



BEEF UP

Your Production

• **REDUCE STRESS**
• **ON ARRIVAL!**

PURINA PRECONDITIONING/RECEIVING CHOW



Upon feedlot arrival, place your shipped-in calves on Preconditioning/Receiving Chow and a sound management program for 21-28 days. And gain all these advantages:

GETS CALVES EATING RIGHT AWAY.

Highly palatable pelleted feed lures calves to the bunk. Calves don't take one or two weeks to get on full feed as they would other less-palatable feeds. Helps calves quickly adapt to their new surroundings. Reduces handling.

YOU WORRY LESS ABOUT STRESS, DISEASE AND DEATH.

Properly medicated ration fights low-level infections in newly arrived calves. Reduces health problems common after long hours of shipping. Can cut the number of calves you treat to only 3.5-4.0%, not up to 25-30% as non-preconditioned calves. And that saves you medication and veterinary costs. Also proven to cut down death loss to only 0.16% - not up to 2-3% as non-preconditioned calves, according to research.*

CALVES CARRY 50 to 80 LB. WEIGHT ADVANTAGE TO MARKET.

Balanced nutrition helps calves quickly retain weight losses from shipping. Proper energy/roughage ratio maintains normal rumen function for healthy digestion. Builds quickly early gains — up to 50 to 80 extra lbs. Shortens their finishing time. In recent field tests, Iowa and Nebraska calves gained an average of 2.6 lbs./day with Preconditioning/Receiving Chow. Other major tests show average gains of 2.5 to 3.0 lbs./hd./day.

HOW TO FEED:

Give cattle free-choice access to good, clean grass hay the first day only; then feed Preconditioning/Receiving Chow free-choice for 21 to 28 days. For best results, feed cattle in small confined pen with water available. **WARNING:** Observe withdrawal period.

Getting cattle started right is just as important as selling them when they're ready. Death losses or chronically sick cattle can take a lot of profit out of feeding cattle. That's why we recommend buying sound cattle, giving them appropriate vaccinations and health treatments and feeding them a ration specifically designed for starting cattle. Preconditioning/Receiving Chow® brand ration is one part of an overall Purina starting program. It's a disease fighting, gain building feed you can count on. The high palatability, nutrition and medication in Preconditioning/Receiving Chow helps overcome the stresses of shipping, disease exposure, and new surroundings.

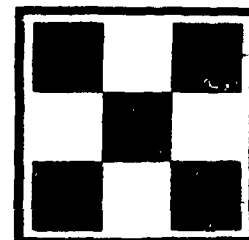
* Also Ask About Steer 32% with Rumensin

* Based on research conducted at Iowa State University and "calf evaluation reports" through the University of Minnesota Beef Extension Veterinary Dept

One of Purina's most successful
"Cattle Country" feeds.
Now Available in your area, for
your profits!

- * Successful Results are seen with heavier shipped in animals
- * Medicated with AS-700

LEAN ON PURINA...IT PAYS.



HESS MILLS
PHONE 717-442-4183
717-768-3301
PARADISE, PA 17562

UMBERGER'S MILL
PHONE 717 867 5161
FONTANA PA 17042

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

K & K FEED, INC.
PHONE 717-866 2324
23 N PARK ST RICHLAND, PA 17087

W. L. MUMMERT CO.
PHONE 717-637-6923
6 PINE ST.
HANOVER, PA 17331

THE PURINA PROGRAM

Good Breeding	Sound Management
Careful Sanitation	Good Feeding

FOR GOOD PRODUCTION

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

J. P. ANIMAL SUPPLY
PHONE: 301-658-5795
2497 TOME HWY
RISING SUN, MD 21911

WOODSTOWN ICE & COAL CO.
PHONE 609-769-0069
WOODSTOWN, N.J. 08098

SOUTHERN DIVISION
West Willow Farmers Assoc., Inc
PHONE 717 529-2113
RTE. 472 AT UNION, PA
RD 1 OXFORD, PA 19363

Anthony's Feed Mill
PHONE 215 488 6211
STRAUSTOWN PA 19559