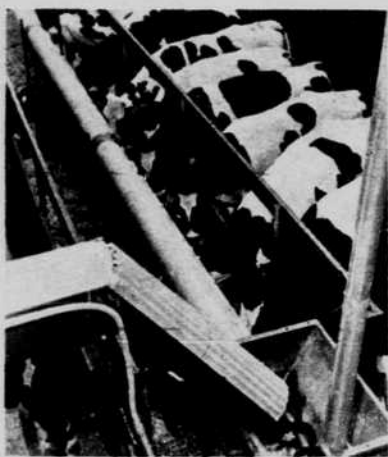


The porkers populating new farm structures will be in line with the times. They'll not be the pigs of yester-year but will be strictly meat-type, yielding flavorful cuts, juicy and tender. Mrs. America rejects fat pork. Shortly it will no longer be offered her.



Wonderful things ahead in agriculture. We'll feed more and more people with less and less work drudgery. We'll have more leisure on farms, more comfortable living — better times than we've ever known. It will take a lot of doing but America has the kind of people on her soil to do the job. We've come a long, long way since the days of the Conestoga wagon. But marvelous as are the advances in farming to 1961, the best is yet to come. American agriculture has its future ahead of it!

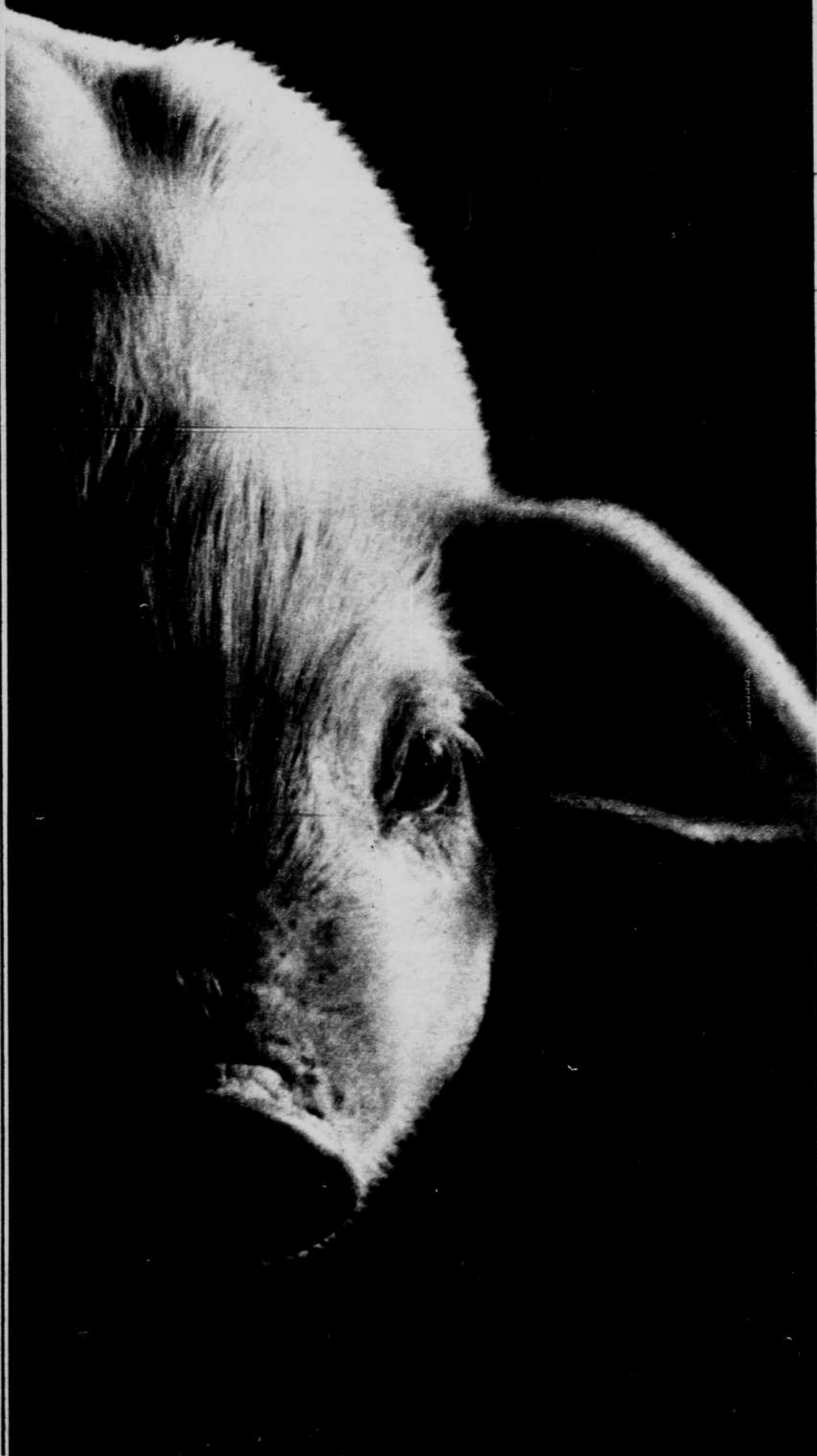


The 28 per cent increase needed in milk production within the next 10 years will be forthcoming. The present yield per cow will continue to move upward from the 1960 average of 7000 pounds, and the 1961 national total of around 125 billion pounds, a record high, will be the base for further steady gains.

Meantime, in our production of crops — still larger fields; bigger tractors, possibly with four-wheel drives; minimum tillage, less cultivation; more crops broadcast, fewer in rows and distances between rows cut in half; fuller use of chemicals to kill weeds, fungi and insects; heavier and more scientific use of fertilizers, including attention to trace elements, and more processing of crops in the field. All this quite surely coming—this, and a lot more. Along with great progress in farming itself will come constant search for new crops, as well as adaptations of present crops to new needs.

TERRAMYCIN SAVES PIGS

better than any antibiotic, sulfa or nitrofurantoin you can buy today.



HERE'S WHY:

Better Solubility

Terramycin Animal Formula dissolves completely and won't settle out . . . in the Herd-Treater or any other way you use it. Pigs get full dosage . . . for sure.

Better Stability

From mixing to excretion by the animal, Terramycin delivers more potent, broad-spectrum activity, gram for gram, than any other treatment. The reason: It is potency-protected against alkaline breakdown. This protection means up to 40% greater stability in just 24 hours under the typical alkaline conditions of on-the-farm treatment.

Broadest Range

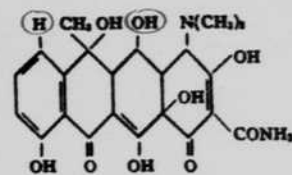
No antibiotic or drug of any kind is effective against more disease-causing organisms than Terramycin. That means potent action against scours, respiratory problems and many others.** Saves pigs, saves money.

Greater Absorption

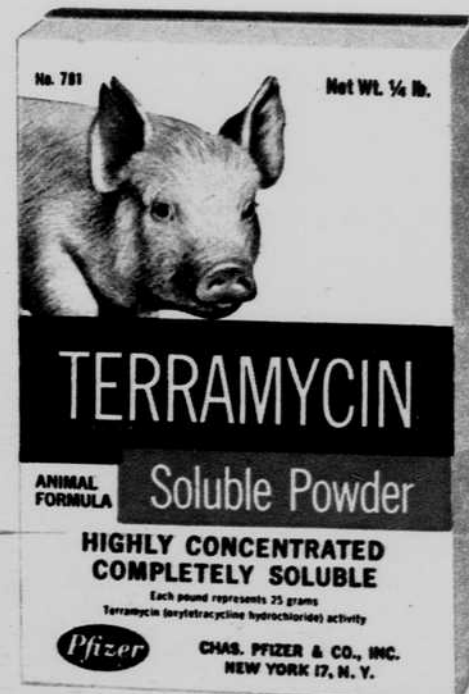
Terramycin doesn't just work in the digestive tract. It's also absorbed into the blood to give potent help against systemic diseases** that many other powder treatments can't reach.

The only broad-range farm antibiotic with the potency-protected molecule

There is a difference in antibiotics. And Terramycin's got it with this potency-protected molecule. It delivers greater stability . . . to help you get more of the potent, disease-fighting power you paid for.



*Brand of oxytetracycline HCl—Reg. U.S. Pat. Off.
**caused by Terramycin-susceptible organisms.



Free Herd- or Terra-Treater® in every box