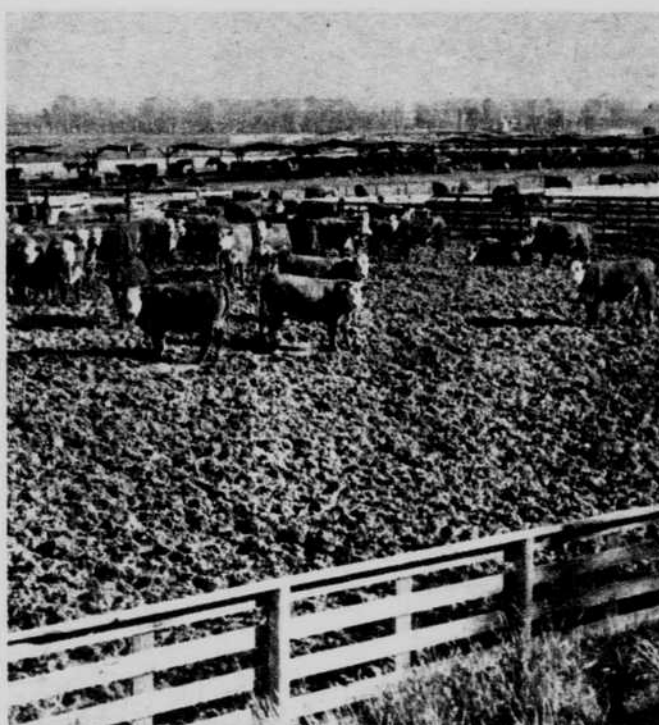
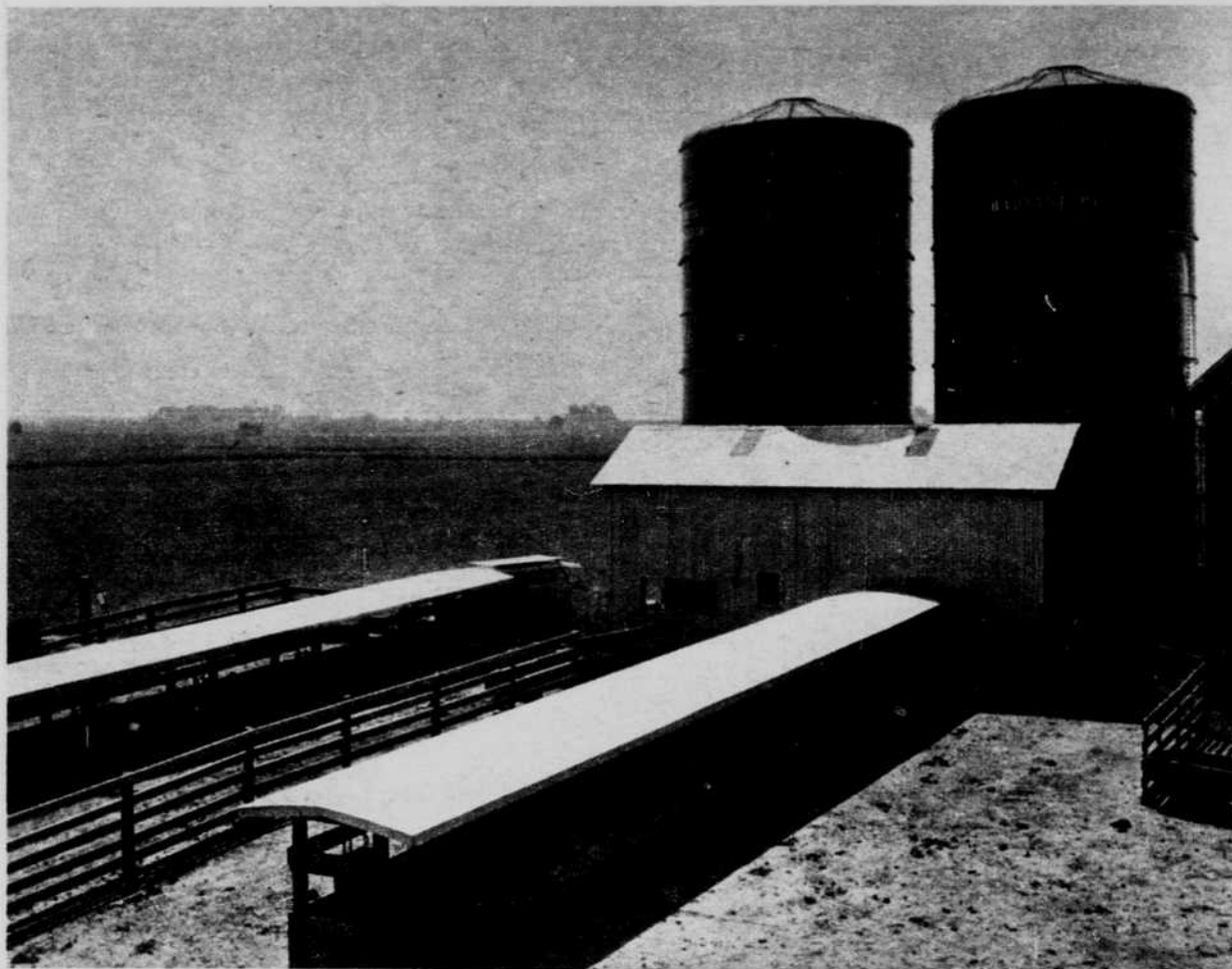


More capital has been poured into livestock production in the past five years. These glass-lined, airtight storage units will each hold more than 8,000 bushels of high moisture grain. With larger acreages being cropped, farmers have invested more in feed and grain handling facilities. Auger feeding setups such as this are fast becoming commonplace.



"Deplorable," comments the urbanite out for a Sunday afternoon drive. In truth, abandoned sub-standard farmsteads are monuments to progress. This farmstead is no longer needed. The farmland it once served has been joined with another unit to provide more efficient size and more adequate incomes to its owners.

Further changes will evolve in the average farm in the next several years. Among other things there'll be more large cattle feeding setups in the Midwest similar to this one now in operation in Illinois. These larger lots will all be on a continuous feeding program. USDA says the two million farms that now produce 90% of the farm products will shrink further in number and become larger in size.

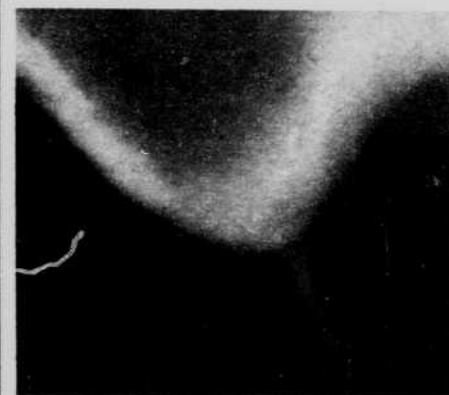
Family farming has been strengthened by consolidation of smaller uneconomic farms into larger units that can provide sufficient income for such father and son teams as the one shown. One of the most common problems in father and son farming arrangements results when income on one farm is too small for two families. Larger units are often the answer.



# See what happens when you treat for Mastitis



Ointment-type treatment globs up inside the udder. Only antibiotic particles clinging to the outside of the ointment masses are available for fighting mastitis. X-ray photo shows that even 4 hours after treatment, ointment treatment is still in globs.



Liquid Terramycin®-type formula is dispersed throughout the quarter. That's why liquid Terramycin\* for Mastitis gives maximum coverage . . . and the Terramycin is available for fighting mastitis right after treatment.

These X-rays of living udders show you for the first time why liquid Terramycin-type formula for Mastitis is so much better. Only Terramycin for Mastitis with the liquid formula gives you superiority in four vital areas:

**Goes to work immediately . . .** releases all its antibiotic fast for fighting mastitis.

**Gives complete coverage . . .** reaches farther, faster for maximum contact with milk-secreting tissue throughout the entire quarter.

**Milks out fast . . .** does its disease-fighting job, then milks out completely—well within the 72-hour hold-back period.

**Delivers potent antibiotic action** against mastitis germs. In fact, no drug or antibiotic is more effective against mastitis-causing organisms than Terramycin.

\*Brand of oxytetracycline



Chas. Pfizer & Co., Inc.  
Brooklyn 6, N. Y.

Science for the world's well-being.™

Warning: Milk taken from dairy animals within 72 hours after treatment for mastitis should not be used for food.