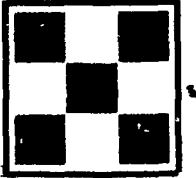


PURINA POULTRY GAZETTE



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PURINA POULTRY SPECIALIST HELPS LOCAL CAGE LAYER OPERATORS SAVE \$

JERRY McMILLAN PURINA POULTRY SPECIALIST

In November 1979, Jerry McMillan was appointed Purina Poultry Specialist for Central and Southeast Pennsylvania. Jerry brings with him a strong poultry background. Prior to moving to Hershey, Pa. where he and his wife Peggy live, Jerry was Poultry Flock Supervisor for

Triangle Feeds of Camden, Indiana. As Flock Supervisor, he was responsible for all phases of management for 750,000 cage layers and 400,000 growing pullets. Jerry also understands how poultry equipment operates as he sold and serviced poultry equipment for Kitson Poultry Equipment of Morley, Michigan.



Jerry McMillan, Purina Poultry Specialist, examines the end product of Purina's Poultry Research - a high quality egg produced with least cost per dozen.



Jim Garber and Jerry McMillan Purina Poultry Specialist, update Bio-Mittent Lighting Program for the 120,000 cage layers on Jim's farm in Mt. Joy, Pa. Jim also raises 120,000 pullets on the Purina Pullet Growing Program.

PURINA'S BIO-MITTENT LIGHTING PROGRAM

All it takes is a 15 minute increment timeclock to realize great savings from this new program. The average 60,000 bird brown out house will experience a .1/lb./dozen savings just by using the lighting program. This amounts to 1.3 lbs./bird or a total feed savings of \$6240. Electrical savings based on 3.5¢/killo watt hour of \$975.00, Total savings of .12¢/bird.

GOOD MANAGEMENT SAVES POULTRY \$

Since Jerry has first hand experience with 750,000 cage layers, he knows the real true worth of a good poultry program. "The real benefit of the Purina Poultry Program, says Jerry, "is that Purina Programs for saving money have all been both researched and field proven." Purina has spent more time and money studying the nutritional needs of the cage layer than anyone in the poultry industry. It is because of this research that Purina can truly offer the poultrymen the management programs to give him the least cost to produce a dozen eggs.

DAILY WEIGHING OF EGGS

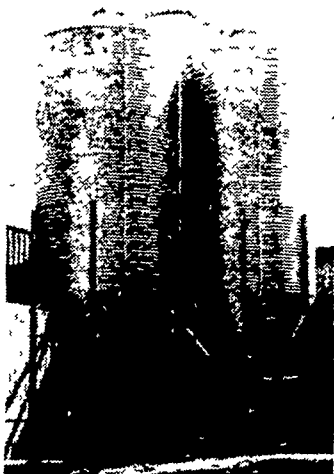
Weighing of eggs throughout the day is a good management tool. By monitoring these egg weights you can be sure that all birds are getting the full balance of feed and water required to produce eggs. Should 1 row be without water or feed today - it will show up in egg weights tomorrow.

By periodic weighing of eggs the poultryman knows the quality of his product before it leaves his farm.



Jim Garber Weighing His Eggs

PURINA PRESENTS NUTRA-CYCLE® FEEDING PROGRAM



To reduce your total feeding cost by \$3.00/ton, Nurta-Cycle® is designed to be fed after peak production and optimum egg size. All that is needed are 2 feed bins and good PRECISE management. Can you afford not to Save \$3.00 a ton?

PURINA WINTER VENTILATION PROGRAM



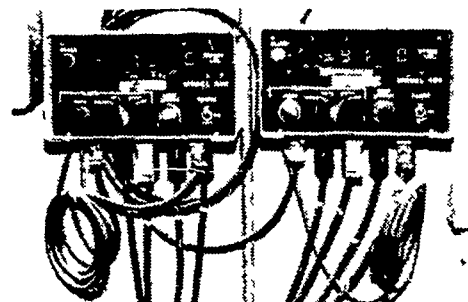
Both research and field tests have proven that for every 1° you raise your inhouse temperature you will see a feed savings of 1/2% with NO effects on either egg numbers or egg size up to 80°.

We at Purina recommend that the daily average temp be between 75° - 80°.

At todays feed prices you can't afford to heat your poultry house by feeding more.

Contact your Purina dealer for more information on the Purina Ventilation Program.

PURINA'S LIMI-FEED PROGRAM



With today's feed prices, can you afford to let your profits be eaten up? Our Limi-Feed Program is designed to save you feed \$ without any reduction in egg size or egg numbers. By simply pre-determining how much feed the birds get each and every day you can achieve a better bottom line. With today's egg prices can you afford not to use the total Purina Program?

I want to know more about Purina's Poultry Program

Mail to: **PURINA**
Box 366 S
Lititz, PA 17543

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PHONE _____

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PHONE 717 442 4183
717 768 3301
PARADISE PA 17562

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GORDONVILLE PA 17529

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UMBERGER'S INC.
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