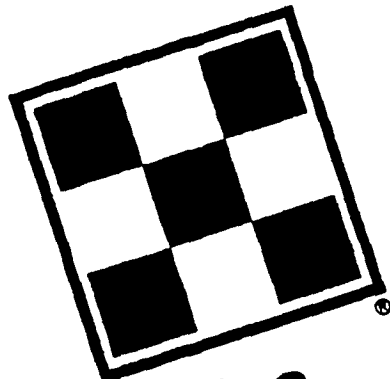


A BREAKTHROUGH BY PURINA HOG RESEARCH IN ENERGY LEVEL REQUIREMENTS AND THEIR RELATIONSHIP TO AMINO ACID BALANCE ENABLES PURINA TO EMBARK ON A NEW GENERATION OF HOG CHOWS.



**Purina Research Announces a Breakthrough in High Energy Hog Rations**  
**High Octane**  
**COMPLETES**

Since 1969 Purina Hog Research has been on a closed door crash program to determine the hog energy fractions of all kinds of common feedstuffs, and also the energy requirement of hogs, its dollar value and inter-relation to the amino acid balance

Until the Purina Research breakthrough on hog energy requirements, very little was known about it.

The energy requirements for poultry have been established for sometime, but energy level for hogs has very little relationship to that of fowl or other livestock.

One of the reasons that little has been known about energy requirements was due to the extreme difficulty and cost of researching energy

To gather energy data, an accurate measurement of the gross energy content of the test feed ingredients must be determined

The hogs must be raised in special cages so energy loss through feces and urine can be measured

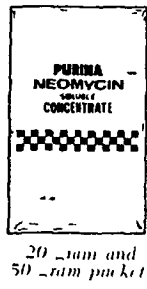
Once ingredient energy inputs and (expected) losses have been determined, quality control standards must be established and procedures set up to actually test by feeding at the Purina Research Unit at Gray Summit Research Farm to establish product standards

To further complicate the situation, the amino acids must be re-balanced for each energy level.

Purina Hog Researchers' extensive knowledge of amino acid requirements at standard energy levels enabled them to have a substantial headstart when they embarked on the probe of energy level and its inter-relationship to the amino acid balance

Now, Purina's breakthrough in energy levels and energy-amino acid balance enables a practical ration to be produced with substantially higher net energy.

**PURINA NEOMYCIN SOLUBLE CONCENTRATE**



**What it is:**  
 A free-flowing water soluble Neomycin Sulfate product for controlling intestinal infections in poultry and livestock. Each packet contains 50 percent Neomycin base

**What it does:**  
 For use in cattle, calves, swine, sheep, horses, and goats for aid in control and treatment of bacterial enteritis (scours, diarrhea, bloody dysentery, vibronic dysentery, winter dysentery, white scours, colibacillosis, salmonellosis, diarrheas caused by E. coli, vibrio, and salmonella organisms), also enterotoxemia (clostridium) in lambs

**ADVANTAGES:**

- Economical
- Dissolves readily - easy to mix.
- Easy to use in drinking water, milk or milk-replacer
- Fights a wide variety of intestinal bacteria
- Non-toxic and non-irritating
- Concentrates in stomach and intestines for fast kill of bacteria causing scours.
- Can be used in water proportioners
- Highly stable
- Does not favor development of resistant strains

**MORE HOG RAISERS FEED  THAN ANY OTHER BRAND**

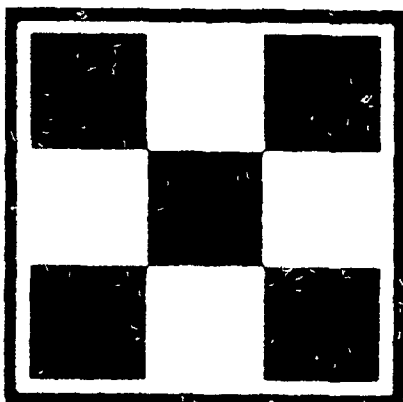
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