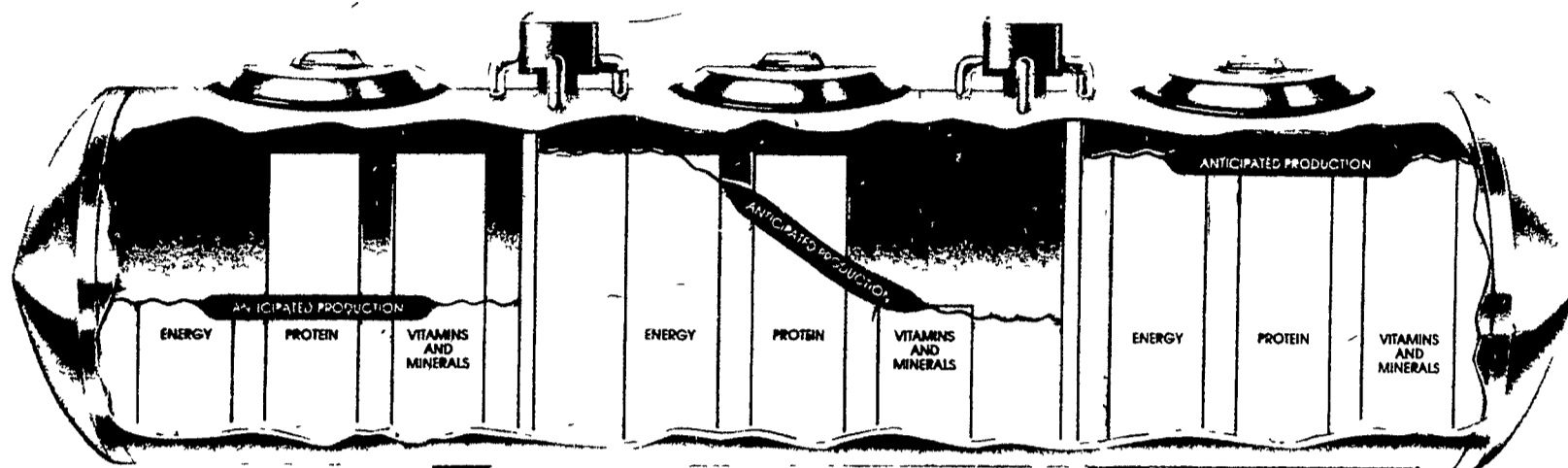


PUT MORE MILK IN YOUR TANK WITH PURINA "TOTAL BALANCED" Hi-O 36 or TEST COW CHOW!



TYPICAL RATIONS
SHORT ON ENERGY

OTHER "HIGH ENERGY" RATIONS
SHORT ON VITAMINS AND MINERALS

PURINA HIGH ENERGY RATIONS
WITH "TOTAL BALANCE"

★ **Typical Complete Dairy Ration Or Soybean Meal and Corn with Vitamin/Mineral Premix**

Many dairymen have switched from these rations. They've seen that they can't deliver all their cows require for maximum milk production. Here's why:

Low Energy Limits Production

Look at the low energy level. Like the weakest link in a chain, a cow will perform up to the most limiting nutrient. With these typical rations, it's energy. The extra levels of proteins, vitamins and minerals can go to waste. So, a cow will not milk up to her full potential.

★ **Other "High Energy" Rations (competitive completes or Soybean Meal and Corn)**

You'll find many feed companies jumping on the high-energy bandwagon. They've learned that energy is a key element in milk production. So, they raised the energy of their complete dairy rations, often at the expense of other essential nutrients.

Many dairymen have also decided to make a higher energy ration from soybean meal and corn. But watchout! Considering energy alone can lead to a nutrient balance trap.

Low Levels of Vitamins and Minerals Limit Production.

While these rations have higher levels of energy the limiting factor to production is their low vitamin and mineral level.

Of course, a cow might produce more the first few months of her first lactation on this ration. Trouble is, she's using her own body stores to provide needed vitamins and minerals. As those stores are depleted, a cow's milk production will drop below normally expected levels. Health problems might develop. And most important, she'll actually produce less during her next lactation.

★ **Purina High Energy Milking Rations**

Top milk production, lactation after lactation, depends on a balanced high-energy ration. Purina High Octane® 36 concentrate and Test Cow complete deliver high-energy without sacrificing the essential balance of vitamins and minerals.

Balanced, high-nutrient levels for maximum milk production

Purina Research has found a way to provide high-energy levels without sacrificing other essential nutrients. It comes from years of testing specific ingredients. Plus an in-depth knowledge of what your cows require.

It also comes from tough quality control standards. Purina people are sticklers for top-quality ingredients to get the correct levels of protein, energy, vitamins and minerals. So there are no "weak links" in High Octane 36 or Test Cow rations.

As an added bonus, your cows develop and keep good body condition. you should see fewer herd health problems. And, strong cows keep milking at top potential, year after year.

If you're a concentrate man, mix Purina High Octane 36 concentrate with your home-grown grains for top milk production. Or, for a complete ration, choose Purina Test Cow complete.

Clip and Mail Coupon

I WANT TO FEED A PURINA "TOTAL BALANCED" DAIRY PROGRAM.

Mail To: PURINA,
Box 366 S, Lititz, Pa. 17543

Name _____

Address _____

City _____ State _____ Phone _____

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717-768-3301
PARADISE, PA 17562


HIGH BROS.
PHONE 717-354-0301
GORDONVILLE, PA 17529

UMBERGER'S INC.
PHONE 717-866-2324
RICHLAND PA 17047

UMBERGER'S MILL
PHONE 717 867 5161
FONTANA PA 17042

KEYSTONE MILLS
PHONE 717 354 4616 717 738 1088
RD3 EPHRATA PA 17522

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

 **Purina...**
**Quality Dairy Ration
From Proven Dairy Research**

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

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MANHEIM, PA 17545

MANIFOLD - BAIR
PHONE 717-382-4805
FAWN GROVE, PA 17321
PHONE 717-637-1123
HANOVER, PA 17331

ANTHONY'S FEED MILL
PHONE 215 488-6211
STRAUSSTOWN PA 19559

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PHONE 717 362 3333
BERRYSBURG PA 17005

**NEW FREEDOM FARM
& HOME SUPPLY**
PHONE 717 235-3606
BOX 67
NEW FREEDOM PA 17349