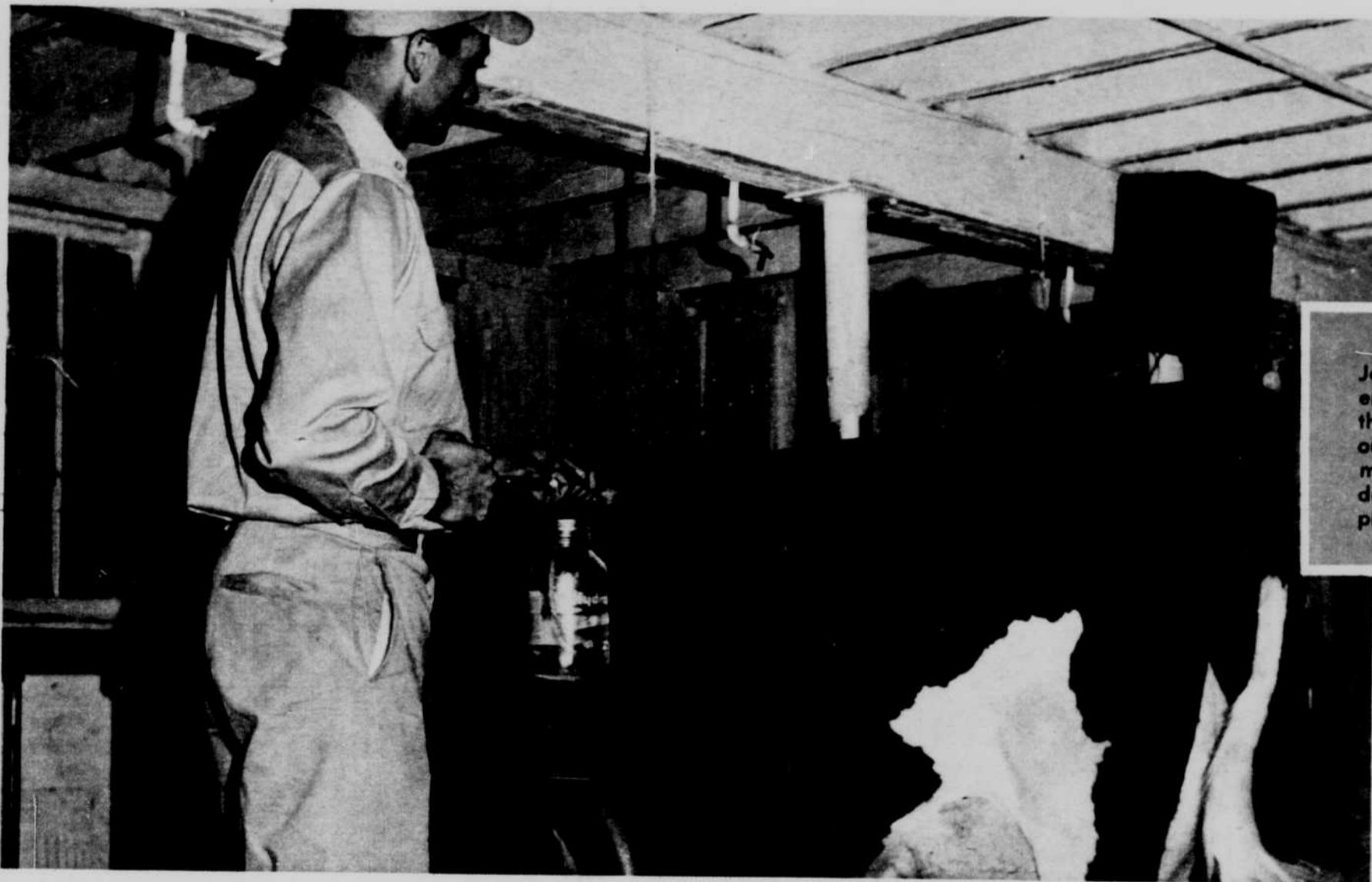


HAVE TO BE RICH TO MILK!



Jack Bingham is very conscientious about fly control on the farm. He believes that serious fly infestations can torment cows to the extent of drastically reducing their milk production.

The first year's calf crop was somewhat of a disappointment. The genetic law of averages didn't hold up. Thirty of 33 calves were bulls. Things have averaged up since then, though.

Bingham uses artificial breeding with the herd. It enables him to use the best bulls in the country without having to own them. Careful selection results in higher production and improvement in dairy characteristics and physical points.

What about production? Well, last year the total milk production figure was over 400 thousand pounds. His top producing animal reached 17,061 pounds of milk and 733 pounds of butterfat. The total figure above represents the amount of milk shipped off the farm. He also feeds his calves lots of whole milk.

A highlight of this operation deals with the economics of production. Many economists say that a dairy farm usually averages one man for every 200 thousand pounds of milk. Jack Bingham's figure is well over 300 thousand pounds. He ordinarily has a hired man for just a few months of the year and then uses him mostly in the field. He works hard keeping up with his two bucket milkers on 30 to 36 cows twice a day, but, he says he makes as good a time as others with milking parlors.

Jack Bingham likes the life of a purebred dairyman. He likes it because he feels a man has the opportunity to make of it what he will. He figures his cash crop on the place is calves. His goal is to average as much income from sale of calves each year as he gets from milk. Last year his milk checks totaled something over \$15,000. He didn't sell anywhere near that amount of registered Holstein calves last year, but his herd is constantly improving and there are other years coming. As the reputation builds, so will the demand for his stock.

"Milking cows is sort of like cash grain cropping a farm," says Jack. "You have to constantly 'put back' if you expect to keep production up. I work hard at keeping my milking animals in good condition and comfortable. I treat every cow as an individual and it pays off."

One of Jack's projects is an exacting fly-control program. He is cooperating (mightily willingly) with Illinois Extension workers in their attempt to eradicate flies on the farm. He strip grazes his pasture to keep his cattle a jump ahead of the pests.

BIG 1962 BREAKTHRU

TO HIGHER CORN YIELDS

The superior performance of DeKalb Corn Varieties in 1962 confirms a significant breakthrough to higher corn yields. DeKalb's new true single-crosses and 3-way type crosses have shown remarkable performance in "measured acre" trials on many farms and in DeKalb tests. Some examples are listed below. Check the yields, and see your DeKalb dealer—make your next corn crop ALL DeKalb.

PROOF

Variety	State	County	Yield
805	Illinois	Edgar	230.53
XL-45	Michigan	Lenawee	154.8
805	Kentucky	Boyle	203.94
XL-45	Illinois	DeKalb	170.0
805	Ohio	Licking	144.28
XL-45	Illinois	Boone	156.21
805	Tennessee	Washington	163.56
XL-25	Illinois	Jo Daviess	130.2
805	Ohio	Henry	174.95
XL-15	Michigan	Saginaw	111.2
XL-45	Minnesota	Houston	152.1
805	Illinois	Warren	141.91
XL-345	Illinois	Jo Daviess	126.2
805	Illinois	Clark	171.83
XL-45	Iowa	Boone	157.0
XL-361	Iowa	Boone	168.0
805	Ohio	Henry	169.0
XL-45	Illinois	Boone	154.1
805	North Carolina	Cherokee	145.58
3X0	Nebraska	Custer	157.84
805	Indiana	Rush	163.81
805	Indiana	Wayne	166.69
XL-345	Wisconsin	LaFayette	138.3

DeKalb Agricultural Association, Inc., DeKalb, Illinois
Commercial Producers & Distributors
of DeKalb Seed Corn, Chix & Sorghum

Look to
DEKALB
for Better Agricultural
Products

"DEKALB"
is a
Registered
Brand Name.

The Numbers
are Variety
Designations.