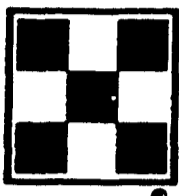


PURINA

COW



CHOW

38% B

**NON-UREA
CONCENTRATE**



**to give your cows the energy
and protein they need for top
production at low cost!**

6 WAYS BETTER

1 - Strict Quality Standards.

All ingredients, including soybean oil meal, that go into Purina Dairy Concentrates are carefully inspected to make sure each comes up to Purina's strict quality standards.

2 - Uniformly High Palatability.

Because of the uniformity of Purina Dairy Concentrates, palatability is high and remains constant.

3 - Accurate Mixing.

The highly specialized equipment and micro-mixing processes employed at Purina Chow plants help assure that Purina Concentrates are accurately and completely mixed so that every bite contains balanced nutrition.

4 - Balanced Nutrition.

All Purina Concentrates contain the proper balance of nutrition because they are formulated and carefully tested by Purina's top team of Dairy scientists.

5 - Uniform Protein Content.

Purina Dairy Concentrates are not subject to wide variations in protein content due to heating, processing and variations in hull content.

6 - Service From Your Purina Dealer.

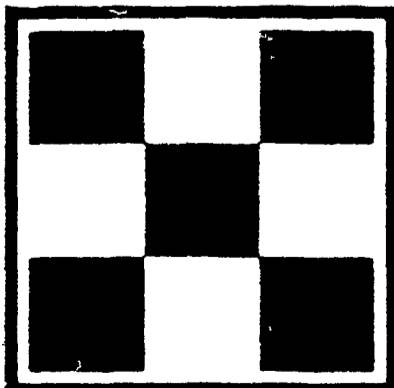
When you buy Purina Dairy Chows from your Purina dealer you are doing business with a man who cares about your success with the Purina Chows he offers his customers. He firmly believes service is an important factor in the success of both his customers and his feed business.

High Bros.
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