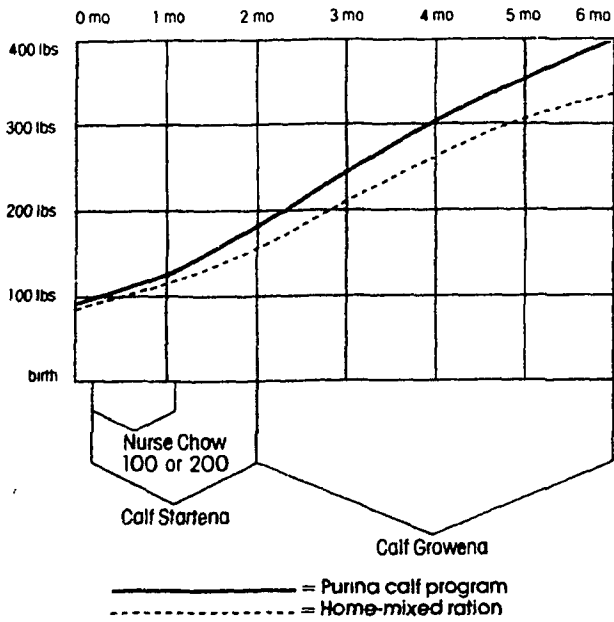


AVERAGE GROWTH RATE



## CALVES: THE RIGHT START IS ESSENTIAL FOR LATER...

Calves raised the Purina way average up to 400 pounds at 6 months, while calves on a typical home-mix ration average 345 pounds.

You're not just raising calves, you're looking for strong, well-developed herd replacements — able to produce to their maximum potential. And the faster you get that production, the sooner it pays.

The Purina calf program goes a long way toward developing that potential. Each product in the program is designed to promote the kind of growth and development that helps build those 400-pound heifers in 6 months. And with that type of development, they'll be well on their way to earlier calving and earlier milk income for you.

## ...PERFORMANCE!

### HERD #1 1st CALF HEIFERS

Age	Days in Milk	Projected lbs. Milk
2-00	136	13,921
1-11	305	21,666
2-02	230	14,746
2-01	225	21,763
2-01	253	20,485
2-02	223	15,151
1-11	190	14,895
2-01	193	16,910
2-01	107	15,495
2-02	150	18,449
1-09	305	20,059
2-00	305	20,749
2-03	268	15,376
2-01	302	17,769
2-00	299	16,036
2-00	301	17,677
2-03	211	14,626
2-04	66	14,320
2-02	113	16,501
2-00	115	15,666
2-00	102	20,803
1-10	99	18,668
2-01	305	18,222
2-00	305	16,598
1-11	305	18,903
2-01		17,418

### HERD #2 1st CALF HEIFERS

Age	Lbs. Milk	Lbs. Fat
2-01	18,412	492
2-01	14,758	556
2-01	13,653	509
1-11	16,399	669
2-01	16,509	592
2-03	14,380	598
2-03	12,341	456
1-11	17,865	603
2-01	17,581	603
2-00	16,881	565
2-02	20,246	657
1-11	14,150	532
1-11	16,227	619
2-00	15,084	474
2-00	16,549	534
2-01	16,507	645
2-10	17,050	588
2-00	12,841	432
2-00	16,077	638
1-11	17,559	596
2-00	16,126	574
2-03	16,843	524
2-09	18,914	597
2-01	16,215	568

### HERD #3 1st CALF HEIFERS

Age	Lbs. Milk	Lbs. Fat
2-07	15,576	493
2-00	11,658	565
1-11	17,798	571
1-11	17,999	535
2-00	17,980	573
2-02	17,528	711
2-01	14,925	487
2-02	18,281	692
2-02	15,653	457
2-01	14,186	465
2-01	16,158	556



**SEE YOUR PURINA DEALER TODAY!**

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**THE PURINA PROGRAM**

Good Breeding	Sound Management
Careful Sanitation	Good Feeding

**FOR GOOD PRODUCTION**

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WEST WILLOW PA 17583

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