

**HESS MILLS
AND
WEST WILLOW FARMERS ASSOC.
SERVICING
"DAIRYMEN"
WITH:**

1. "CUSTOMIZED" NUTRITIONAL PROGRAM ANALYSIS

Our Computer Analysis Blends:

Your Dairy (Forage, Grain, Facility and Management)

With

Purina Research (Metabolism and Herd Studies)

To Yield

Your Maximum Profit (Milk Income - Feed Cost)

2. PRODUCTS "DEVELOPED THRU RESEARCH"

Including Our New Product Break-Thru:

"MAXI-TECH 32 F.F."

- ... Maximum Energy With Added Fat (8% Min.)
- + Maximum Fiber By Adding F.F. * (12-15% Crude Fiber)
(* Fermentable Fiber)
- + Maximum Protein Thru Multiple Sources (32% Min.)
- = Maximum Milk, Butterfat And Breeding.
- = Your Maximum Profit!!!

FOR MORE INFORMATION CONTACT:

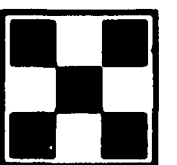
HESS MILLS

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* Trademark-Ralston Purina Company