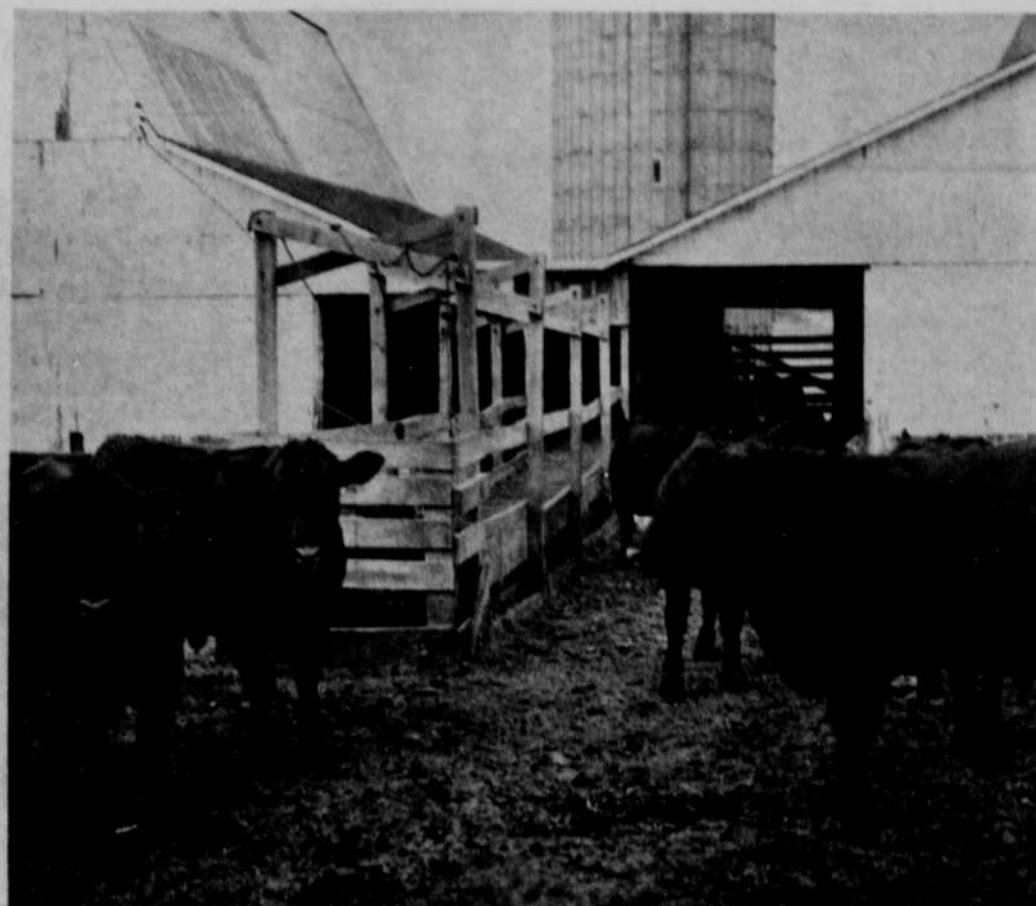




A feeder along the outside wall of this converted dairy barn allows more open resting area in the center of the barn. The feed manger, formerly used by the dairy cows, has been mechanized to distribute silage and grain to these cattle. Even distribution of the feed is obtained by varying the width of the boards under the shuttle action conveyor.

Two salvaged automobile transmissions and a ¼-horsepower electric motor move silage to these steers on the Blake Phelps farm in Van Buren County, Iowa. The endless slat conveyor spans the width of the bunk and moves very slowly as the silage is unloaded from the silo directly into the bunk. By using spare parts and his ingenuity, Phelps was able to mechanize his cattle feeding at very little cost.



HOW TO GET THEM ON AND OFF FEED FASTER

Feedlot operators use formula feeds containing Aureomycin to get cattle on full feed faster, to keep them gaining more every day, and to get them off feed and on to market sooner

First factor in marketing profitable beef is to get feeder cattle on full feed faster by offsetting the stresses of shipping, unloading, sorting, changes in surroundings and in temperature.

How to do it? With stress feeds containing AUREOMYCIN®, fed for the first 30 days. Animals in poor shape and down in weight can be quickly restored to normal condition and feeding, when AUREOMYCIN is given in the feed as soon as cattle go into the feedlot. AUREOMYCIN is the wide-spectrum antibiotic that does the most effective job in preventing the diseases that often follow stresses: respiratory infections, secondary bacterial infections, and subclinical diseases.

Cattle gain every day

Second factor in marketing profitable beef is to keep cattle realizing their full growth potential every day they're on feed. After the initial stress period is over, you can continue cattle all the way to market on feeds that furnish the recommended 70 milligrams of AUREOMYCIN per head per day. AUREOMYCIN helps increase average daily gains up to 16% every day your cattle are on feed. It reduces the incidence of foot rot and liver abscesses.

Market beef sooner

Third factor in marketing profitable beef is to get cattle off feed faster and on to market sooner.

With AUREOMYCIN in the feed, cattle use their feed to put on gains—not to fight disease. Cattle reach the desired market weight in shorter time—with a saving in feed cost. You sell cattle with the "bloom" buyers prefer.

See your feed manufacturer
Ask your feed manufacturer, or

feed dealer, for feeds containing the recommended amount of AUREOMYCIN for stress feeding and for continuous feeding. American Cyanamid Company, Agricultural Division, New York 20, N. Y. ®AUREOMYCIN is American Cyanamid Company's trademark for chlortetracycline.

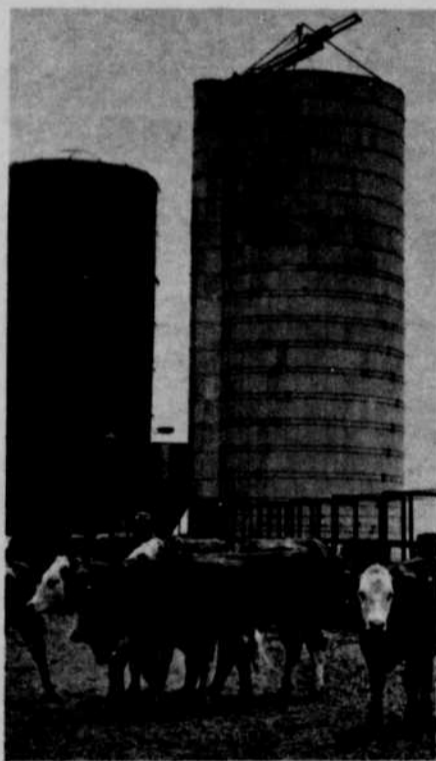
Muddy lots often lead to foot rot. AUREOMYCIN almost completely eliminates this disease.



Shipping, unloading, sorting . . . AUREOMYCIN helps prevent the diseases caused by these stresses.



You save feed when you get cattle up to market weight and off feed sooner. AUREOMYCIN helps you do it.



All material needed for a complete economical ration is stored in a compact area at the end of this mechanical auger bunk on the John Sauder farm in Woodford County, Illinois. The airtight storage at the left contains shelled corn. Silage is stored in the high capacity concrete stave silo. Notice the silo unloader that's hoisted out of the way during filling. Almost hidden is the protein supplement bin between the silos from which the bulk material is metered into the bunk with the corn and silage. The supplement is delivered in bulk by the dealer and placed directly in the bin. This feed bunk is built so that a sheltering roof can be built at a later time to protect the feed and shade the cattle while eating.

