

**Ralston Purina
Company**

IF YOU HAVE PLENTY OF CORN, AND ARE THINKING CONCENTRATE:



Purina High Octane[®] Cow Chow 36 Works!

**You hear a lot of talk about high energy
milking rations. Here are the facts:**

Everybody's talking high energy milking rations these days. But we know you base your decisions on facts, not talk.

And, we have the facts. Even before Purina introduced high energy feeds back in the early 1950's, they had done a lot of research into the concept. And, they're doing continuous research today.

What high energy can do.

Energy in a milking ration is like a governor on an engine. If a cow's ration has a low energy level, her milk production will be limited. Raise the energy level, and you can expect production to rise as well.

Does that mean high energy is a cure-all? Read on:

What high energy can't do.

High energy is a requirement for high milk production. But it's only one requirement. It can't do the job by itself.

For a cow to maintain high production, she must have a milking ration that is not only high in energy, but also has an exact balance of proteins, minerals, and vitamins. If her ration does not contain the proper balance of these nutrients, high energy won't make up for it.

In fact, a ration high in energy but with an imbalance of nutrients can mean lower production over the long run. It can even cause health problems.

The answer? A balanced milk ration. A ration with high levels of energy, and nutrients in the proper balance.

Purina[®] milking rations: Balanced for consistently high production.

Purina's high energy milking rations are balanced to give top-level production, lactation after lactation. This balance is no accident. The energy and nutrient levels of these feeds are the result of extensive Purina research and ingredient analysis. And the result for you is more milk.

Purina milking rations. High energy feeds that are helping dairymen across the country make more milk and more money. They can help you, too. And that's a fact. Call or stop by today.



Purina High Octane[®] Cow Chow 36

Top milk production, lactation after lactation, depends on a balanced high-energy ration. Purina High Octane 36 delivers that 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.

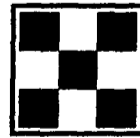
It comes from an in-depth knowledge of what your cows need. And tough quality control standards that demand top-quality ingredients.

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

If you're a concentrate user, ask your Purina dealer about High Octane[®] 36.

**Figure Up
milk income over
feed cost with Purina**

**You and Purina
makin' it
pay.**



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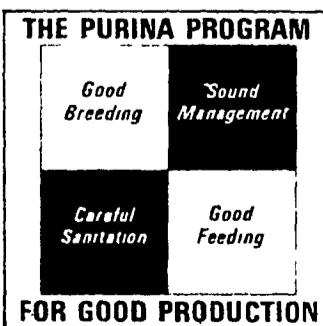
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