

She can soak up nutrients like a sponge ...and barely survive.



Only Master Mix proportions amino acids with energy for maximum development.

Introducing new Power-Lac™ and Power-Mate™ from Master Mix Research, the only milk replacer and calf starter formulated to an amino-acid-to-energy-balance concept...and the industry's first calf feeding program that faces up to a fundamental truth: the young calf is not a cow...its underdeveloped rumen cannot tolerate roughages or produce B vitamins like the fully developed ruminant of 6 weeks.

Power-Lac's and Power-Mate's exclusive formulation triggers and accelerates rumen development. All amino acids are balanced with high-energy levels and are present in proper proportions

for proteins to be built as efficiently and completely as possible. Fortification with B vitamins and minerals combats diseases and stresses, while a lower fiber content means easy digestibility.

Tests show improved growth rates up to 25% with this new Calf Power Program, with feed requirements per-pound-of-gain reduced 20%. A decided edge over any other feed tested.

Ask your Master Mix dealer how Power-Lac and Power-Mate can lower the cost of growing your calves, and get them started toward a more productive milking string in 24 months or less.



Call your MASTER MIX dealer today and get the facts on NUTRITIONAL COMPARISON and find out how your herd can benefit too. You'll be glad you did!

DEFINITE FEEDS FOR DEFINITE NEEDS



More to gain.

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SERVICE FEED & SUPPLY CO.
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VAN-MAR FEEDS, INC.
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[215] 926-2121 or [215] 926-1230