

Our real farmers, declining in numbers, but in performance becoming greater every year, will continue to do an ever better job of feeding our growing population. They can also, one way or another, help the rest of the world feed itself. So let's plow ahead with this big job of farming and let's do it as efficiently as possible, using machinery and know-how to their fullest, with only the manpower actually needed.



The next big source of income after farming and industry is of course recreation. It is big business now and can be much bigger if we will do two things—improve what we have to offer and do a better job of selling it. More family fun, more exciting spectacles, a great deal more emphasis on outdoor life and peace of mind. Here again private enterprise with modest public help is the answer.

Then we must bring more industry into rural areas. Our advantages are so great it's a wonder we have to sell the idea at all. Let's go after this industry, not with cumbersome government machinery, but as individual communities competing for the enterprises they want. Here again we must provide any education and training needed in these new industries.

## HOW TO MOBILIZE AGAINST YOUR BIGGEST RISK TO HOG INCOME

*That risk is disease. This Coordinated Feed-Health Program prevents diseases from establishing "beachheads" on your farm. It's a practical program! Follow it step by step and you'll see.*

Half-way measures are just not enough! Pork producers need to go all-out . . . to mobilize every resource to guarantee a profitable hog operation.

This means selecting top-quality, blood-tested breeding stock. It means using good formula feeds, good management, housing and sanitation.

It means being alert to sense the presence of disease even when you can't see it. Disease, visible or invisible, is by far the biggest risk to profitable hog raising. It can smash you at any time.

Why gamble? You can lick most diseases before they start by following a coordinated, step-by-step plan.

This feed-health program is practical, easy-to-do and money making. It gives you this powerful double-punch:

(1) Good formula feeds, and (2) the proper vaccines and medications. It shows you how to make them work together smoothly so that disease never gets a foothold in your herd.

Ask your feed man for a free folder on this swine feed-health program. If he doesn't have one, write direct to: American Cyanamid Company, Agricultural Division, Princeton, New Jersey. **AUREOMYCIN** is American Cyanamid Company's trademark for chlortetracycline.

The label instructions on Cyanamid products, and on products containing Cyanamid ingredients, are the result of years of research and have been accepted by Federal and/or State Governments. Always read the labels and carefully follow directions for use.



The next step is to make good use of the manpower we don't need on the farm any more—1,000,000 good men in the Midwest alone, strong, healthy, able and willing. First, we must continue to send a constant supply of talent to the cities, the same vigorous country blood that made our nation great. Competition for jobs is rough in big cities—we must send our youngsters well prepared for the fight.



From here on the things to be done in rural areas are many and varied. We need more doctors, dentists, educators, more roads, housing, and much more. We can have them all just by using fully the EXTRA manpower made available because of today's efficient farming methods.

CYANAMID SERVES THE MAN WHO MAKES A BUSINESS OF AGRICULTURE



**1. Start fighting disease early.** Blood-test for brucellosis and leptospirosis. One month before breeding, vaccinate for hog cholera with ROVAC® Hog Cholera Vaccine—for erysipelas with DUOVAX® Erysipelas Bacterin and for leptospirosis with LEBAC® Leptospira Pomona Bacterin.



**2. Strengthen farrowing sows when they need it most.** Always feed a good formula feed containing 200 grams of AUREOMYCIN® 7 to 10 days before farrowing and 7 days after farrowing. You will have healthier sows that farrow more easily and produce more live, sturdy pigs.



**3. Preventing baby pig anemia is easy.** You prevent anemia and obtain faster weight gains when you inject pigs with FIGDEX® Injectable Iron at 2 days of age. At the same time, give your pigs one dose of AUREOMYCIN PIGDOSE® to help prevent scouring and keep baby pigs thriving.



**4. Keep sows milking well.** During lactation, your sows need plenty of energy, proteins, minerals, vitamins and AUREOMYCIN to maintain the strength of themselves and their pigs. Feed AUREOMYCIN in a well-fortified ration at 50 grams per ton of total feed to keep sows healthy.



**5. Getting pigs off to a good start.** Your starter feed protects your pigs at the most critical stress periods of weaning and vaccination. Be sure your starter feed contains AUREOMYCIN at 100 grams per ton of feed to prevent scouring and save pigs, to keep them gaining fast.



**6. Don't risk hog cholera and erysipelas.** Make vaccination a "must"! Vaccinate (at 6 to 7 weeks) for hog cholera with ROVAC and—at the same time—for erysipelas with DUOVAX. ROVAC is a safe vaccine that provides long-lasting immunity. DUOVAX gives solid immunity to erysipelas.



**7. How to insure low-cost gains in growing pigs.** During the 35 to 75-pound period, pigs can be retarded by enteritis and atrophic rhinitis. With AUREOMYCIN at 50 grams per ton of total feed, your pigs use feed, not to fight disease, but to put on low-cost gains.



**8. Final step: market more top-quality hogs earlier.** To avoid set-backs during this final period, provide a supplement that will supply 50 grams of AUREOMYCIN per ton of total feed whenever trouble shows up. This protects against diseases—keeps your hogs healthy.