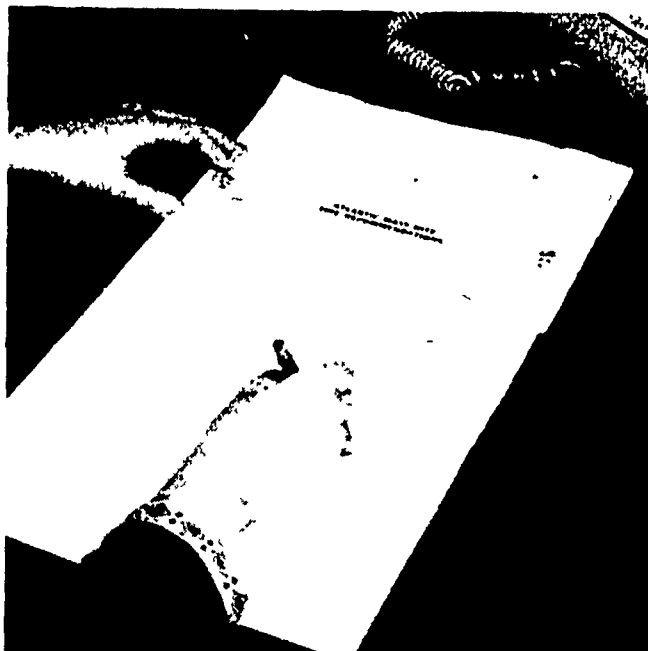


follow the Mate-Rite road to herd improvement with Atlantic Genetic Power Profit-Maker sires.



STEP 1: exact measurement of each cow and analysis of her major type weaknesses.



STEP 2: evaluate data and record it on herd chart with sires recommended for proper mating.



STEP 3: dairyman and Mate-Rite specialist discuss the chart and herd breeding goals to determine specific sires for each cow.

the results:

- planned mating for each cow →
- greater uniformity
- improved type traits (udders, rumps, legs & feet)
- more cows with both the will to milk and strength to do it



**Atlantic puts it all together for your herd:
Bulls — People — Programs
with greater profitability thru Total Service.**

135 DAIRY SIRES ARE NOW AVAILABLE THROUGH OUR PROFESSIONAL TECHNICIAN SERVICE!

We are also the distributor for Carnation/Genetics sires in this area; several are now at specially-reduced fees!
For latest information and photos, get your copy of our 1975 Holstein or Color Breeds Bull Book.

DIRECT-HERD BREEDERS; CHECK WITH US ON SEMEN AVAILABILITY AND PRICE BEFORE YOU FILL YOUR STORAGE TANK THIS FALL!

Atlantic
LIVESTOCK SERVICES BREEDERS COOPERATIVE

Member — NAL Affiliated Breeders

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*24 hour answering service or recorder