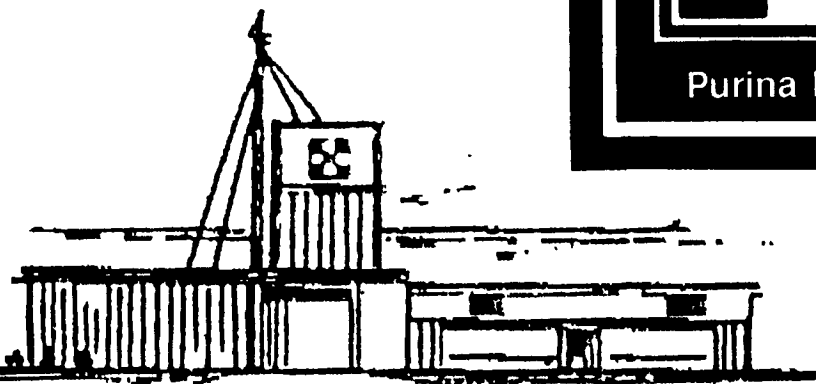


# Purina Chow

Purina Dealer



**Purina Calf Startena:**  
**For over 50 years the leader**  
**—but never more so**  
**than today.**

When Purina introduced Calf Startena back in the 1930's, it was widely recognized as the most advanced calf starter ever made up to that time. Over the years, Startena has changed dramatically as researchers have discovered new information about the calf's digestive system, the onset of rumen changes, and nutritional requirements for proper rumen wall development.



**Purina Calf Startena**  
**Over**  
**15 Million Served**

**Why no hay.**

Since 1949, Purina researchers have recommended against feeding hay (or any other forage) to calves under two months of age. For years, this "no hay" premise was in dispute, but today most nutritionists agree. However, many dairy operations still include hay in their feeding programs, even though tests show it is an unwise practice.

**Performance of Dairy Calves  
 On Hay vs. No Hay Regimens**

	Hay (Ad Lib)	No Hay
Total Weight Gain (lb)	58.20	69.50
Daily Intake Startena (lb)	1.71	2.10
Daily Intake Alfalfa Hay (lb)	.41	—

*Duration of trials: 4 days to 2 months of age.*

An extra 11.3 pounds of gain, as averaged by calves that did not receive hay, is especially valuable in the early weeks.

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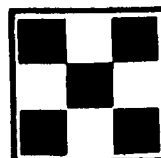
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 MILLS, INC.**



Feeds designed with you in mind.

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