



Save chicks through the water with potent help from Terramycin Poultry Formula with Anti-Germ 77

## Terramycin® Fights Early Mortality

BRAND OF OXYTETRACYCLINE HCl

**ONLY TERRAMYCIN GIVES YOU ALL THESE ADVANTAGES:**

**Broad range**—to fight the many kinds of germs—which hit chicks—that are susceptible to Terramycin. No other antibiotic or drug is effective against more disease organisms than Terramycin.

**Complete solubility**—to give chicks all the medication you put in the water . . . even at high concentrations through automatic medication systems.

**Greater stability**—to get its disease-fighting activity into chicks at high levels. Terramycin is the only broad-range antibiotic for farm use with the potency-protected molecule.

**Greater absorption**—to get broad-range antibiotic carried by the blood to the site of infections.

**Kills drinking water germs with Anti-Germ 77.** Germ-killing action on organisms that cause paratyphoid, pullorum, fowl cholera, infectious diarrhea and enteritis. Only Terramycin gives you the broad-range solubility, stability and absorption you need.

Don't risk losing chicks when nothing else has all the advantages of Terramycin. See your animal health supplier today. Chas. Pfizer & Co., Inc., New York 17, N. Y.



Science for the world's well-being®

**TERRAMYCIN® POULTRY FORMULA** with Anti-Germ 77®

taken, (f) consideration of other actions that might be taken. Technical assistance in ways of stimulating interest, in organization, in the ways of inventorying, analyzing and evaluating the resources, and in helping the organization function can make the difference between success and failure. Technical assistance is often available from agricultural agencies and organizations, Department of Commerce agencies, Chambers of Commerce, service organizations, educational leaders, church groups, leagues, etc.

3. **Project Selection**—A committee has to have a project to work on if interest is to be maintained and the necessary effort is to be given. As an analysis of the economy is being made various ideas for group projects will arise. It is important that local people be given the opportunity to study the feasibility of various projects as they germinate in this environment of human thinking and cross-fertilization of ideas. In virtually every area there are opportunities for many people of many different interests to participate. They can study the possibilities of several economic ventures that might improve their community.

4. **Persistence**—The importance of persistence and grim determination on the part of local people in developing a better community in which to live cannot be over-emphasized. In order to have this element of progress convincing, evidence is frequently needed suggesting opportunities. The members of a steering committee or some other community leaders should be ever ready to instill hope and encourage continuous study and action when signs of inactivity, complacency and stagnation become evident.

5. **Patience**—In most cases economic development does not occur rapidly. It is a time consuming process that usually demands a good deal of patience. Enthusiasm frequently wanes when projects are discovered to be "not feasible". The chance of making mistakes in the process of economic development is high. However, it is important to learn from these mistakes and not be easily discouraged. Much time often has to be spent in discovering what the real opportunities and limitations of a community are. There is a continuing need for planning, and these plans are only the beginning. At best they serve as no more than a promise for progress. The carrying out of the plan is usually more difficult and time consuming than preparing it. This phase requires a generous supply of persistence and patience.

These are only some of the ingredients required in producing rural opportunities and economic growth. They are not always readily available in every community. However, where there are people the potential for development exists. Continuing to strive for a better community is the best insurance against community stagnation.

Rural opportunities are produced by hard work by many people. They grow out of cooperation, wide scale participation, grim determination, sacrifice, planning, study and action. There is no more safety for a community in waiting for a favorable change than there is for a farmer who attempts to play it safe by planting nothing. The Rural Areas Development Program can be the scientific machine used to produce rural opportunities. It must be operated by determined local people in a manner adapted to area conditions. This program can be a valuable educational device leading to economic growth and development because it provides an opportunity for everyone to be a leader and a teacher. This is the most basic element for progress in a free society. The Rural Areas Development Program is a real challenge and opportunity. It is the best hope for greater opportunities in Rural America.