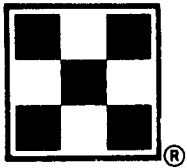


New!

DAIRY Sup-R-Block™

THE LIQUID PROTEIN SUPPLEMENT THAT ISN'T LIQUID



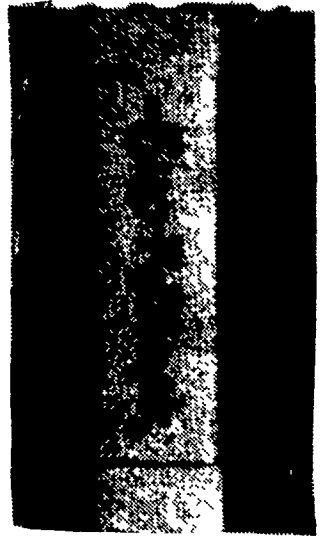
Purina® technology transforms liquid to block form for superb nutrition, feeding convenience and outstanding weather resistance.

- A Highly Palatable 22% Protein, 500 lb. Molasses Based Block. Use as a grain stretching supplement to your dairy animals.
- Provides Vitamins A, D, and Minerals Magnesium, Calcium, Phosphorous, Iodine, Salt etc.
- Use 1 Block per 25 Animals.

CONVENIENT: Place in trough or on ground. One block will last 25 animals about 8 days, avg. 2 lb./hd./day.

VARIED USES: Feed your dry cows, growing heifers, and designed to meet the needs of challenge feeding your milking cows!

UNIQUE FORMULATION: Balanced, helps assure consumption while supplementing forages to provide balanced nutrition.

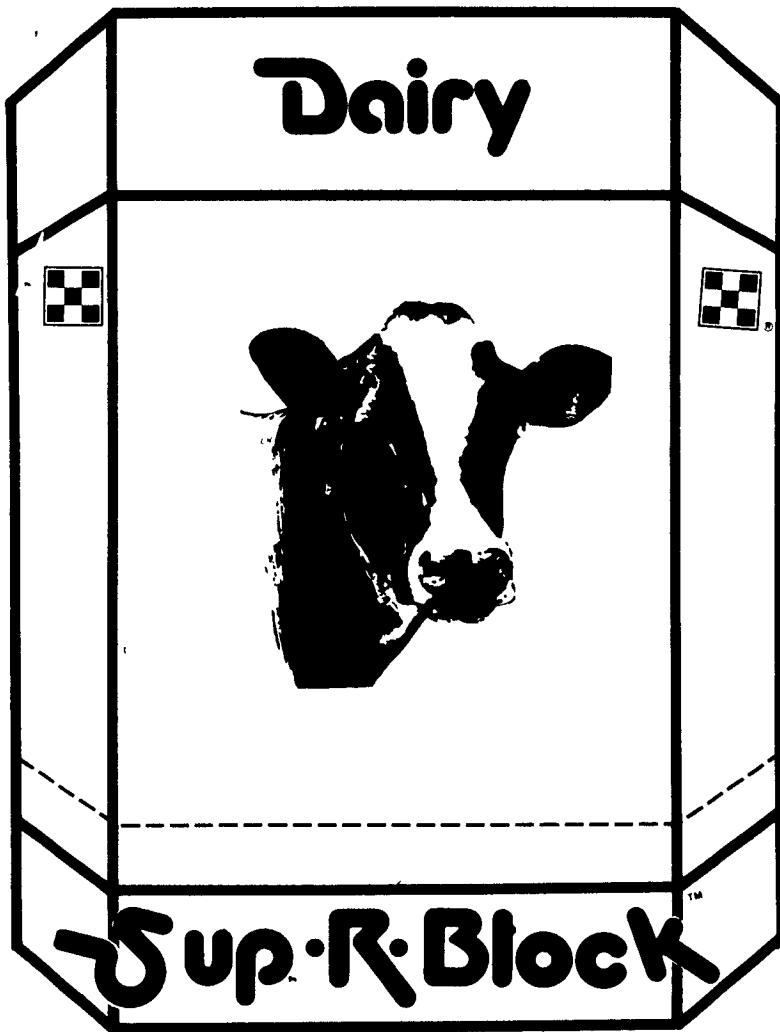


A REAL PURINA EXCLUSIVE!

And:

WEATHERPROOF!

You buy blocks for convenience, but a good rain will wash conventional blocks away and a hot sun will dry conventional blocks until they crumble. Not Sup-R-Block. It stands up to any weather. Sun can't melt it. Water rolls right off. You get all the convenience of a block with absolutely no waste... and that means savings for you.



Cardboard Cap - Pops Off

Lay In A Feeder, or Cut Along Dotted Line, Peel Case Off, And Set Up. Right On Base. (Leave Lower Part Of Cardboard Case On As Your Base)

ECONOMICAL! CALL YOUR PURINA DEALER TODAY!

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Careful Sanitation	Good Feeding

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