

PURINA HEIFER GROWING PROGRAM

IS THE KEY TO YOUR FUTURE DAIRY PROFITS

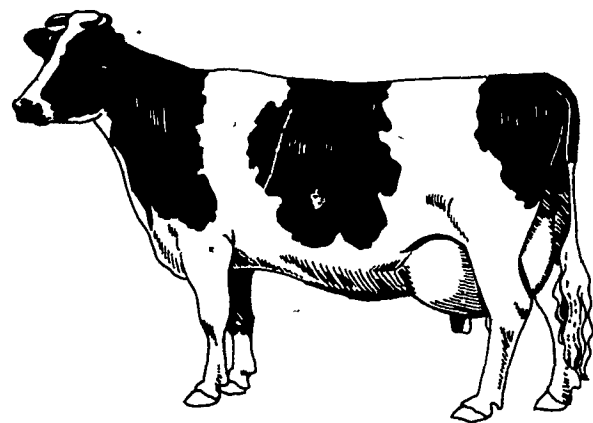
HEIFER PROGRAM IS EASY TO FOLLOW AND GIVES MAXIMUM HEIFER GROWTH PER FEED \$ INVESTED

WHAT TO FEED	AGE	HOW TO FEED	TOTAL LBS. FED	COST
PURINA NURSE GRO®	4th DAY THROUGH 4 OR 5 WEEKS	Mixes instantly in warm water - feed from bucket - Very Palatable	25 lbs. (\$14.95 Per 50 lbs.)	\$7.48*
PURINA CALF STARTENA®	4th DAY THROUGH 2 MONTHS	FEED FREE CHOICE	140 lbs. (\$5.05 Per 50 lb.)	\$14.14*
PURINA CALF GROWENA®	3rd MONTH 4th MONTH 5th & 6th MONTHS	FEED FREE CHOICE 6 lbs. Per Calf Per Day 4 lbs. Per Calf Per Day	580 lbs. (\$4.90 Per 50 lb.)	\$56.84*
D & H SPECIAL® MIX 740 lbs. D&H Special® 1480 lbs. Your Grain 2220 lbs. Total	7th MONTH TO FRESHENING	3-5 lbs. Per Head Per Day Depending on Quality of Roughages.	2200 lbs. (7½¢ Per lb.)	\$165.00*
TOTAL FEED COST — 0 TO 24 MONTHS				\$243.46*

* Feed Costs are based on current selling prices and are subject to change.

ROUGHAGE PROGRAM

- 0-2 Months of Age - No Hay
- 3-12 Months of Age - Hay Free Choice
- 12-24 Months of Age - 15 lbs. Hay Per Day
- or -
- 8-10 lbs. Hay Per Day
- 10 lbs. Corn Silage



PURINA HEIFERS MAKE MORE MONEY FROM EARLY FRESHENING

Holstein heifers at the Purina Research Farm average 750 lbs. of body weight at 15 months of age, and freshen at about 24 months. That's about 6 months earlier than the national average according to USDA.

How much extra milk and income do Purina-raised heifers make for dairymen?

MILK PRODUCED UP TO 30 MONTHS OF AGE BASED ON A 13,000 LB. LACTATION	24 Month Freshening PURINA HEIFERS	30 Month Freshening AVERAGE HEIFERS
	7,827 lbs. MILK x10¢ Milk Price \$782.70 Milk Income	NONE x10¢ \$0.00

If a dairyman brought 10 first-lactation heifers into the herd each year, this would mean \$7,827 EXTRA INCOME IN 6 MONTHS.

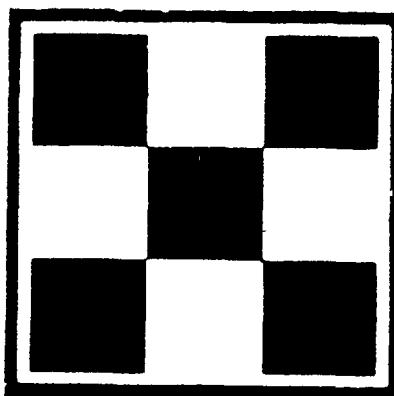
CONTACT YOUR PURINA DEALER TODAY!

High Bros.
PHONE 354-6301
GORDONVILLE

John B. Kurtz
PHONE 354-4616
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RD3, EPHRATA

McCracken's Feed Mill, Inc.
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