



MORE PROOF . . . IT PAYS TO FEED PURINA

Hess family producing eggs for less than 19¢ a Dozen Feed Cost

When Robah Hess and his wife moved back to the home farm, near New Providence, Pa., they created the need for more income to go with the profits his folks already were making from broilers. His father, Warren Hess, also has a job in town.

A family conference resulted in this decision: "We'll go into caged layers, starting with 1,500 and expanding as fast as profits will permit." So they started. Robah and his father are handy with tools and did most of the building and cage installing themselves. For ideas and information on costs, breeds to buy and management, they check with their Purina serviceman, Don Brown.

Only 4.2 lbs. Feed per Dozen

The first 1,580 caged layers have been going like machines in a factory. Over a 7-month period, they took only 4.2 pounds of feed to make a dozen eggs—at a total feed cost of less than 19¢ a dozen!

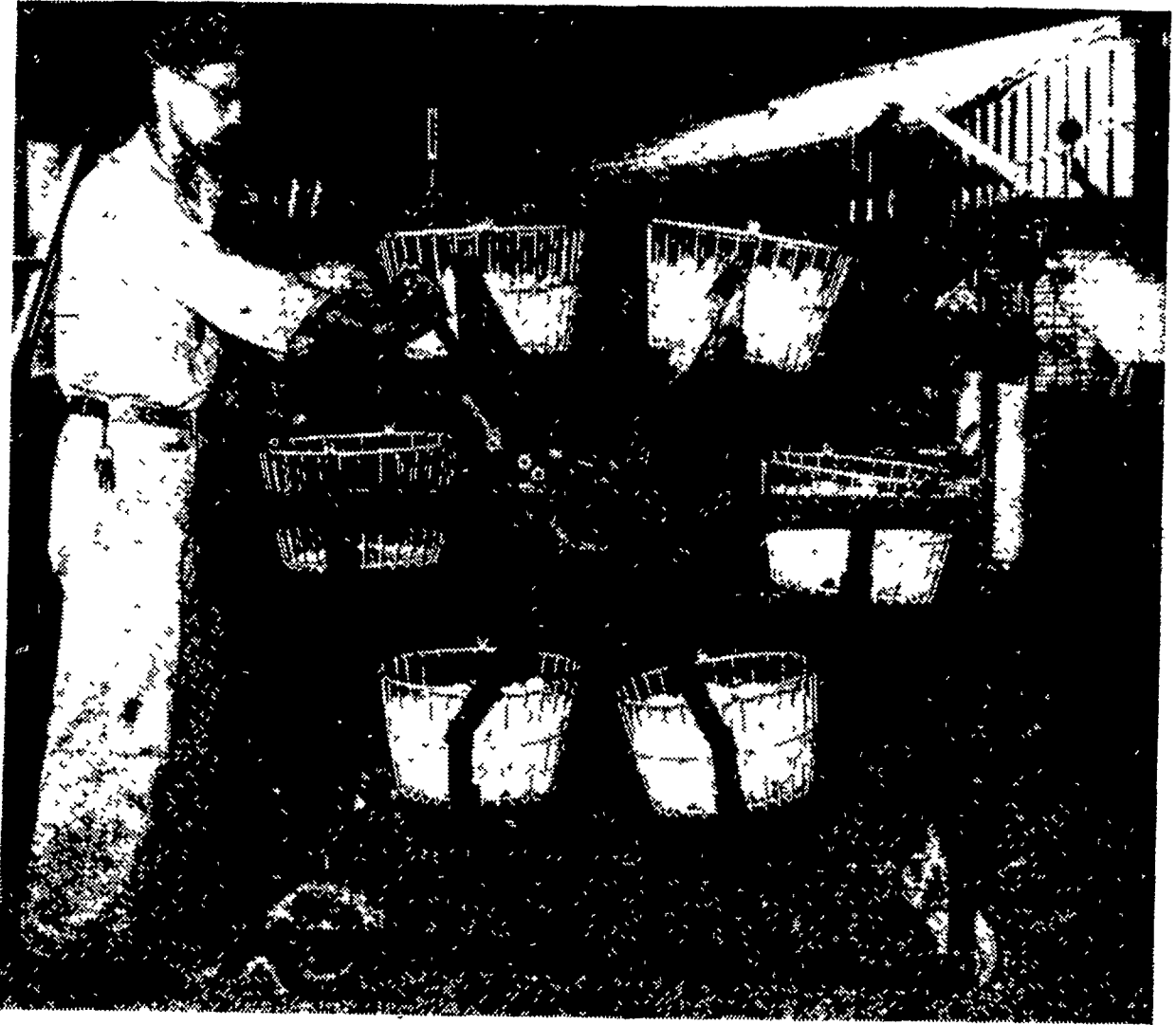
They turned in this profitable record in spite of the confusion caused by adding onto the house, installing new cages and putting in more pullets. Today, 3,000 birds are in cages, and the new pullets are laying just as well as the old

Always Believed in Quality Results

"We have always believed there's more profit in keeping good birds, then feeding and managing them for top performance," claim Robah and his mother, who did most of the poultry work. "That theory made us good money in broilers and it's working out with our caged layers. We have been Purina feeders for many years."

HEALTH HINT — When you need to build birds back after recovery from disease or from the effects of stresses such as cold snaps, moving or molts, your Purina Dealer has two good treatments to use:

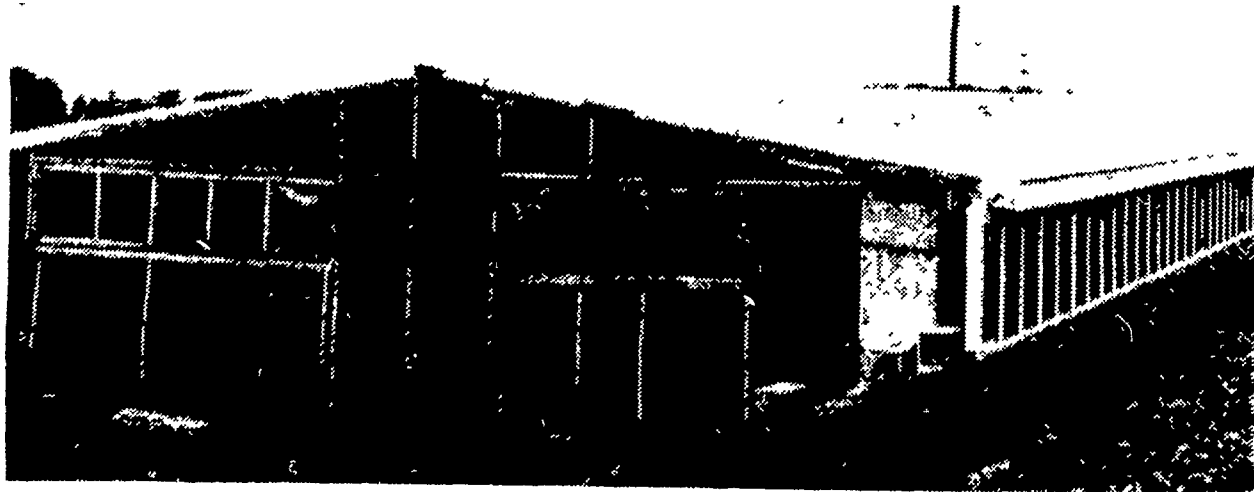
1. **Purina Chek-R-Aid** — a medicated feed with high-level antibiotics, NF 180 and recovery-stimulating vitamins.
2. **Purina Boost-R-Aid** — a drinking water treatment with high-level antibiotic and recovery vitamins



Robah Hess and his father made this egg-collection cart. Handle releases catch so empty basket can be rotated into position for filling.



Mrs. Warren Hess, record keeper and part-time egg collector in the cage house (besides working with broilers and chicks), sets up hens for culling by keeping 28-day records with clothespins.



Adding to the cage house is a regular job for Robah and his dad, Warren Hess. Three thousand cages already are installed.

FEED PURINA . . . YOU CAN DEPEND ON THE CHECKERBOARD FOR QUALITY . . . SERVICE

John J. Hess II
Entercourse—New Providence

John B. Kurtz
Ephrata

Wenger Bros.
Rheems

Whiteside & Weicksel
Kirkwood

S. H. Hiestand
Salunga

B. F. Adams
Bird-in-Hand

Warren Sickman
Pequea

Blend & McGinnis
Atglen

James High
Gordonville

John J. Hess
Kinzers — Vintage

Snader's Mill
Mt. Airy

