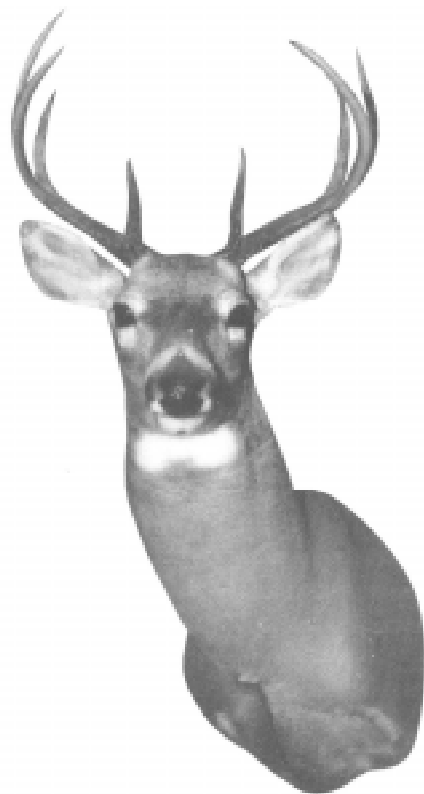


Interesting Facts About Deer

1. Over 90% of whitetail deer live their expected lifetime without receiving optimum total mineral nutrition in their diets.
2. Minerals account for more than 5% of a whitetail deer's weight.
3. The need for minerals varies with age, sex, weight, and time of year.
4. Minerals in natural forages vary according to soil composition. The biological availability of some minerals in plants can be zero percent due to the inability of the plant to synthesize the mineral.
5. No plant or roughage can supply adequate amounts of all essential macro and micro mineral elements. The only method for all whitetail deer to acquire the proper essential mineral balance is through supplementation.
6. **Mega-Rack** is a complete compounded mineral supplement designed to provide the essential macro and micro minerals elements needed by whitetail deer on a daily basis.

NOTICE: THIS IS A NUTRITIONAL PRODUCT.
You may have seen or used attractants that contain virtually no nutrition.
THIS BLOCK PROVIDES MINERALS, TRACE MINERALS, AND VITAMINS TO ENHANCE NATURAL FORAGES.



An 18 month old well nourished deer.

TEMPTATION

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Iola, Wis. 54945

LURES

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MEGA-RACK



8%:3% PHOS-MAG
MINERAL-VITAMIN BLOCK

For the person who is concerned
about growing massive antlers
and contributing to deer health.

TEMPTATION

LURES

The Benefits of Feeding MEGA-RACK

Consumption, Palatability the Key

The key to getting deer to consume minerals and vitamins is taste. The naturally sweet taste of molasses in the **Mega-Rack** formulation means your deer will continue to come back to the blocks again and again, enough to assure the proper intake of nutrients. Palatability and per cent of ingredients make **Mega-Rack** the most effective mineral-vitamin block program on the market.

Value of Molasses

When a small amount of molasses enters the first stomach of ruminating animals, it stimulates rumen microorganisms to digest feed faster and more thoroughly. This results in more efficient conversion of food to deer growth.

Facts

1. Deer consume large quantities of fiber or roughage to satisfy their need for protein, fat and fiber. Various types of roughage provide varying quantities and quality of protein, fat and fiber. For instance, soybeans provide an excellent balance of essential protein and fat, while acorns are medium on protein levels and high in fat content.

2. Let's assume that the deer in your hunting area can obtain adequate amounts of protein, fat and fiber to promote normal health and growth. But what about the essential minerals to complement the protein, fat and fiber?

3. The fact is that although protein, fat and fiber may be adequate, the essential minerals needed to increase the utilization of these primary building blocks may not be adequate, and in numerous cases, are deficient to the extent that growth, reproduction and overall health is impaired.

4. Basically, the well balanced mineral-vitamins in **Mega-Rack**, plus letting bucks mature three and one half to five and one half years will result in larger bucks and massive antlers.

5. Let's look at these essential minerals and review their contribution to the health of deer.

Essential Minerals Required For Growth Processes

Calcium (Ca) Directly affects bones, teeth, milk, nerves, muscles and influences blood clotting.

Phosphorus (P) Bone development, reproductive efficiency, energy transfer, blood buffer system.

Magnesium (Mg) Skeletal (bone) development, neuromuscular transmission, and enzyme activation.

Potassium (K) Maintenance of intracellular and extracellular fluids.

Sulfur (S) Structural and metabolic functions (directly related to protein utilization).

Manganese (Mn) Prevents degenerative reproductive failure, also included in enzyme systems.

Iron (Fe) Oxygen transportation throughout the entire body.

Copper (Cu) Iron absorption, mobilization and influences hemoglobin formation.

Iodine (I) Overall metabolism, reproduction, growth and development of organs, muscle and fat tissue.

Zinc (Zn) Enzyme activator in protein synthesis and carbohydrate metabolism also directly related to calcium absorption.

Cobalt (Co) Required for rumen microorganisms and synthesis of vitamins.

Selenium (Se) Involved in preventing muscle disorders, promotes proper muscle tissue growth, also included in reproduction.

Salt (NaCl) Osmotic pressure, acid-base balance and body fluid balance.

Facts

Therefore, why offer minerals and vitamins without getting consumption, when **Mega-Racks'** formulation of sweet tasting molasses and tempting aroma encourages deer to eat more and at the same time masks the bad taste of the minerals and vitamins. The unique handling of blocks versus granule minerals, and the ability of **Mega-Rack** blocks to withstand weather is an added plus!

MEGA-RACK Feeding Directions

1. Locate blocks near feeding areas, runways, drinking areas or deep into the woods.
2. One or two blocks per forty acres depending on deer concentration.
3. Place blocks on tree stumps or use block saver trays.
4. Remove plastic wrapper and do not touch the block, as that will leave human scent. Please take wrapper with you "Don't Litter."
5. Keep blocks available at all times "especially Feb., March, April, May, June, July and August, when antler growth is taking place. This also prepares the does for fawning and helps fawns get a healthy start."
6. Feed as the only free choice source of minerals, vitamins and salt.

GUARANTEED ANALYSIS:

8:3 PHOS:MAG

MINERAL-VITAMIN BLOCK

Calcium (Ca), not less than.....	9.0%
Calcium (Ca), not more than	10.8%
Phosphorus (P) , not less than	8.0%
Salt (NaCl), not less than	15.0%
Salt (NaCl), not more than	18.0%
Magnesium (Mg) , not less than	3.0%
Potassium (K), not less than	0.50%
Cobalt (Co), not less than	0.001%
Sulfur (S) , not less than	0.50%
Copper (Cu), not less than	0.20%
Iodine (I), not less than	0.02%
Iron (Fe), not less than	0.50%
Manganese (Mn) , not less than	0.45%
Zinc (Zn) , not less than	0.75%
Selenium (Se), not less than	0.0026%
Vitamin A, mm., IU/lb	100,000
Vitamin D-3, mm., IU/lb	25,000
vitamin E, mm., IU/lb	100
Total Sugars (as invert), not less than	5.0%

INGREDIENTS

Cane molasses, Soybean Hulls, Monocalcium Phosphate, Dicalcium Phosphate, Calcium Carbonate, Salt, Animal Fat (preserved with BHA), Potassium Chloride, Potassium Sulfate, Magnesium Sulfate, Magnesium Oxide, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Riboflavin Supplement, d-Calcium Pantothenate, Thiamine Mononitrate, Niacin Supplement, Choline Chloride, Vitamin B-12 Supplement, Folic Acid, Pyridoxine Hydrochloride, Biotin, Menadiene Sodium Bisulfite Complex, Ferrous Sulfate, Zinc Oxide, Zinc Sulfate, Manganous Oxide, Manganese Sulfate, Copper Sulfate, Calcium Iodate, Cobalt Sulfate, Sodium Selenite, Yeast Culture, Natural and Artificial Sweeteners and Flavors, Ethoxyquin (a preservative).