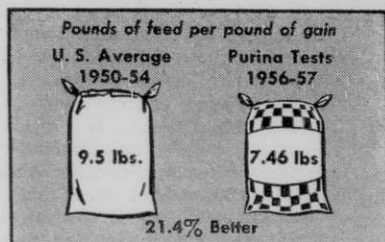




### HOW PURINA STEER FATENA WIDENS THE PROFIT GAP

The USDA recently reported that cattle-feeding efficiency during the period 1950-54 averaged 9.5 pounds of feed for each pound of beef produced.

In the four steer-feeding demonstrations described below, Purina Steer Fatena and grain made a pound of beef from 7.15 to 8.03 pounds of grain... an average of 7.46 pounds in the four tests.



*in four public feeding demonstrations...*

## Purina-fed steers return \$20.33 more per head

Steer Fatena-fed steers gain 36% faster than steers fed single-source protein in split-lot tests. 2.98-lb. average daily gain for steers getting Steer Fatena... 2.19 lbs. for single-source protein group. Steer Fatena steers converted an average of 7.46 lbs. of feed into a pound of beef.

In recent months, four public feeding demonstrations were conducted at sales yards in Indianapolis, Ind., Norfolk, Nebr., Louisville, Ky., and Evansville, Ind. In each test, twenty head of steers were sorted evenly into two lots. All cattle were fed the same basic ration with just one difference: one lot at each location was fed a single-source protein supplement, while the other lot in the split test received Purina Steer Fatena with stilbestrol. Length of feeding varied between 100 and 140 days... for an average of 125½ days.

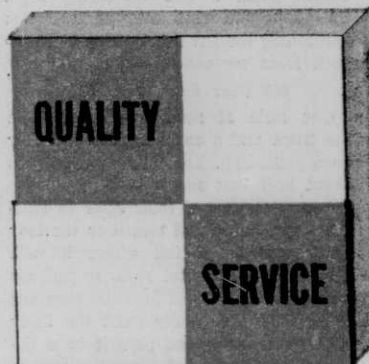
The gap between market price and feed cost

was \$20.33 wider per steer in the Steer Fatena groups (average), than for the cattle fed single-source protein. In addition, the Steer Fatena cattle put on each pound of gain with an average of only 7.46 lbs. of feed. This is more than 2 lbs. less feed than the U. S. average! (See chart above.)

Ask your Purina Dealer... at the Store with the red-and-white Checkerboard Sign... to tell you more about Purina Steer Fatena feeding programs, and how the one that suits your conditions can help you widen the gap between market price and feeding costs.

**CATTLE HEALTH HINT**—Chances are your cattle have worms... worms that cost you money every day you feed. Purina Cattle Wormer Concentrate is a new, easy-to-use, one-day treatment. Cattle go for it because the active ingredient, reliable phenothiazine, is now mixed in a palatable base. The cost is small, the benefits large. Ask your Purina Dealer for Purina Cattle Wormer Concentrate.

A New Purina Service—Today's latest farm news... daily... direct from Washington, D.C. Tune in new "Washington Farm Report"... with Richard Harkness... on a nearby NBC Radio Station.



FEED **PURINA**... YOU CAN DEPEND ON THE CHECKERBOARD

