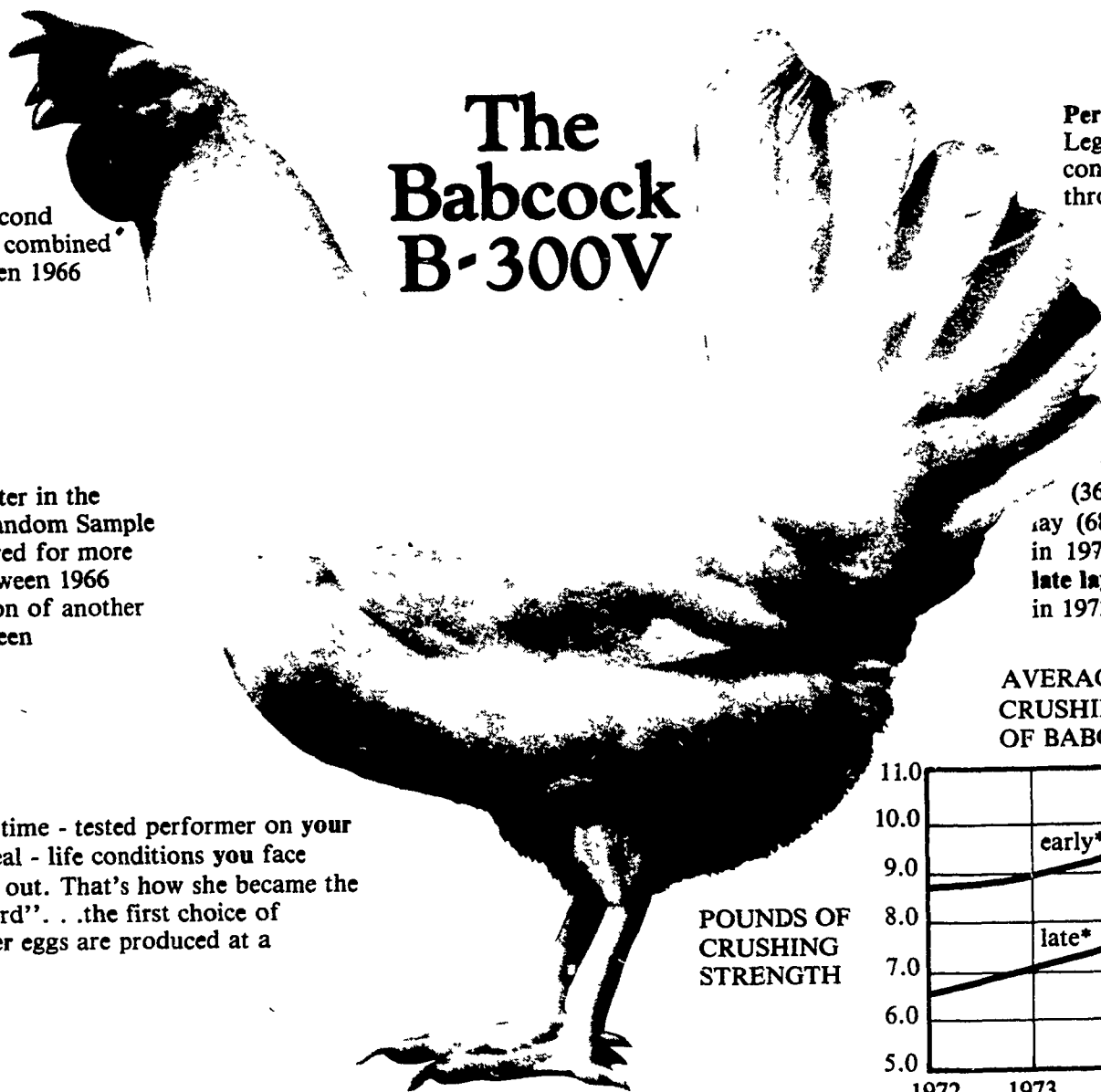
For the past 5 years, the B-300V has been in a concentrated program of eggshell improvement. It has paid off in results. . .without sacrificing the performance that made her your top choice in the "good old days."

Dust off your old records and take another look. Better yet, ask your Babcock distributor for his latest performance data on the B-300V.

Try a flock. Compare it to the **best** of your present stocks. We know you're going to be pleasantly surprised.

The businessman's bird is back. . .and better than ever before. The B-300V.

Something new is hatching at your Babcock distributor's. . .today!



Consistency:

The **only** layer to place first or second (IOFCC) in every USDA 2 - year combined Random Sample Summary between 1966 and 1973, her last year of entry.

Efficiency:

The top average feed converter in the USDA 2 - year combined Random Sample Summaries of any bird entered for more than 2 consecutive years between 1966 and 1973. (With the exception of another Babcock strain entered between 1970 and 1973.)

Reliability:

The B - 300V is a time - tested performer on your farm, under the real - life conditions you face day - in and day - out. That's how she became the "businessman's bird". . .the first choice of producers wherever eggs are produced at a profit!

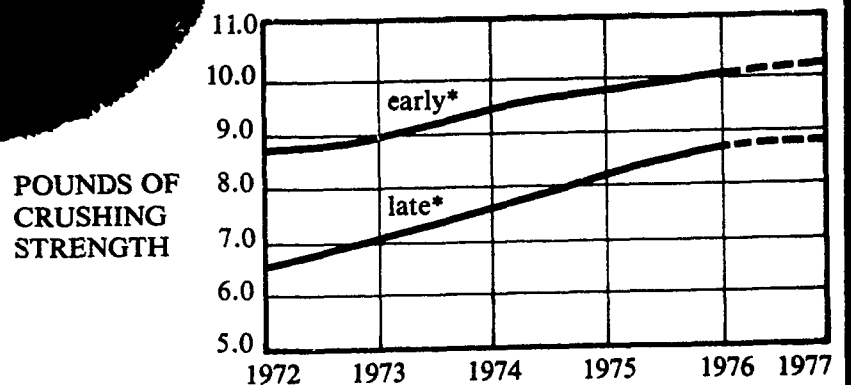
Performance:

Legendary 90 % plus peaks, and consistent, top egg production throughout the laying period.

Improvement:

Measured 1976 eggshell crushing strength improvements of 15 % in early lay (36 weeks) and 30.8 % in late lay (68 weeks). B - 300V's hatched in 1977 will have stronger shells in late lay than they did in early lay in 1972.

AVERAGE EGGSHELL CRUSHING STRENGTH OF BABCOCK LAYERS, 1972 - 1977*



*Early shell strength measured at 36 weeks of age; late shell strength at 68 weeks of age.



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