



Ernest Brown, far left, met the press Thursday morning during the annual NEPPCO convention in Hershey. Brown is a principal spokesman for a federally-policed egg stabilization program, and

fielded questions from a panel of four farm reporters. The reporters, left to right, were, John Kimbark, Pennsylvania Farmer, Don Timmons, Watt Publications, Dick Wanner, Lancaster Farming and Darryl Natz, Feedstuffs.

Neppco Meet

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GOOD CALF GROWTH PAYS OFF



WHEN HEIFERS START MILKING

Good solid calf growth can be put on fast at low cost. And it can pay off in early freshening and good production right from the first lactation.

Many dairy men have proved to themselves that the Purina Calf Growing Program can help develop heifers that freshen between 22 and 24 months and repay their growing costs in the early months of lactation.

Here's the Purina Calf Growing Program:

First 3 days—Colostrum

4 days thru 4 or 5 weeks—Purina Nursing Chow®—a milk-base milk replacer fortified with vitamins and minerals.

4 days thru 2 months—Purina Calf Startena®—a palatable calf ration with a research-proved energy-protein balance for good calf growth.

3 thru 6 months—Purina Calf Growena®—a 16% ration that provides a high palatable level of protein that fast growth demands. Calf Growena is fortified with vitamins and minerals.

At end of 2 months—Good quality hay free-choice.

Prove to yourself that it can pay to grow calves on the Purina program. Stop in and talk to us—at the sign of the familiar red and white Checkerboard.

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program many times through other state and regional organizations.

The consumer education program of AEB includes food-photo releases each month to 630 food page editors. This is four

times the frequency followed last year.

The monthly public information series also includes public service announcements for radio and television, and news

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DEPEND ON DEKALB



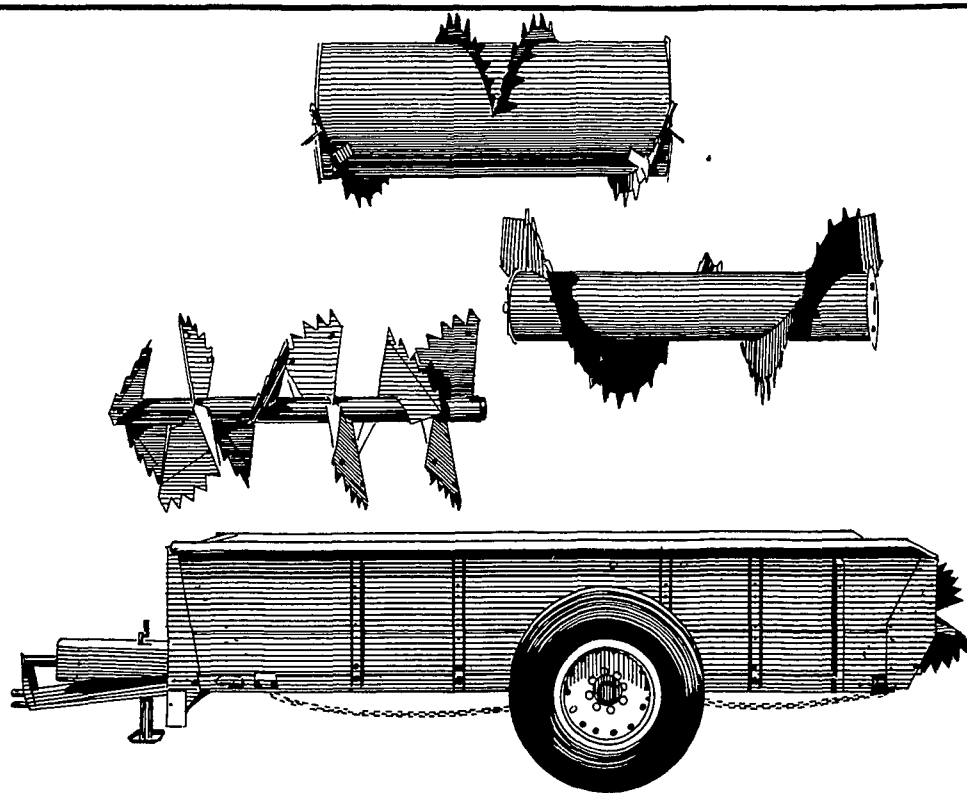
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