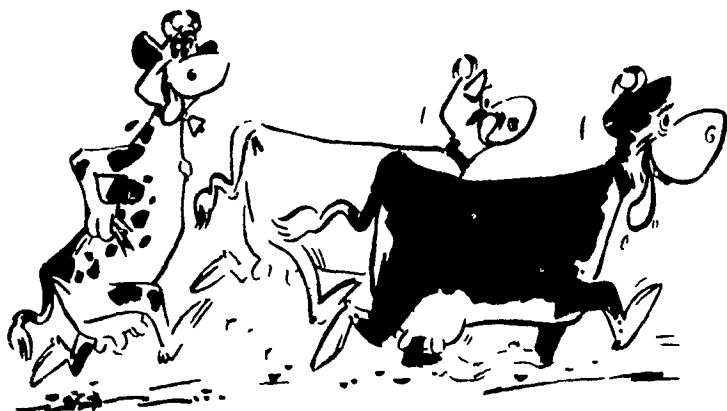


PURINA

HIGH OCTANE COW CHOW 36

THE DAIRY SUPPLEMENT WITH



“milk power”

WHAT GIVES PURINA HI-O COW CHOW 36 IT'S "MILK POWER"?

Purina Dairy scientists have produced many outstanding Dairy rations through the years, but none offer a greater milk-making potential than Hi-O Cow Chow 36. This "super performing" supplement contains 36% protein. When mixed with grains according to Purina Research approved formulas it produces a "super" energy milking ration.

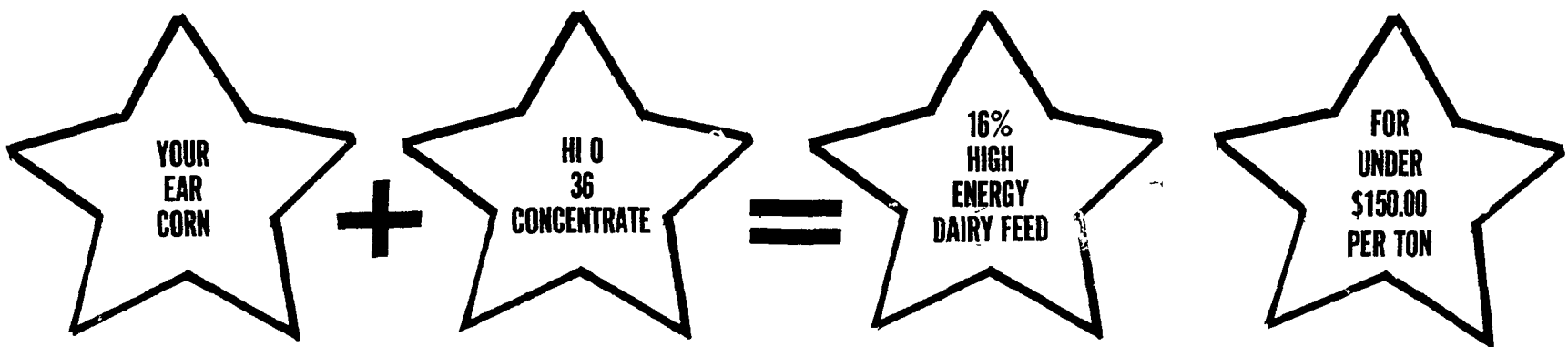
It is the unique scientific blending of a carefully calculated balance of proteins, minerals, vitamins and extra high energy milk-making ingredients that provides Hi-O Cow

Chow 36 with its unusual power to produce extra milk.

Use Hi-O Cow Chow 36 for on-the-farm mixing or let your Purina dealer Check-R-Mix a Purina milking ration for you containing Hi-O Cow Chow 36. He has specific formulas to make a quality milking ration with the right protein level to fit your roughages and your herd.

Records show Hi-O Concentrate 36 not only increases milk production, but dairymen report significant increase in fat test.

PURINA FEEDING PROGRAMS SAVE \$\$\$



PURINA NUTRITIONAL PROGRAMMING TODAY — INSURES YOUR PROGRESS TOMORROW!

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