

Find out how good your herd is—

Switch to PIONEER

Two **NEW PIONEER DAIRY FEEDS** to milk-out the genetic capacity bred into each of your cows

16 PRODUCTION DAIRY

—in your choice of texture...Pellet and Flake or Pellet

On a herd average basis, Pioneer 16 Production Dairy feed will support over 16,000 lbs. of milk . . . 600 pounds of fat. It's the feed for you—if your cows are bred to that level of production, and if you want to milk-out the full genetic capacity of every cow. Why settle for less than bred-in capacity? Feed Pioneer 16 Production Dairy and watch your herd average go up. The new feed is made up entirely of active milk-making nutrients that mean extra pounds of milk. A complete feed . . . can be fed safely at any required level without danger of "burnout". Available in famous Pioneer *pellet and flake* form . . . the open roughage-like texture cows love. Also in semi-soft, easy-to-chew, easy-to-handle *pellets* . . . containing the same high nutrition as the pellet and flake formula.

Switch NOW to Pioneer 16 Production Dairy feed and find out how good each cow in your herd really is!

COMMERCIAL MILKER 16

—in your choice of texture...Pellet and Flake or Pellet

If your herd is bred to produce 12,000 lbs. (herd average), *milk it out* with Pioneer Commercial Milker 16. This new complete feed is truly formulated to the needs of the commercial dairyman. So get new Pioneer Commercial Milker 16 and watch your herd average go up. Pioneer Commercial Milker 16 is not a second line or "cheap" line of feed. It is Pioneer quality and carries the Pioneer name. It is simply formulated to the nutritional need of cows bred to produce 12,000 lbs. of milk . . . whereas Pioneer Production 16 is formulated to the nutritional need of cows bred to produce 16,000 lbs.

Pioneer Commercial Milker 16 costs less . . . yet, like every Pioneer feed it milks-out the genetic capacity of your herd. Available in pellet-and-flake texture if you prefer open type feed. Or, get this same feed in a semi-soft, easy-to-chew pellet.

Switch NOW to Pioneer Commercial Milker 16 and give your herd a chance to produce at bred-in capacity.



AND REMEMBER—PIONEER VIG-R-CALF AND PIONEER CALF STARTER
HELP MAKE GOOD CALVES BETTER COWS!

