

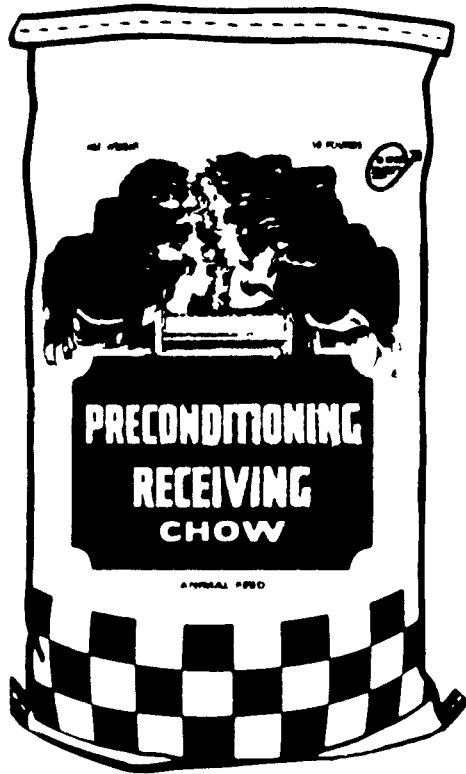


# BEEF UP

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:

**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.\*

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.

**WHY IS THIS PRODUCT A SUCCESS? RESULTS!**

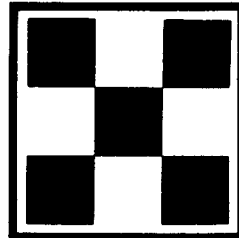
Central Region - 1980 - 83 Results

300 Test - 7 States

Number of Head	22,416
Average Starting Weight	488
Average Ending Weight	529
Average Total Gain	61
Average Days on Feed	22
Average Daily Gain	2.7
Average Feed/lb. of Gain	4.99

For animals placed in the feedlot at 700-800 lbs. feed for 14 days..... And get them off to a quick start! Call Your Purina dealer today for further information on our NEW Feedlot Program!

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



**LEAN ON PURINA...IT PAYS.**

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

**UMBERGER'S OF FONTANA**  
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 717 738-4251  
RD3 EPHRATA PA 17522

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

**HESS MILLS**  
PHONE 215 347 2377  
RT 82 UNIONVILLE PA 19375

**THE PURINA PROGRAM**

Good Breeding	Sound Management
Careful Sanitation	Good Feeding

**FOR GOOD PRODUCTION**

**DAVIS FEED MILLS**  
PHONE 215 257 4613  
PERKASIE PA 18944  
PHONE 215 598 3324  
RUSHLAND PA 18956

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

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

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