SURGE Service
Blankets America

Who makes it, who sells it and where do I get Service?

These are three questions that it will pay you to ask yourself about any piece of farm equipment that you buy. Certainly it is risky to buy equipment from somebody that you don't feel sure will be in business for some years to come.

We have been right here in this spot for more than thirty years and it is our earnest hope to be here for a long time. Our factory, our branches, our distributors, and a flock of well-trained Babson Men stand ready to back up every Babson-built Product. The name of the maker is an important part of any piece of equipment or machinery.

BABSON BROS. CO., Chicago, U.S.A.

The BABSON NAMEPLATE on any piece of Dairy Farm Equipment is the best guaranty of DURABILITY, RELIABILITY... and PERFORMANCE that your money can buy.
Few investments can yield the farmer so high a percentage of return as an electric fence that really does control livestock.... and.... is Safe. Not only does an electric fence save an enormous amount of material and many hours of labor, but it makes possible and practical the utilization of much land and feed that would otherwise be wasted.

In addition, a charged wire used to protect good permanent fences will repay its cost over and over again.

Naturally, a profitable electric fence must carry a sting that really does control livestock at all times and under all conditions of soil and weather and it must be absolutely safe. Nobody wants to string wires around his farm that may be dangerous, and nobody any longer needs to do so.

To find a fence controller that is safe is now easy . . . . to find one that is both entirely safe and at the same time fully effective is not so easy.

This book describes an electric fence that is both entirely safe and fully effective. In fact, we feel fully justified in saying that it describes the only high line fencer now manufactured that IS both safe and fully effective. This is something that can be proved by any capable engineer equipped with proper instruments.

You don't need to be an electrical engineer to decide what is safe and what is not safe. Fully competent authorities have made a careful study of the subject and have put into effect governing regulations for your protection.

All that you have to do is to follow the guidance of those authorities and make sure that the exact fence controller that you buy and use is properly labelled. Because many states have not as yet adopted any laws on electric fencing, you certainly should read the labels and act accordingly.

If the exact controller that you buy carries a label “Approved by Industrial Commission of Wisconsin” or “Guaranteed to Comply With the National Electric Safety Code Requirements”, you may be sure that the fencer is safe.

The fact that somebody tells you that the fencer is approved means nothing whatever. The fencer either does have one of the above labels or it does not.

You will find one of these labels on many makes of Electric Fence Controllers and on every Surge Fencer.

BABSON BROS. CO.
Chicago
And Then the LAW Stepped In!

Until quite recently anybody who wanted to do so could make and sell an electric fence with whatever amperage he chose to use, and many kinds of very good fencers were made—good, that is, from the standpoint of controlling the stock. They packed a real wallop and they were effective... but... there were too many unfortunate accidents and many people feared to use an electric fence.

Then the law stepped in. The Industrial Commission of the State of Wisconsin made it unlawful to sell in that state any fence that had not been approved. Later, the National Bureau of Standards of the U.S.A., published “Safety Rules for Electric Fences” as a part of the National Electric Safety Code. It is assumed that all states will follow the usual practice and make the recommendations of the Bureau of Standards a part of their laws and it will then be illegal to make, use or sell a fencer that does not comply.

It is true that fencers are being made and sold under the approval of certain independent engineering organizations, and it is not for us to say whether they are safe or otherwise. We can only say that we would not under any circumstances consider making or selling that kind of fencer.

We have used up your time in this short discussion of the laws because those laws made it difficult to build a fence controller that would be legal and at the same time stop and control the stock. In an effort to stay well below the legal limits, many fencers have been made and sold that stayed so far below that they were ineffective.

The situation is well stated in the following extract from Cornell University Bulletin No. 539.

“Manufacturers lacking the equipment, knowledge and skill requisite for precise testing probably are not daring to build their equipment to deliver very close to the limit permitted by the code. Of course, the smaller the shock, the less will be the effectiveness of the fence delivering that shock.”

What is an Electric Fence Controller?

It is easy to tell you just what a perfect and legal controller has to do but not so easy to make one that will do it.

A legal High Line Controller has to take the current that comes from the high line and cut it down to 25 milliamperes or 1/40th of an ampere. More than that is illegal; less than that won’t really do an effective job of controlling stock.

In addition, it must send out the current or impulses or shocks so they don’t last more than one-tenth of a second and so that not more than one can go out on the line in each second. That is to make sure that anybody who accidentally takes hold of the fence can turn loose.

To reduce the current to 25 milliamperes is easy... but... to reduce it to that point and yet hold it right up to that point under all conditions is not easy and it takes skill and experience and the very best of technical equipment to do it.

We submit that up to now our Model A is the ONLY fence controller that can do it. Other controllers either start with more than the legal 25 milliamperes... or... they drop well below an effective shock when voltage is increased to meet dry weather conditions.
SAFE and Effective!

**SURGE 3-in-1 Transformer**

- Here is a transformer that is designed and built for an Electric Fencer and there is nothing else like it. To equal its performance it would be necessary to use three transformers... only the Surge can hold the current right down to 25 milliamperes for safety and right up to 25 milliamperes for the jolt that stops the stock.

- It is the duty of the transformer to reduce the current from the high line down to the point where it will be safe... some of the current has to be diverted or shunted so that it does not go out onto the fence. The Surge Magnetic Shunt is built in and sealed in—therefore, it can't be jarred or shaken loose so that current output is increased. The Surge Three-in-One Transformer (Patents Pending) is the reason why the Surge and only the Surge can step up the voltage to meet dry conditions and not have a shrinkage in the amperage.

**SURGE Mercury Switch**

- Unfailing as the law of gravity!

- This Surge Mercury Switch allows a split second timing that is not approached by any other kind of timing or impulse measuring device. It just can't fail to prevent a continuous current, and no Mercury Switch goes onto a Surge Fencer until it is tested to 1/120th of a second!

- This Surge Switch is a little ball of mercury or quicksilver encased in a bent tube filled with hydrogen. In the tube are two little points or electrodes set in glass. When the mercury touches both points at one time, the impulse or shock goes out onto the line. You can't balance the mercury to get a continuous shock, and if you put the Surge Controller on its side or turn it upside down, you get NO shock; neither can any current go out onto the line if it is broken.

- And it's durable!

- Open contacts pit and burn and corrode. It is illegal for you to tamper with them... so... they have to be sent to the factory to be repaired. On the Surge Switch the points are working in hydrogen. They can't oxidize and corrode because the oxygen can't get to them. They don't need to be cleaned and adjusted because they can't get dirty or out of adjustment.

- The Surge Mercury Switch is one of the reasons why the Surge Fencer works... why it is satisfactory... why it does the job not for just a few months but for years to come.

Contact cycle of the Surge Mercury Switch. Red Disk with Mercury at left end of tube rolls to right (A) tipping almost down before Mercury can flow over hump beneath contact points (B). Mercury stays in right end of tube until disk rolls to left (C) to repeat the cycle. Action diagrammed above happens precisely every 1/60th of a minute.
Only the Surge has the Mercury Switch that can't possibly stop in the “on” position and the contact points are sealed in hydrogen to prevent burning and pitting.

Only the Surge has the Three-in-One Transformer that just can't put out a dangerous shock because the air gap is built right into it.

Only the Surge has a Selector Switch that makes it possible to increase the voltage and not decrease the shock.

Only the Surge has a Fence Tester that gives a true and exact picture of conditions out on the fence line and that can't give a false alarm.

Only the Surge has the Color Coded Lead Wires that allow you to branch the fence right at the Fencer and makes it so easy to locate the fence on which there is a short.

When . . . and If . . . somebody else can think up a way to make a Three-in-One Transformer that will not infringe—

When . . . and If . . . somebody else can think up a way to match the absolute reliability of the Surge Safety Switch which is as unfailing as the Law of Gravity—

When . . . and If . . . somebody else can think up a way to make a Fence Tester that will always work and NEVER give a false alarm—

Then somebody else may be able to make a high line fence controller that can be properly compared with the Surge Fencer. As things stand now, it just so happens that there is no other electric fence controller that can approach the Surge in EFFICIENCY and still be safe . . . still meet every requirement of all competent authorities in all states.
TH355
FENL’EB
sleCH
Model A

The Surge Model "A" is offered you as the only Hi-Line Fencer on the market that fully meets every safety requirement and yet holds the sting or shock right up to 25 milliamperes under all weather and voltage conditions. It is offered you as the only fencer that allows an increase in voltage to meet very dry weather without decreasing the stock-stopping sting that a truly satisfactory electric fence has to have.

CERTAINLY it costs more

...but... it WORKS!

The Surge Hi-Line Fencer does cost more than some others but it does do the job. A roof that leaks is no bargain even if you get it free, and a fencer that can’t send out a stock-stopping sting under all conditions is just a nuisance.

After all, an electric fencer that really works still costs only a fraction of the regular fence that it replaces, and the fence controller is only a part of an electric fence... so... we urge you to spend enough to get a fencer that works.

We don’t offer you this fencer as the lowest priced one there is but as the best investment you can make in electric fencing. You just can’t find out how much money electric fencing can save you until you install a controller that works under all conditions and keeps on working.
Barbed Wire or Smooth Wire?

Many and long are the debates as to whether barbed wire or smooth wire makes the best electric fence and there is no one right answer. There is no question but that the smooth wire carries the current a little better because it is easy to prove that there is more leakage from barbed wire. Other things being equal, there is likely to be a stronger jolt from smooth wire than from barbed.

Further, the man who uses smooth wire will almost certainly get more use from his electric fence because he will move it more often and dislike the job less. It is much easier to roll up a half mile of No. 12 or 13 smooth galvanized wire than an equal length of the lightest barbed wire... so... a man is more likely to shift his fences around and do a better job of working his land and fighting weeds... and smooth wire costs less. From every possible standpoint we can agree that smooth wire is better if it will hold the stock. It IS a little harder to train animals to respect smooth wire, especially the older ones; sheep have to be very carefully and thoroughly trained where smooth wire is used but it must be possible because so many men are doing it.

The older animals have learned to respect barbed wire and to approach it with some caution, but with a little patience they can be taught to have even greater respect for smooth wire. If you have plenty of barbed wire that is not rusty, then it is more economical to use that than to buy something else but the trend seems definitely to be toward smooth wire because it is so much easier to handle.

Color-Coded Leads Help Locate Shorts

One of the most important labor and time saving features of Surge Models “A”, “B”, and “C” is the Surge Fenc-Tap, shown in the picture at left with convenient color-coded leads. Only on the Surge Fencer can you find such an arrangement that permits you to branch your fences right at the fencer.

The leads are snapped into the Surge Fenc-Tap quickly and easily. You connect one wire to a group of fields on one side of the farm, another one to a separate field on another side of the farm and the third one to a cow yard, bull pen or similar enclosure. Then, if a spreader wheel should be backed up against a fence, the Indicator Lamp of the unit will cease to flash, thus warning you of a short. You need only test each of the three fence circuits separately to locate the shorted fence.
A SPECIAL Fencer for a Special Job!

The Surge One-Miler is a Continuous Current Fencer built for the man who believes that a smaller shock there every part of every second may possibly be more satisfactory than a heavier jolt that is intermittent. It is especially useful on those smaller farms that can get by with one mile of fence and seems to be especially useful in controlling hogs.

The Federal Bureau of Standards has ruled and very wisely so, that a continuous type fencer must be so constructed that it can never give out more than 8 milliamperes or 1/125 of one ampere shock. The Surge One-Miler is fully guaranteed to comply with that ruling and is so labelled for your protection. Because of that limitation, the use of this fencer is not recommended on more than one mile of fencing, and to guard against any misunderstanding or misrepresentation, we have named it the One Miler.

On our Model "A" we use the legal 25 milliamperes with an "on" period of one-tenth of a second and an "off" period of nine-tenths of a second. On the Model "C" the 8 milliamperes are on the fence at all times.
Model B
For indoor use.
Surge Timer Kit sealed in commercially pure nitrogen.
Surge Battery Transformer . . . . more shock with less current.
Surge Selector Switch for increased efficiency.
Surge Battery Tester to give you instant information on condition of battery.
Color Coded Lead Wires permit branching fence right at the controller.

Sealed in Nitrogen
Just consider that the timing mechanism of a battery fencer is called upon to make more than two million contacts every month it runs and you will understand why it has to be right if you are going to have satisfactory battery fencing. That’s why the entire Surge Timing Mechanism is sealed in nitrogen. And that’s why the contact points can’t burn or stick or corrode.

Only on a Surge Battery Fencer can you get a Surge Timer Kit and only a Surge can give you the best there is in battery fencing. You will learn more about this Surge Timer Kit on Page 10.

The Surge Three-Stage Battery Transformer
Here is a transformer that gives you voltages for Spring, Summer and Fall and it is so designed and built that very little current is used except when the fence is shorted or a cow is touching it. This transformer provides a range of output that makes battery fencing really effective even under the toughest conditions of soil and weather. Certainly it would be easier to build electric fences if we could count on a gentle shower every afternoon but we can’t . . . . so . . . . a satisfactory fence has to be so built that it does the job in dry weather.
Battery Fencers

Battery Fencing

Surge is the only Battery Fencer that can provide you with:

A hermetically sealed and easily replaced timing unit in which the air has been replaced with nitrogen for years of trouble-free service.

A Three Stage Transformer that has the reserve power to hold your animals when conditions are all against it. Batteries cost money and this transformer saves money for you by putting out only a little current until an animal touches it and then . . . . a safe but sure jolt.

A Fence Tester that gives you a true picture of the condition of your fence.

Spend Enough to Save Money!

Shoes with paper soles don't cost very much to begin with but it would cost you a lot to keep feet off the ground. There are plenty of Battery Fence Controllers that don't cost very much but how often will you have to buy a new one and what will it cost you for batteries? A Surge Fencer may cost you more on the day that you buy it but you will find that it will pay you back over and over again. You will find that the Surge not only does give you electric fencing that will control your stock but it will do it for much less money. That's why we urge you to spend enough to save yourself real money.
You never saw anything like the Bull Pup! It doesn’t have all of the features its big brothers do, but boy, it is TOUGH! It has the Surge Timer Kit which dares weather and hard usage to wear it out. Hang the Bull Pup on a fence post anywhere and leave it there with the assurance that you’ll get long battery life and at the same time a good stock-stopping sting.

Sealed in Nitrogen

“Sealed in Nitrogen” may not mean much to you until you stop for a minute to think it over. Air and moisture cause plenty of trouble . . . . they are the real enemies of good battery fencing. Air and moisture cause the burning and pitting and oxidation that ruin the contact points.

Neither moisture nor oxygen can get at the points in the Surge Timer Kit . . . . so . . . . they can’t oxidize! They will, of course, wear out some day but they can’t rust out or burn out.

LOOK at that nipple!

That little crooked piece of tinned copper tubing will save you many, many dollars because it guards the timing mechanism of your Surge Battery Fencer from the possibility of contact with air and moisture.

At the beginning it is just a straight little tube of copper, then, as the final step in giving you a Battery Fencer that will work, all the air is sucked out of the Timer Kit by a powerful vacuum pump and . . . . then . . . . a valve is turned and nitrogen is put in under pressure, then, the little tube is crimped shut to seal the nitrogen in and keep the air out. Only on the Surge do you get this protection.
"Stripped To The Running Gears . . ."

This sturdy member of the Surge Fencer Family costs less because, frankly, we give you less. Many of the very useful things that we give you on other fencers are left off the Bull-Pup.

We do give you the weather and wear-defying Surge Timer Kit. We do give you a battery fencer that you can take anywhere and hang on a fence post with full assurance of the extreme in durability, reliability . . . and PERFORMANCE.

When, after a long, long time the Surge Timer Kit wears out, just send it in and trade for a new one at little cost to you.

The Bull Pup guards the life of your batteries and keeps the animals where they belong even though it is placed where you can’t get to it very often to check up.
"If a fence didn't cost so much and if it didn't take so long to build one, I would like to have a fence around that field" . . . that thought repeated thousands of times by thousands of farmers down through the years presents the problem that the effective electric fence so beautifully solves.

Many farmers think of an electric fence only in terms of a temporary fence or a portable fence and overlook the fact that an electric fence is an extraordinarily profitable investment when used to protect a permanent fence.

Fence mending is a time killing and expensive job but it is even more expensive to have animals go through the fence. A single strand of charged wire that costs so little to install and so little to operate just about ends fence mending and the annoyance and losses of fence breaking. The loss of just one good animal or a part of one destroyed crop would pay for that extra wire and operate it for years.

A charged wire is the cheapest kind of insurance for your good fence. If it is a new fence, it certainly pays to protect it. If it is an old fence, that is none too good, that one charged wire can give it several more years of useful life.

Protection of a good fence means that just about every farmer in America can save himself real money by adding a charged wire to the fences that he already has. Small wonder then that an increasingly large proportion of all electric fencers are being used to PROTECT a good fence that is already up and at work. The real dollar savings are just too enormous to be ignored.

Don't Depend Upon Any Electric Fence to Hold Your Bull

The only way to fence or pen a bull is to put him behind something that he CAN'T break through or jump over. Let a bull get mad enough and neither shock nor sting nor club will stop him. Hurts mean nothing to a mad bull. The only right way to fence in a bull is to build a fence that you KNOW he can't break down and then make it just a little stronger to be on the safe side.

Nevertheless, an electric fence can save you a lot of money in keeping your bulls properly penned. An electric fence won't stop an angry or excited bull, but it will certainly stop him from playfully working on your fence just to be doing something.

One or two charged wires will more than pay their way in PROTECTING your bull tight fence and keeping it in condition to withstand him when he tries to break it down. It is interesting and very amusing to watch a huge bull shy away from a little strand of charged wire and snort and paw the ground, but DON'T depend upon that little strand of wire to keep him back when he really wants to go places. Listen politely to all the stories that you hear of how an electric fence stopped a big bull but don't depend upon one to stop your bull.

Sorry . . . but we just can't. The fact that so many ineffective fencers have been placed upon the market has just about swamped us with requests for trade-in allowances. There is no margin in the Surge Fencer to cover any allowance and we don't believe it is right to raise our price to handle that situation . . . . so . . . . much as we regret it, we can't allow you anything for your old fencer.
Electric fencing, while thoroughly proved, is still rather new and we are, naturally, asked many questions about it. On this page we have tried to answer a few of them but if we have missed yours, don't hesitate to ask it. Electric fencing is bound to be more and more widely used and it will pay you well to know all about it.

**What is a VOLT?**
Answer: A Volt is the unit of force or electrical impulse while the AMPERE is the unit of intensity or volume. It is the voltage that carries or pushes the current out onto the fence while it is the amperage that provides the shock or sting.

**How many volts can be safely used?**
Answer: There are no restrictions on voltage, but both the Wisconsin Laws and the Federal Bureau of Standards have ruled that no more than one fortieth of one ampere may be used on any high line fencer. Voltage alone is not dangerous.

**Which is better—High Line or Battery?**
Answer: When everything is working just right, there is little difference, but no battery is ever quite as good today as it was yesterday . . . . so . . . . from the standpoint of genuine economy and all around performance, the high line fencer has to be more satisfactory. A man who has high line service should certainly use a high line fencer unless he has some very remote field or pasture.

**Will an Electric Fence control all kinds of farm animals?**
Answer: Yes—if they are properly trained. Horses are usually more easily trained than cows and cows more easily than hogs, but it is no job to train any of the three.

Sheep and goats must be more carefully trained than most other animals and it helps if they can be trained soon after shearing.

**How about an Electric Fence in the woods?**
Answer: Not so good. Wet branches fall or are blown across the wire causing shorts, and a few rods of fence through the woods can easily cause more trouble than many times that amount of fence out in the open. We do not recommend electric fences for wooded fields or pastures.

**How much will current cost for a High Line Surge Fencer?**
Answer: At three cents per K.W. Hour, the Surge Fencer will add about nine cents a month to your light bill.

**Does the length of the fence have anything to do with the cost of current required?**
Answer: No. For all practical purposes you can figure that the current cost is the same on forty rods as on four hundred rods.

**Do I have to fence all the way around the field to get a complete circuit?**
Answer: No. Only one end of the fence needs to be connected to the fencer. You can branch it anywhere and run out to dead ends without a return wire.

**How many miles of fence will a Surge Fencer handle?**
Answer: There is no one answer. The Surge Model “A” or any Surge Battery Fencer will handle as many miles of fence as any fencer you can buy and any Surge Fencer will handle all the fences you'll ever need to build on a 500 acre farm. The Surge Model “C” One Miler will handle something over a mile of well insulated fence . . . . we don't recommend it for longer fences.

The Surge Fencer Handbook is filled with information about the practical use of electric fencing in the control of live stock . . . . even wild animals. Our full and complete instructions help you to get the most from Electric Fencing. This handbook is free, whether you have a Surge Fencer or not.

You Can Start Today. Surge Fencers, in common with all other Babson-built Products, are sold on Easy Terms . . . . a small down payment and the balance monthly. There are many situations where a Surge Fencer will have paid for itself twice over long before you have paid us for it. A truly satisfactory electric fence, whether it is used for fencing alone or to protect a permanent fence, pays a very high return on your investment.
BUILDING an electric fence

So much has been said and written about the economy of electric fencing that many men have tried to save too much and have been disappointed with this new and money-saving method of controlling farm animals. Remember that a makeshift job of fencing will give you a makeshift job of stock control, whether you use field stones, woven wire or electricity. Buy yourself an Electric Fencer that will work and then put it up so it can work.

First of all, decide where you are going to put your fencer . . . if it will convenience you most to have it outdoors in the weather, then choose one that is built for that use. In addition to the fencer itself, you will need posts, insulators and wire.

The posts can be just about anything that will hold the wire where you want it because animals are not going to be pushing against or leaning upon a Surge Charged Fence. You don’t have to control brute strength but simply support the wire. Light wooden posts or stakes will do the job as will old or short posts that have been split up into stakes. The corner posts do have to be a little heavier because they carry a heavier load. How far the posts should be apart depends upon the ground . . . . from two to three rods where it is level and half that or less where the ground is rough or the fence crosses a ravine or gully.

Use good insulators because there is no saving in either time or money in substitutes. Certainly you can use old tires or tubes but they can’t give you a good fence because they catch and hold the water and short circuit the fence.

Remember that you don’t have to stretch the wire but simply hang it so that it is supported about thirty inches off the ground for cattle and horses and from nine to fourteen inches for hogs . . . . if the fence is to hold both of them, then two wires are needed.

Gates are no problem or real expense when you use an electric fence because an electric gate is simply a single wire connected to the fence at one end and attached to the fence at the other end by an insulated handle with a spring to hold the wire tight.

For complete details and full instructions on the building and operating of electric fences, get a copy of the Surge Fencer Handbook . . . . it’s free.

Warning: — Don’t even consider using a home made electric fencer. If you now have one in use, we urge you to go out and tear it down NOW. Despite all the warnings that have been issued during the past five years, we are still getting reports of deadly home made contrivances still in use. We are not saying this to persuade you to buy a fencer from us but to persuade you to avoid an accident that you will regret as long as you live.
Big, sturdy, easily fastened up, these Surge Insulators are designed to do a better fencing job. Line Insulators (Des. Pat. No. 126722) above and Corner Insulator (Des. Pat. No. 126721) below are shown actual size.

**NO WEAK LINKS**

- A short in one place will weaken your entire fence. Surge Insulators insulate the wire from every post all the time in all weather. You don’t drive nails through your Surge Insulators so you don’t have to worry about current leaking from the wire to the nail head. If a nail gets rusty the rust can’t be washed around to the wire to form a “day and night short”. Current is not lost over a Surge Insulator with its one long distance from wire to post like it is from conventional fence insulators with two short leakage paths.

**NO BREAKING**

- The reinforced wire groove is designed to prevent breaking and chipping. The mounting bracket is wired, bolted or nailed to the post and then the insulator is shoved on... you won’t break or crack any insulators because the hammer slipped or the nails bent. The wire and insulator are held securely, out clear of the posts... you don’t have to peel the bark to keep it from touching the wire.

**Remember**—Your Surge Fencer will work with any insulators... but it will work better for more years with Surge Fence Insulators. You can buy insulators and other accessories on Easy Payments by including them with your fencer order. Why not give electric fencing a chance to show you how much it can save you on your fencing costs?
AFTER ALL, the cost of a GOOD electric fence is so tiny as compared with the cost of any of the usual fences that you have been using that it will surely pay you to spend enough to get a fencer that will show you just what an electric fence can do . . . just what it can save.

It is our notion that if an electric fence is worth trying at all it is worth trying in the right way . . . worth trying with a fence that is not only safe but is EFFECTIVE. Not just effective part of the time when everything is just right but effective all the time under all weather and soil conditions . . . so . . . if you are buying your first electric fence, we urge you to spend enough to get a good one. If you are buying your second fencer, we hardly need tell you that it pays to buy a good one.

The price of a cheap fencer is not enough to hurt you—your cash loss will be small . . . but . . . if that cheap outfit causes you to condemn all electric fencing, then your loss can be really serious because a GOOD electric fence can hardly fail to increase your profits out of all proportion to its cost.

We have not joined in the mad struggle to see who could make the cheapest legal electric fencer. Certainly we could make such a fence; certainly we won't. Wherever you turn you will find somebody willing to make you a cheap fence but it is less easy to find somebody with the equipment and the capital and the patience and the skill and experience to make you a GOOD one. We believe that the future market—the really big market—is for the kind of fencers we are building.

BABSON BROS. CO., Chicago
ASK ABOUT these Babson Built Products . . .

. . . That will shorten your working hours and increase your profits. Check the ones that interest you most on the postcard below—and get full and complete information NOW. All Babson Products are sold on EASY TERMS.

Surge Milker
Surge Milk Cooler
Surge Fencer
Surge Battery Fencer
Surge Fly Spray
Surge Automatic System of Fly Control
Surge Milker Storage Rack
Surge Parlor Stall
Babson Filter-Cooler

Melotte Separator
Surge Dairy-Maid Water Heater
Mystic-Maid Water Heater
Losee Wash Tank
Losee Electric Paddle
Losee Clockwork Paddle
Losee Filter Disc Box
Cow Clippers