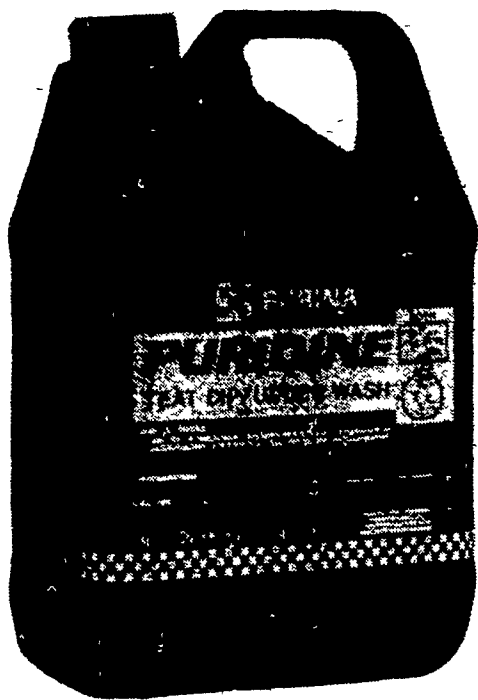


# TWO PURINA EXCLUSIVES



## FOR DAIRYMEN



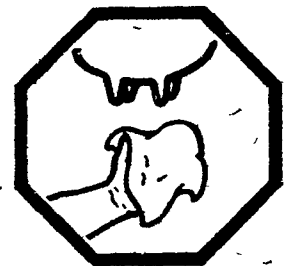
### AN INDUSTRY FIRST!

A TEAT DIP...



USE UNDILUTED

...AND  
AN  
UDDER  
WASH



USE ONE OZ. PER 5 GALLONS  
OF WATER

PURIDINE IS BOTH...

# PLUS . . .

### WITH PURIDINE YOU GET THESE ADDITIONAL UNIQUE BENEFITS

- **SPECIAL EMOLLIENTS**  
used in a skin softening system that helps keep teats soft, reduces chapping and irritation.
- **CONTROLLED VISCOSITY**  
New Puridine is thicker—clings to cow's teats better for additional protection against mastitis from milking to milking.
- **ONE PERCENT IODOPHOR**  
Highly effective against the spread of organisms which may cause mastitis.
- **CONTROLLED pH**  
(4.0 to 4.4) helps prevent irritation to skin.

## PURINA DAIRY CLEANER

Research Proves Purina Dairy Cleaner Comes Out Ahead Of Leading Competitors In:



- **CHLORINE STABILITY.**  
After 40 weeks of storage, three major competitive products lost from 70 to 99 percent of their chlorine. New Purina Dairy Cleaner lost only six percent. NEW PURINA DAIRY CLEANER HAS A FIVE YEAR SHELF LIFE.
- **SOLUBILITY.**  
Dairy Cleaner will disperse in the wash solution quickly with little or no lumping.
- **REDUCED ALKALINITY.**  
for a milder, safer product.
- **RINSIBILITY.**  
The rinsing and draining characteristics of new Purina Dairy Cleaner are excellent. Leaves lines and tanks spotless.
- **ACTIVE CLEANING INGREDIENTS.**  
86.7 percent of New Dairy Cleaner is active ingredient — 30 percent more than some major competitors.

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**KEYSTONE MILLS**  
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**MCCRACKEN'S  
FEED MILL, INC.**  
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2 NEW CHARLOTTE ST., MANHEIM, PA 17545

 **Purina...**  
planning tomorrow  
with research today.

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FARMERS ASSN., INC.**  
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