

DEPEND ON DAWE'S FOR YOUR POULTRY NEEDS

Producers the world-over rely on Dawe's Laboratories for their complete program in poultry nutrition:

DQ FORTIFIERS. Comprehensive fortifiers, including all necessary vitamins, trace minerals and PRYFERM® our Unidentified Performance Factor. Individual formulations for layers, broilers, breeders, turkeys, ducks and game birds.

AQUA-DEE® Vitamin D3 in liquid form, added to drinking water under conditions of swollen joints, stiff gait, rickets, soft eggshells, malformed bones.

DAWELYTE® Water-dispersible electrolytes and trace minerals to help maintain proper balance of body fluids, especially under temperature extremes.

KOAGULONE A® Vitamins A and K in a water-dispersible powder, for use during debeaking, and episodes of coccidiosis or blood spots.

STRESEEZ PLUS® Vitamins, trace minerals and electrolytes. This powder dissolves in drinking water to combat a variety of production stresses.

For more than a half century, Dawe's Laboratories has been one of the world leaders of animal nutrition.

In the 1990's Dawe's is continuing that leadership role by providing you the most up-to-date service, and highest quality products available.



Whether you are looking for a complete nutrition program, or a top-of-the-line animal health product, Dawe's will help you.

Service. Quality. Dependability. Its the foundation that has made DAWE'S LABORATORIES one of the most respected names in the feed industry.

DAWE'S LABORATORIES
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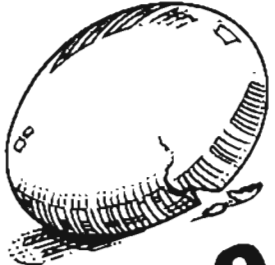
FIRM-O-SHELL®

for Grade A protection



Dawe's

 **Bottom-Line Nutrition**



FIRM-O-SHELL® BREAKS THE PROFIT BARRIER!

NATURE'S MOST PERFECT SHAPE is the egg. But when the shell of the egg is thin or rough, brittle or soft, Nature's perfection is jeopardized.

From 6 to 8 percent of all table eggs are broken or cracked before they reach the consumer's kitchen. The economic loss in the U.S. is estimated at \$60,000,000 per year.

The strength of eggshells can be stressed by:

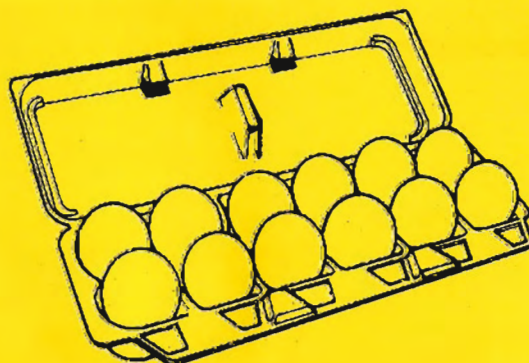
- Intense production
- Natural increase in egg size as the hen ages
- Care and management
- Disease
- High ambient temperature, humidity, noise
- Separation of ingredients in the feeders
- Cage construction, house design
- Egg handling and processing

FIRM-O-SHELL® BLENDS VITAMINS, trace minerals and fermentation products into a free-flowing, concentrated supplement. Producers have used it profitably for 20 years, to decrease cracked and downgrade eggs.

Now FIRM-O-SHELL® has been reformulated and this even more concentrated supplement has been subjected to field trials. Results show significant improvements in:

- Eggshell texture
- Fewer cracks and checks
- Faster egg-processing
- Fewer store-returns of eggs

Ask us for the figures. We will show you how \$1.00 of FIRM-O-SHELL® can increase egg revenues by \$2.50.



GUIDE TO USAGE

PULLETS. The early surge in egg production increases the bird's need to mobilize calcium. When pullets are housed, add 2.5 lbs. of FIRM-O-SHELL® to each ton of complete feed. Continue at this rate for five weeks.

MATURE HENS. As layers age, egg size increases and, with it, the demand on calcium mobilization. When hens are 46 weeks old, resume adding 2.5 lbs. of FIRM-O-SHELL® per ton until the laying period is over.

BREEDERS. Cracked eggs will not hatch, and soft shells leave the embryo vulnerable to infection. Whether you breed layers, broilers, turkeys, ducks, or game birds, add 2.5 lbs. of FIRM-O-SHELL® per ton of feed, for the entire period of lay.

PROBLEM HENS. If shell problems have already developed, add 5.0 lbs. of FIRM-O-SHELL® per ton. Supplement at that rate for 2 weeks, then reduce to 2.5 lbs. until shell quality improves.

FIRM-O-SHELL® is not medicated and is not a calcium product. It does not require any reformulation of rations.