

CHECKERBOARD

service bulletin

Get up to
a TON
more milk
per
cow...



with PURINA COW CHOW D

America's dairy cows are producing more milk than ever before. And a new milking ration, Cow Chow D, is helping many of them make up to a ton more.

The presence of quality ingredients is the key behind the high efficiency of Purina Cow Chow D.

Purina's Research herd of Holsteins and Guernseys has been giving nutritious, factual information on Purina

Dairy Rations for over 30 years. This milking string proved the value of Cow Chow D by producing an average of 2067 pounds more milk per cow over that produced on a regular 16% milking ration.

Put Purina Research to work on your farm by feeding Cow Chow D. Chances are, like other Northeastern dairymen, you'll find this ration will help your cows make more milk... and more profit.

● Outlook

(Continued from Page 4) tion from the tests to cull the poor producers from his herd.

Better management practices, quality frage grains will be used to obtain maximum production from animals possessing the genetic ability to excel. More emphasis should be placed on caring for and feeding the high producers in the herd.

More attention is being paid to characteristics which contribute to long-lived qualities in cattle. It takes a certain length of time for a cow to pay for herself after she begins producing and the longer she can be kept in the herd after she calves, the more opportunity for profit exists.

More farmers are beginning to realize the value of sources of selling good quality surplus cattle. Dealers are coming into this area and buying high quality cattle for sale in areas where breeding standards are not as high. This is an added source of income for many dairymen.

Added emphasis is being given to the importance of marketing dairy products. While this is not entirely in our line we realize the importance of a sound marketing program to the dairy industry.

WILLIS ROHRER

P. L. Rohrer and Brother, Seedsmen

The more popular varieties of alfalfa will be in extremely short supply this year. There are more shortages right now in alfalfa seed than I can ever remember.

In 1961 the production of alfalfa seed was the lowest in 10 years so there was very little carryover. Seed producing conditions during 1962 were poor, so that season's was the lowest in 11 years.

I would suggest that any farmer who does not have



WILLIS ROHRER

his alfalfa seed needs ordered now should place his order immediately. There will have to be some substitution of varieties, and we are recommending planting a grass-alfalfa mixture. Through proper fertilization, farmers can bring the protein content of grass up near the content of alfalfa.

Fortunately, we saw the shortage coming and prepared for it, but some varieties are in a critical condition. It is almost impossible to buy Certified Penn Scott red clover seed, and any seed house that didn't order ahead is in serious trouble. Pennsylvania-grown red clover seed is only about 30 per cent of the supply. (Continued on Page 13)

You Know . . . Sows Produce Gallons Of Milk Each Year

Good sow is a factory — a "pig factory" — she needs help to produce to capacity.

At the Purina Research Farm on the Purina Program, sows each year produce more than 100 gallons of milk; wean 18 pigs; and sustain their own bodies. These are mighty jobs.

Purina Sow Chow — fed with your grain — designed and researched especially for these jobs. Get Sow Chow at our store with the checkerboard sign.



CUT CRD IN DAY-OLD CHICKS

... you can help knock out costly CRD in day-old chicks with Purina Tylan Soluble. Tylan Soluble contains tylosin, a new, fast-acting antibiotic that cuts down the most common cause of CRD in baby chicks.

As your chicks first arrive, add this powerful Tylan Aid to their drinking water. We can supply you with Purina Tylan Soluble in economical 100- or 2-gram packets.

Knock out CRD with new Purina Tylan Soluble in chick drinking water.



John B. Kurtz
Cedar Lane

S. H. Hiestand & Co
Salunga

Whiteside & Weicksel
Kirkwood

John J. Hess, II
Lancaster - New Providence

John B. Kurtz
Ephrata

Wenger's Feed Mill, Inc.
Rheems

Ira B. Landis
Lancaster

James High
Gordonville

J. H. Reitz & Son, Inc.
Lititz

Warren Sickman
Pequea

John J. Hess
Kinzers - Vintage



DON'T

Throw In The Towel, Yet!

Perhaps you feel that it is out of the question for you to move your family into a new home or a better home at the present time. But then you haven't talked to us about a loan.

Without obligation, let us give you the latest facts and figures on a present day mortgage because it may cost a lot less than you think. Stop in this week.

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INSURED TO \$10,000**

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