



# 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	BIO-4™ CHOW TO FEED
UNDER 20.0	BIO - 128
20.0 TO 21.6	BIO - 121
21.7 TO 23.3	BIO - 114
23.4 TO 25.0	BIO - 107
OVER 25.0	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 ½ 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.

**HESS MILLS**  
PHONE 717 442 4183  
717 768 3301  
PARADISE PA 17562

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

**HIGH BROS**  
PHONE 717 354 0301  
GORDONVILLE PA 17529

**KEYSTONE MILLS**  
John B Kurtz  
PHONE 717 354-4616 717 738 1088  
RD3 EPHRATA PA 17522

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

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

**THE PURINA PROGRAM**

Good Breeding	Sound Management
Careful Sanitation	Good Feeding

FOR GOOD PRODUCTION

**UMBERGER'S MILL**  
PHONE 717 867 5161  
FONTANA PA 17042

**LANDIS SUPPLY**  
Ira B Landis  
PHONE 717 665 3248  
BOX 276 RD3  
MANHEIM PA 17545

**FAWN MILLS**  
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

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

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