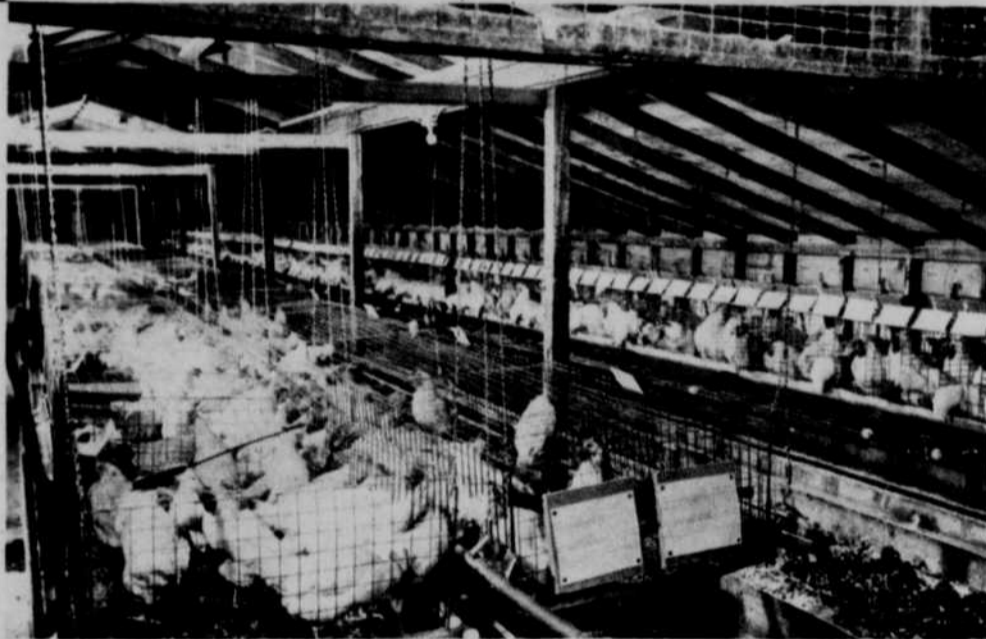


EGG PRODUCERS ARE MECHANIZING

"You can't do a good job of producing eggs without spending time in the laying house . . . but some jobs just take too long," say many Midwest poultrymen. By using bulk feed, mechanical feeding systems, simplified egg handling methods and new litter removal ideas in cleaning the house these egg men can handle more birds and give closer attention to correcting management problems before they get started.

Nearly every egg producer in the country can afford to switch from bagged feed to bulk. Not only will it save a lot of back ache but is also cheaper than feed in bags. Several egg producers have found that bulk feed can save them up to \$25 a year per 100 hens. At that rate it doesn't take long to pay for a bulk tank. In the installation shown above, the feed is moved by auger into the laying house where it is dropped into the hopper of a mechanical feeder. Even if you're feeding by hand, bulk feed has a place in your operation.

An automatic egg collecting belt is being used by the owner of this cage house to help improve his labor efficiency. With an egg room at the end of the laying house you can run the collecting belt right through the egg room wall so the eggs will be right where you can take over the cleaning operation and get the eggs into the cooler immediately. Such collecting belts are also being installed in houses using a regular floor management system.



New way to keep egg production up

Laying Cycle Management Program helps you eliminate production-robbing problems and fight the setbacks they cause

Tailor the program to your own conditions . . . your own birds . . . your own management tools.

The whole program is keyed to fighting egg-robbing stress conditions: Stress keeps birds from their full production potential . . . it causes egg slumps and early mortality. It can result in culls or death.

Every flock is subjected to stress at some time.

This new program helps you pinpoint the stresses in your operation to learn why—and how—you're losing eggs. And it utilizes Terramycin* to help fight slumps and setbacks following stress.

Terramycin used continuously at low levels in the feed helps hens lay more eggs on less feed per dozen.

Terramycin at high levels in the feed, when severe stresses attack, helps fight stress-caused setbacks from those disease organisms which cause Blue Comb, CRD and other problems.

Send for **FREE** booklet and learn how to **stress-rate** your own flock. Complete details are in the free booklet. Develop a stress pattern for your flock and tailor your management program to get the best production during each period of the laying cycle.

Chas. Pfizer & Co., Inc.
Agricultural Sales Division
800 Second Avenue
New York 17, New York

Gentlemen:

Send me your booklet on the Laying Cycle Management Program . . .
The Stress-Rating Way to Extra Production

Name _____

Address _____

City _____ State _____

Size of laying flock _____

*Registered trademark for oxytetracycline



Science for the world's well-being.

