



PURINA **BIO-4** POULTRY PROGRAM

HELPS YOU FIGHT TODAY'S HIGH COST OF FEED

WHAT IS BIO-4™

It took Purina Poultry Researchers 7 years to develop BIO-4™. During these 7 years they studied laying hens nutrient requirements and what nutrients are necessary to produce an egg based on the hens feed consumption. By knowing the hens nutritional needs, and by precision feed formulation, BIO-4™ insures that hens receive necessary nutrients without over-feeding costly feed ingredients.

SAVES FEED \$\$\$

FEED INTAKE
lbs./100 HENS/DAY

TM
BIO-4 CHOW
TO FEED

UNDER 20.0
20.0 TO 21.6
21.7 TO 23.3
23.4 TO 25.0
OVER 25.0

BIO - 128
BIO - 121
BIO - 114
BIO - 107
BIO - 100

Starting With B-100, Each BIO CHOW Contains 7% More Fortification

MORE PROFIT \$\$\$

Better Rations + Better Feeding Program = Better Performance

Feed comparison tests have shown that BIO-4™ can lower feed costs 1/2 cent per dozen eggs and maintain top production, egg size, and shell quality. That's \$110.00 saved per 1000 hens/per year.

BETTER YOURSELF WITH BIO-4™ PERFORMANCE EDGE

MAIL TO: **PURINA** Box 366S, c-o Lancaster Farming
Lititz, PA 17543

I WANT TO KNOW MORE ABOUT PURINA'S BIO-4 LAYING CHOWS

NAME _____

ADDRESS _____

TOWN _____ STATE _____

ZIP CODE _____ PHONE _____

40 MILLION LAYING HENS ARE FED — THE PURINA WAY.

JOHN J. HESS, II, INC.
PHONE 717-442-4183
PARADISE PA 17562

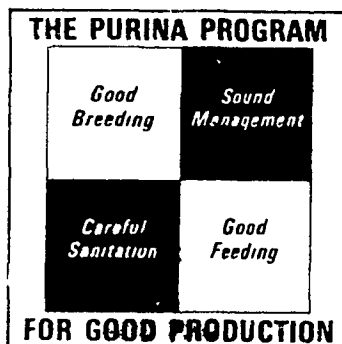
HIGH PROS.
PHONE 717-354-0301
GORDONVILLE PA 17529

UMBERGER'S INC.
PHONE 717-866-2324
RICHLAND PA 17087

JOHN B. KURTZ
PHONE 717-354-4616 717-665-6023
RD3 EPHRATA PA 17522

IRA B. LANDIS
PHONE 717-665-3248
BOX 276 RD3
MANHEIM PA 17545

UMBERGER'S MILL
PHONE 717-867-5161
FONTANA, PA 17042



MCCRACKEN'S FEED MILL, INC.
PHONE 717-665-2186
2 NEW CHARLOTTE ST., MANHEIM PA 17545

DAYETT MILLS, INC.
PHONE 302-731-1500
904 OLD BALTIMORE PIKE
NEWARK, DEL 19702

M.G. HENNINGER & SON, INC.
PHONE 717-362-3333
BERRYSBURG, PA 17005

WEST WILLOW FARMERS ASSN., INC.
PHONE 717-464-3386
WEST WILLOW, PA 17583

PICKERING VALLEY FEED AND FARM STORE
PHONE 215-363-8810
RT 113 & GORDON DRIVE
LIONVILLE, PA 19353