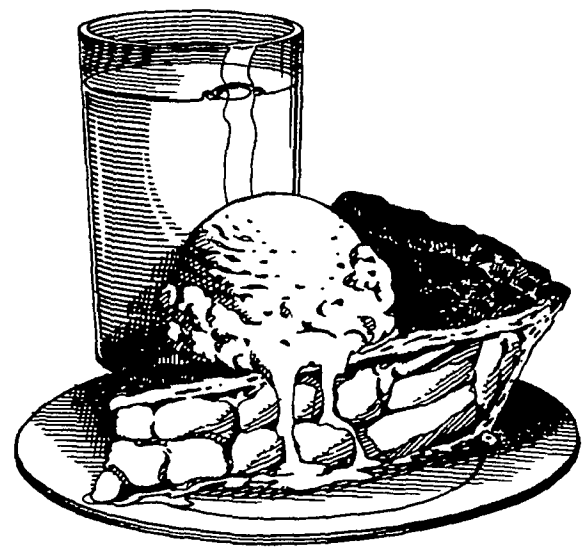


HOW TO GET A BIGGER PIECE OF YOUR OWN PIE.



Every time you turn around, somebody's taking a bigger slice of your profit.

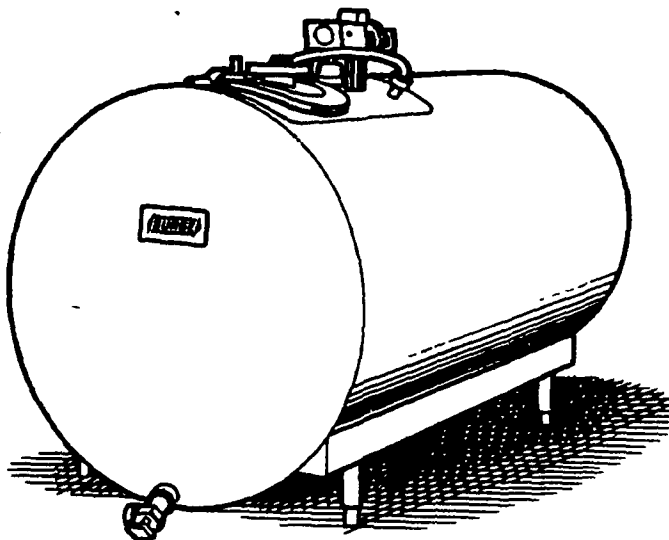
But Surge has a way to make your piece bigger. And the electric company's smaller.

It's called the ARC Cooling Tank. And it's up to 15% more efficient than earlier models. So it costs you less to operate. Lowers your bill. Raises your net. All through what we call Automatic Response Cooling.

As milk flow increases into the tank, refrigerant flow increases to cool it faster. As milk flow decreases, so does the load on your condenser.

And the polyurethane foam insulation seals between the inner and outer tanks, holding the temperature better.

You can choose from nine sizes, too. From 500 to 3,000 gallons. In durable white polyurethane enamel finish or traditional stainless steel. Both with remote digital thermometer and a tiltable gauge rod calibrated in gallons, liters and pounds.



Hungry? Call your Surge dealer today. He'll help you pick the ARC Cooling Tank that best meets your appetite.

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