

**NEW**



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**Spraying** APPLIED BY **RICHARD R. FORRY**

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# What's New?

**Mastitis Control Established**  
A total program to halt losses from mastitis, the dairyman's number one problem, is being encouraged in the dairy industry by TUCO, division of The Upjohn Company.

The TUCO "Modern Mastitis Management" program consists of these four steps:

1. Properly operate and maintain milking equipment.
2. Treat clinical mastitis flare-ups immediately.
3. Dip teats in recommended disinfectant after each milking.
4. Follow a program of dry cow therapy.

TUCO officials say dairymen



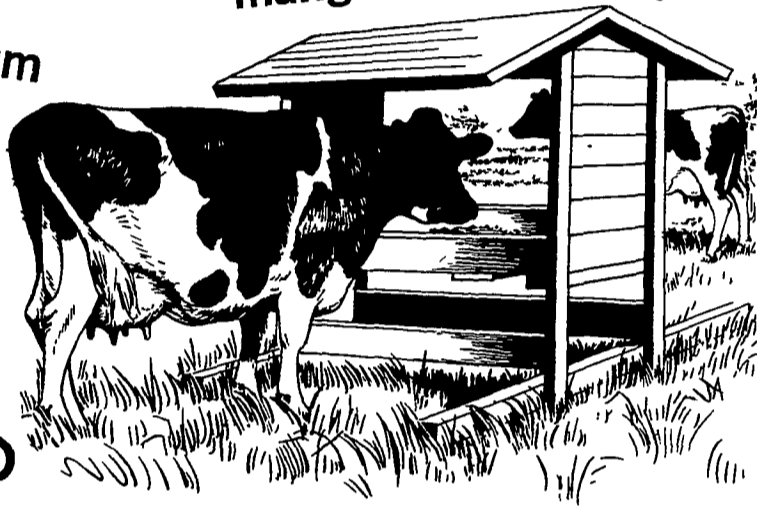
**modern mastitis management\***  
**HEADQUARTERS**

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who have followed this four-point plan have cut their mastitis losses by as much as 75 per cent in 18 months, and can save as much as \$60 per cow per year. The TUCO mastitis program emphasizes management throughout. Comprehensive educational material produced by TUCO to fully explain the four-point plan to dairy farmers includes a 26-minute movie film narrated by Chet Huntley, and a booklet entitled, "Modern Mastitis Management."

Dairymen can obtain a copy of the booklet at their local farm store. As a reminder to dairymen that improved mastitis control means increased milk production, TUCO has developed a special stylized symbol which silhouettes a dairy cow's head within a droplet of milk. This symbol is being displayed in farm stores throughout America. TUCO markets Biocort for lactating cows, and Biodry for dry cow treatment.

phosphorus cobalt manganese salt  
copper calcium  
zinc  
iron iodine



## MINERALS ARE NEEDED

by all livestock . . .  
and you have a choice which to use!

### RED ROSE SUPER MINERAL

a high (16%) phosphorous mineral, with a calcium-phosphorous ratio of 1:1 — for free-choice feeding to dairy herds where legume roughage is fed, and to grazing beef herds, swine and horses.

### RED ROSE FREE-CHOICE MINERAL

an all-purpose mineral for free-choice feeding. It's an excellent calcium builder where lots of corn is fed.

### RED ROSE SP MINERAL

provides phosphorous to improve the Ca:P ratio for dairy cows fed legume roughage. Prevents or reduces disorders caused or aggravated by wide calcium:phosphorous ratio.



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Red Rose Dairy Feeds.

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