

FOR A CENTURY, PRIDE OF THE FARM HAS DELIVERED WATER IN RELIABLE, RUGGED DRINKERS

TODAY WE HAVE OVER 30 OPTIONS TO DO IT
NO ENERGY COST.....OR.....LOW ENERGY COST



FOR YOU. FOR YOUR FARM.
FOR A CENTURY.

Industry's Best Warranty!

- All Poly Main Components
5 Years Unconditional Warranty
- And An Additional 11 Year
- Pro-Rated Warranty
- Valve & Heater - 18 Month
- Unconditional Warranty

Six generations have known, if you want to buy it once.....buy Pride of the Farm®



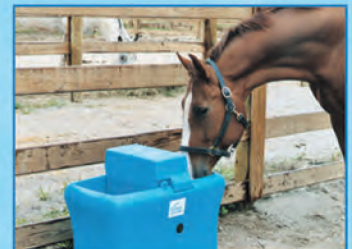
Pride of the Farm®
watered field hands
in 1923!



In 1979, Pride of the Farm® became the
first animal drinker manufacturer to use
polyurethane foam insulation.



Our first Polar-Max® 100%
Energy Free Drinker was
introduced in 1988.

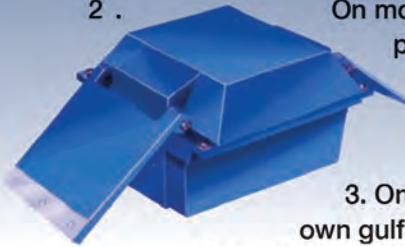


In 1999, Pride of the Farm®
introduced Performance One
E-Drinkers, our series of energy
efficient, electrically heated drinkers.

WHY PRIDE OF THE FARM?.....TEN REASONS

1. Our valves and flow rates, our designs, our quality are all directed toward job number one-WATER. Delivered efficiently and hassle free.

2. On most models, we double protect the valve. FOUR sided insulated baffle walls plus the drinker base wall.



3. On heated models we set our own gulf stream into motion with patented water circulation holes in the valve cover.

4. Grade A dairy compliant.

5. Service. We work with you on unusual applications. We help you solve your problems.

6. We establish standards for foam voids and test against those

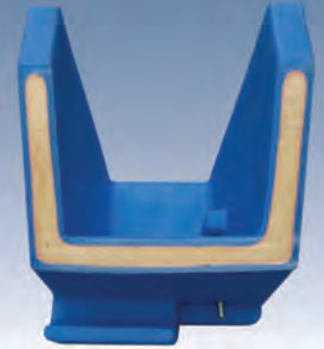


standards to give the best freeze protection.

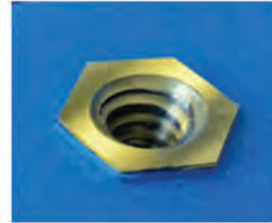
7. We use the best stabilizers for UV protection-both for mechanical properties and for color fastness.

8. Either LOW cost or NO cost. With our heated drinkers, ANNUAL costs will be in the \$10 to \$25 range.

Compared with concrete drinkers, our electrical costs are a fraction.

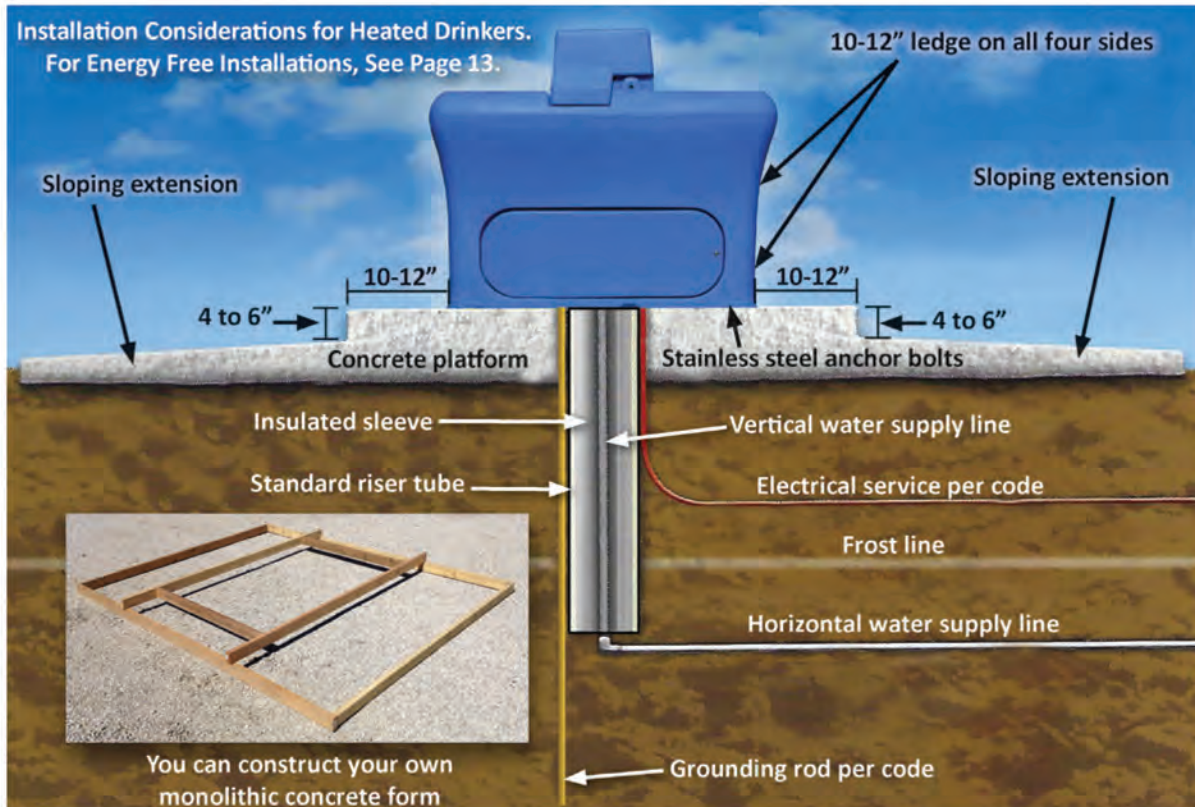


9. Attention to detail. Example: molded in brass inserts – no fasteners directly into the plastic.



10. Longevity. Several feedyards are still using waterers installed in 1989.

One of our largest distributors said this, "The top challenge I have selling Pride of the Farm is that your customers know your drinkers will last 30 years or more. They say – why buy a new drinker when the ones they have are probably good to go for another 30."



SMALL RUMINANT DRINKERS

WE HAVE SEVERAL DRINKERS THAT WORK GREAT WITH SMALL RUMINANTS.

We suggest the ones shown below. Both Polar-Max 100% energy free drinkers and Performance One heated drinkers work very well for sheep, goats and other animals.



WPO6E
See page 4



WPM10A
See pages 12 & 16



WPM14A
See pages 12 & 16

KRIT-R KANTEEN™

NOW THERE'S A BETTER WAY TO PACK WATER.

OUR CANTEEN FITS COMPACTLY IN THE CORNER OF YOUR TRAILER OR TACK ROOM. TAKE IT TO THE FAIR — ANIMALS MORE READILY DRINK THE WATER TO WHICH THEY ARE ACCUSTOMED.



Lower shutoff with garden hose thread.



Vented top fill cap.

30 gallon capacity

Markers every 5 gallons are easily read through our translucent material

FDA approved poly with ultraviolet inhibitors



1" x 60" nylon strap with double ring buckle. Secure tank against a fence or the side or nose of your trailer.



Store your hose in the 6" x 8" opening of the optional base (hose not included).

Specifications

MODEL NUMBER	DIMENSIONS IN INCHES			SHIPPING WEIGHT
	CAPACITY	HEIGHT	GIRTH	
WCN30 Canteen	30 Gal.	54 3/4	16 1/4 x 16 1/4 x 16 3/4	20 Lbs
WBE30 Base		12 1/2	17 1/2 x 17 1/2 x 18	6
When the canteen is placed in the base, the height is		65 3/4		26

Shippable via FedEx, UPS & Spee-Dee



PRIDE OF THE FARM® 100% ENERGY FREE POLAR MAX® DRINKERS

OUR FLAP IS BETTER THAN A BALL OR FLOAT CLOSURE...

You have a choice among competing energy free drinkers. In addition to all the great design features of our Polar Max® drinker, the most significant difference is our FLAP – compared with ball or float closures.

Here's why...



1. Animals find our flaps easier to operate than ball or float closures. Animals instinctively have a rooting reflex moments after they are born. This is the same motion newborn animals use while nursing and is the same instinct an animal will use to butt or lift up a flap.

WE UNCONDITIONALLY GUARANTEE THAT ANIMALS CAN OPERATE OUR FLAP EASIER THAN A BALL OR FLOAT CLOSURE.



2. Our flaps are much less likely to freeze than are ball or float closures. Anywhere there is freezing – and the presence of moisture from sleet, snow, even saliva – that freezing occurs on a flat surface and the recessed areas where ball closures sit. Our flaps are positioned at an angle, not on a flat surface.



WHEN AN ANIMAL DROPS OUR FLAP, WATER AND ICE EXPLODE OFF THE SURFACE – REDUCING ICE BUILDUP.

3. Contamination of your animals water supply is greatly reduced with a flap compared with a ball or float. In your pens, there are at least 3 sources of potential contamination. The first is from animals. When nature calls, animals will respond whether they are standing next to a feed bunk or next to your drinker. Secondly, when conditions are dry and windy, a lot of the dust swirling around is dried fecal material which can land and accumulate on a flat surface. Thirdly, contamination can occur from flying or perched birds. With ball or float closures, accumulated material on a flat surface is likely to fall into the water source when the ball or float is depressed as animals drink. Because of our rain shed design, the incidence of this happening with our flap on an inclined surface is greatly reduced.

4. Finally, with our flap, there is greater tolerance to water level, i.e. you do not have to worry about summer and winter water levels. If the water level is too high in a drinker with a ball type closure, the balls can stick. Likewise, with our flaps, animals can drink out of all flaps at the same time – not always so with ball closures where the buoyancy of the water may prevent more than one animal drinking at a time.



Most animals will instinctively open our flap without training. If some animals (horses, young calves) are hesitant to approach the flaps, use a tarp strap to keep the flap open for a day or so.

When it comes to 100% energy free drinkers...



This is another option.
Turn flap over and leave upside down for 24–48 hours.

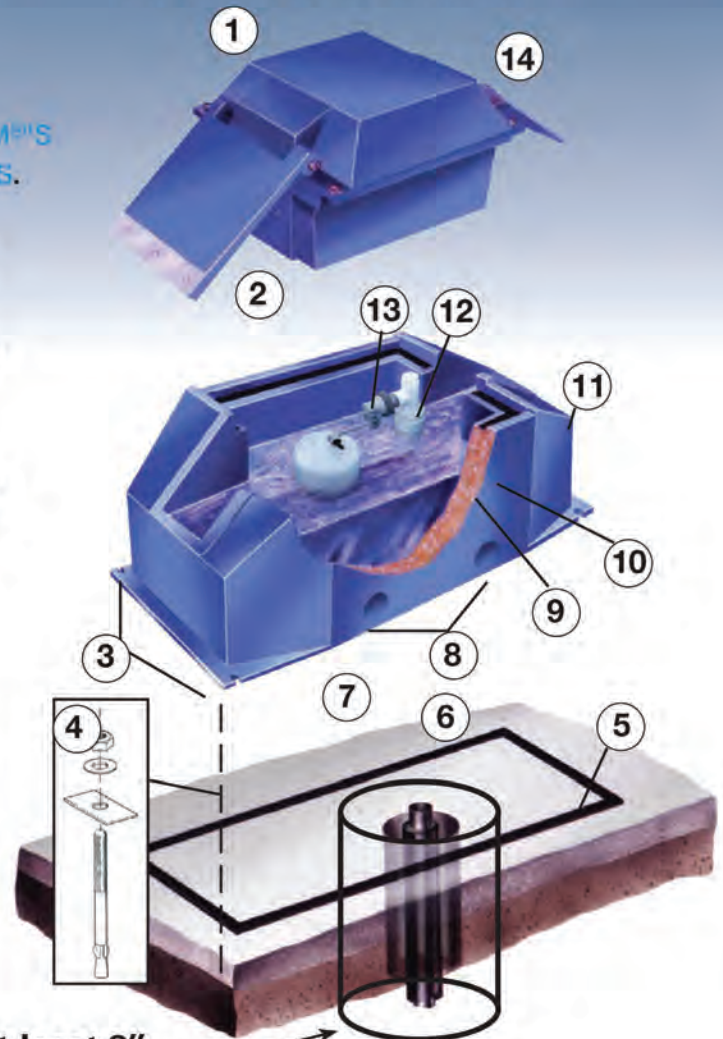


GO WITH THE FLAP...THE POLAR MAX® FLAP!

LOADED WITH THESE PRIDE OF THE FARM® QUALITY FEATURES

1. Stainless steel bolts and removable top afford easy access to plumbing. Optional wing bolts (Model OF403WB) are available for grade A inspections.
2. Unique baffles guard against icing and keep valve operating under severest conditions.
3. Notched flanges for easy anchoring.
4. Achieve a quality installation with **PRIDE OF THE FARM®'S** anchor package designed for **POLAR MAX® DRINKERS**. Order Model 383344 which contains 4 anchor bolts, 4 flat washers, 4 plates and 4 nuts, all stainless steel.
5. Weather strip and an insulated sleeve for the supply line come with each unit.
6. Simple installation - no insulated tube needed; use an 8 inch tile; can be fitted on most existing pads.
7. Sealed bottom keeps out moisture and rodents.
8. Two 2-inch drain holes for fast cleanout.
9. Foam insulation between walls has an R-value of 7.50 per inch; contains no hazardous chlorofluorocarbons.
10. Double wall construction contains hindered amine light stabilizer, the most effective ultraviolet inhibitor.
11. Seamless sidewall cannot leak.
12. Tolerance to water level - you don't have to worry about summer and winter water levels. (If the water level is too high on a ball or flat type closure, closures can stick.)
13. Dependable, nonsiphoning **DURAPRIDE®** valve - proven and trouble free.
14. Animal friendly insulated flaps. Livestock can drink out of all flaps at the same time - not always so with ball closures. No pulleys and cables to foul and rust.
15. Shutoff kit available.

Simple and Dependable-Approved
for Grade A Installations



Riser tile of at least 8"
(20.3 cm) recommended

How They Work

Heat energy is provided by ground water entering the drinker between 45°F and 56°F. (7°C - 13°C). **POLAR-MAX® DRINKERS** are heavily insulated to hold the heat provided by ground water. As further protection, unique, patented baffles isolate drinking water from the main energy storage body under the valve cover. Drinking activity replenishes heat gradually lost. The minimal winter drinking activity needed should result in water inventory being replaced twice a day (5-15 animals depending on drinker capacity, size of animals, and whether or not the drinker is sheltered). If entering water is less than about 40°F (4.4°C), such as water from a pond, mountain spring water or colder ground water, you may experience icing in the drinker openings.

Precautions You Should Observe

The key to trouble-free use is to carefully read the installation instructions. You can probably use an existing tile if your supply line has stayed open with no supplemental heat. **THE NEW INSTALLATION MUST BE MADE WITHOUT THE SUPPLY LINE TOUCHING THE RISER TILE AND THERE MUST BE NO DEBRIS OR DIRT IN THE RISER TILE.** For best protection, we recommend that a new riser tile of at least 8" (20.3 cm) diameter be installed. There must be an airtight seal to the mounting pad. **POLAR-MAX®** units need to be installed on the level. There must be sufficient drinking activity.



CLEAN WATER DELIVERED AT HIGH FLOW RATES

PRIDE OF THE FARMS 100% ENERGY FREE DRINKER- A BETTER ANSWER THAN CONTINUOUS FLOW

In irrigated areas, up to 30% of all agricultural water is used for cattle production with most being consumed in feed lots. Regardless of what happens with rainfall, the pressure will only increase to conserve water. Watershed management will continue to be prominent with well depth reporting, allocations and other regulatory actions on the rise. Pride of the Farm has the answer - MODEL WPM120 100% ENERGY FREE DRINKER: Our drinker will keep your animals watered using the least amount of water of any other option.

TAKE CONTROL BY CONSERVING WATER. DON'T LET THE REGULATORS FORCE YOU TO DO WHAT . . . YOU DON'T WANT TO DO !

Energy free drinkers are just that - zero energy costs incurred to provide ice free operations in cold weather months.

Because of our superior insulation, water stays cooler in the warmest months.

When was the last time you saw a headline which says:

"ELECTRIC RATES SET TO DECREASE"?

*We've Been Watering
Animals Since 1903!*



**POLAR-MAX® 100%
ENERGY FREE**

Models WPM120 & WPM120-0
use our Monticello Valve
VM200



MODEL WPM120 is a proven performer
in demanding commercial
feedyard applications

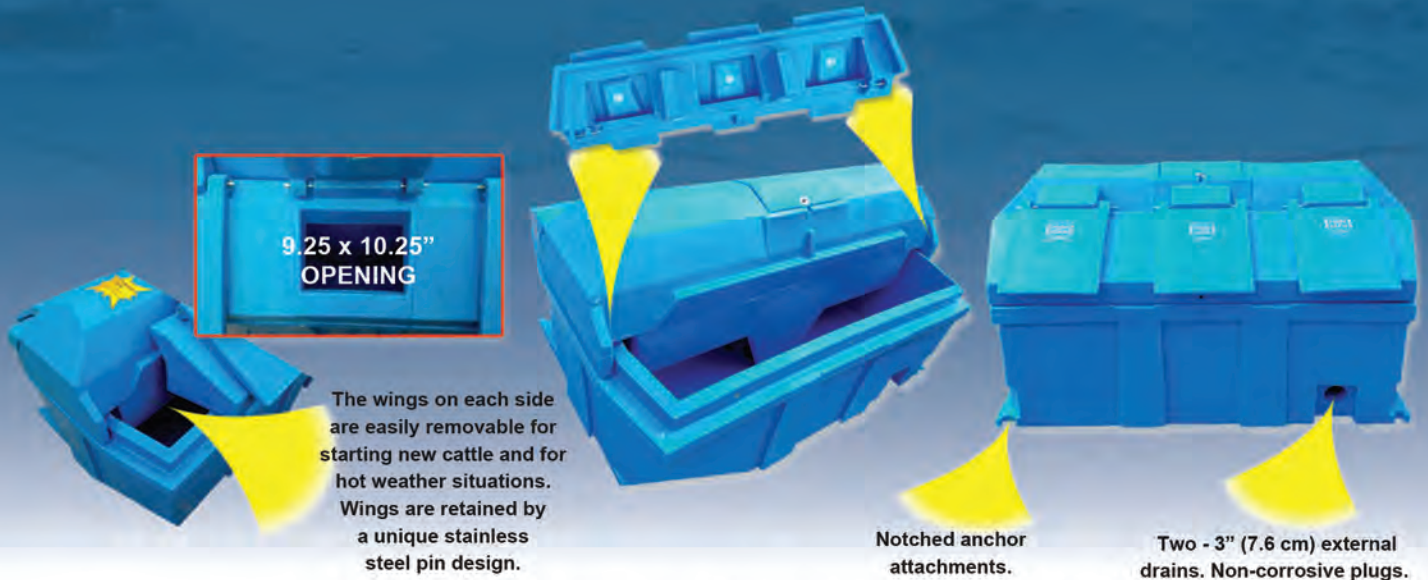


Our drinkers are so well insulated that
some producers do not use flaps or
remove some flaps even in winter
(must have sufficient drinking activity)

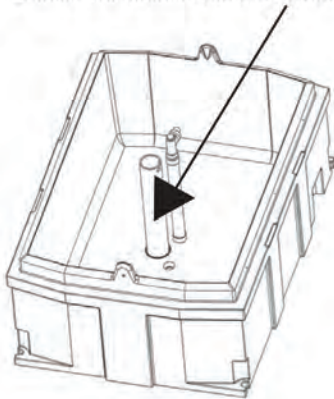


MADE IN RURAL AMERICA!

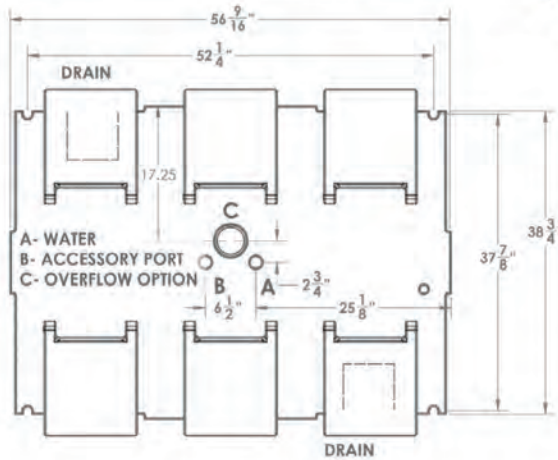




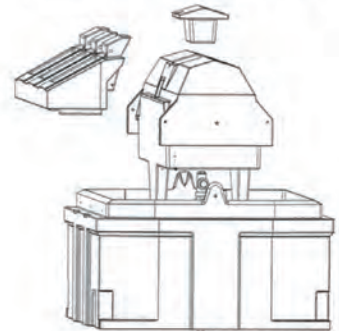
Model WPM120 is designed with an optional 3" (7.6 cm) internal drain which permits easy and fast cleaning and which also permits continuous flow operation. Drinker will drain in about 2 minutes.



**WPM120 FOOTPRINT
TOP DOWN VIEW**



Top port is removable using no tools. When port is removed, you have top access to the valve, optional shutoff and our optional 3" (7.6 cm) internal drain.



Specifications

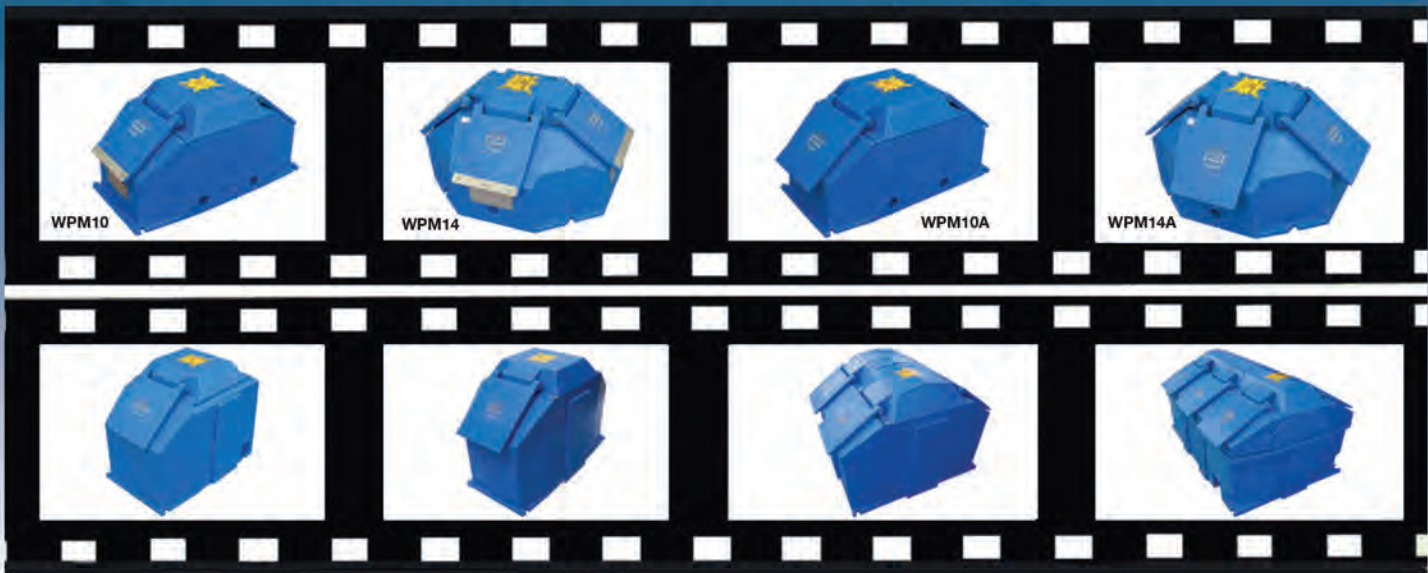
MODEL NUMBER	APPROXIMATE CAPACITY			SIZE INCHES (CM)					WEIGHT LBS (KG)
	ANIMALS	WATER		DRINK OPENING	DRINK HEIGHT	OVERALL WIDTH**	OVERALL LENGTH	OVERALL HEIGHT	
		GALLONS	LITERS						
WPM120 A 6 opening drinker designed for commercial feedyards and dairies	350 Beef 150 Dairy 225 cow-calf	110	416.4	9.3 x 10.3 (23.5 x 26.0)	22.5 (57.2)	44 (111.8)	56.5 (144)	32.3 (82.0)	197 (89.5)
WPM120-O (WPM120 LESS WINGS)	350 Beef 150 Dairy 225 cow-calf	110	416.4	8.75 x 47.0 (22.2 x 119.4)	21.0 (53.3)	38 (96.5)	56.5 (144)	32.3 (82.0)	143 (65.0)

* Capacities may vary according to weather conditions, pen size and animal size. If in doubt, get a recommendation from your extension agent or other qualified individual.
 ** Overall width includes flap overhang

OUR CURRENT ENERGY FREE DESIGN HAS BEEN SUCCESSFULLY USED SINCE 1952!

USA patent numbers 321,769;322,336: 322,869: 3,877,482: 4,100,885: 4,542,715: 4,708,091: 4,962,730 and 5,105,711 and RE 34,427. Canadian patent number 2,017,662. NOTE: We've been at the energy-free waterer business longer than any other manufacturer. The Eaton division of Hawkeye Steel Products, Inc., owned the three oldest U.S. energy-free patents. These are patent numbers 1028998, issued June 11, 1912: 1,220,404, issued March 27, 1917: and 1,375,039, issued April 19, 1921.





Specifications for POLAR-MAX® 100% Energy Free Drinkers

MODEL NUMBER	APPROXIMATE CAPACITY			SIZE INCHES (cm)					VALVE	SHIPPING WEIGHT lbs (kg)
	ANIMALS*	WATER		DRINK OPENING	DRINK HEIGHT	OVERALL WIDTH**	OVERALL LENGTH**	OVERALL HEIGHT**		
		GALLONS	LITERS							
WPM10 An extremely rugged 2 opening unit for hogs.	100 hogs 50 sows	10	37.9	7 x 7.5 (17.8 x 19.1)	11" (27.9)	19" (48.3)	38" (96.5)	20" (50.8)	VP224	61 (27.7)+
WPM14 A 4 opening drinker for hogs.	200 hogs 100 sows	14	53	7 x 7.5 (17.8 x 19.1)	11" (27.9)	35" (88.9)	39" (99.1)	20" (50.8)	VP224	74 (33.7)+
WPM10A Similar to WPM10 but with flaps designed for sheep, calves, & goats	100 sheep 100 calves 150 goats	10	37.9	7 x 7.5 (17.8 x 19.1)	11" (27.9)	19" (48.3)	38" (96.5)	20" (50.8)	VP224	61 (27.7)+
WPM14A Similar to WPM14 but with flaps designed for sheep, calves, & goats	200 sheep 150 calves 250 goats	14	53	7 x 7.5 (17.8 x 19.1)	11" (27.9)	35" (88.9)	39" (99.1)	20" (50.8)	VP224	74 (33.6)+
WPM16 A single opening SUPER insulated drinker for cattle, horses, wildlife.	75 beef 30 horses 40 dairy	16	60.6	7 x 7.5 (17.8 x 19.1)	18" (45.7)	22.75" (57.8)	33.0" (83.8)	27.25" (69.2)	VP224	70 (31.8)+
WPM20 Our leading 2 opening drinker for cattle, horses, wildlife.	150 beef 60 dairy 100 cow-calf	20	75.7	7.5 x 8 (19.1 x 20.3)	18.5" (47.0)	20" (50.8)	38" (96.5)	28" (71.1)	VP224	78 (35.4)+
WPM80 A 4 opening drinker for commercial cattle feedyards and dairies.	225 beef 100 dairy 175 cow-calf	80	302.8	8 x 8.5 (20.3 x 21.6)	23.75" (60.3)	41.5" (105.4) (Drinker Side)	43.5" (110.5) (Attachment Notch Side)	34" (86.4)	VP224 (2 optional)	198 (90.0)
WPM120 (See page 10)										

+ Shippable via FedEx, UPS & Spee-Dee --- WPM10 : 1 parcel; WPM14 : 2 parcels - 14 lbs. (6.4 kg) and 60 lbs. (27.3 kg); WPM10A : 1 parcel; WPM14A : 2 parcels - 14 lbs. (6.4 kg) and 60 lbs. (27.3 kg); WPM16 : 2 parcels - 15 lbs. (6.8 kg) and 55 lbs. (25.0 kg) and WPM20 : 2 parcels - 17 lbs. (7.7 kg) and 61 lbs. (27.7 kg).

*Capacities may vary according to weather conditions, pen size and animal size. Capacities are conservative if animals have unlimited access to water and if about 40 lbs. (18.2 kg) of water pressure is maintained. If in doubt, get a recommendation from your extension agent or other qualified individual. We do not warrant that the capacities shown will apply to your operation.

** Overall dimensions are shown including flap overhang. For exact base dimensions including notch locations - see pages 14, 15 and 17.

On all POLAR-MAX® 100% Energy Free Drinkers
Valve 18-month unconditional warranty
Other components-5 year unconditional warranty
and an additional 6 year pro-rated warranty.

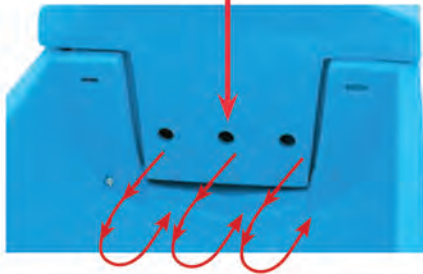


WPO70 OPEN TROUGH TANK

MORE FEATURES • MORE DRINKING LENGTH • MORE GALLONS

Pride of the Farm's trough drinker is a favorite for feedyards, pastures and dairies. It has 70 inches of drinking length and holds 70 gallons. It is loaded with features not available on any competing trough drinker — extra supply line protection, patented water circulation, multiple constant flow and drain options. Grade A compliant.

Water circulation is assisted with our patented baffle design and discharge ports. Warmer water pushes through the ports. Colder water falls to the bottom and returns under the baffle.



Shutoff valve, 3/4" is standard.



WPO70

Spring loaded pin allows access panel to pop off with the twist of a screwdriver. There are no loose parts.



Lower access panels on each end. Each opening is 5" x 9".

Recessed, protected notches for anchoring. Our 8 notches do not protrude where they can be hit. Concrete stud lags included.

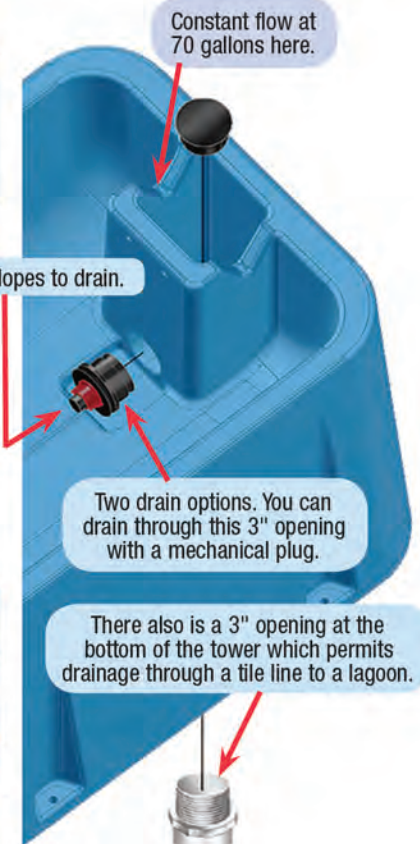
Superb supply line protection. Water supply line enters through our unique tower. The tower is foamed filled and the surrounding wall and valve cover are foam filled.

High flow valve.



Continuous flow weep valve standard.

Trough slopes to drain.

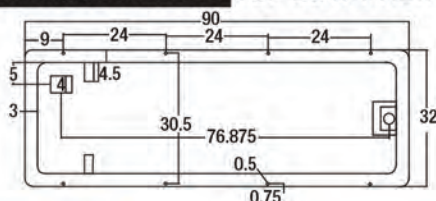


Constant flow at 70 gallons here.

Two drain options. You can drain through this 3" opening with a mechanical plug.

There also is a 3" opening at the bottom of the tower which permits drainage through a tile line to a lagoon.

WPO70 FOOT-PRINT TOP DOWN VIEW



HOW LOW CAN YOU GO?

Water level is easily adjustable. We give you just about all the range you will ever need.

Specifications

MODEL NUMBER	APPROXIMATE CAPACITY			SIZE INCHES (cm)				HEATER ELECTRIC	SHIPPING WEIGHT Lbs. (kg)
	ANIMALS	WATER		DRINK HEIGHT	OVERALL WIDTH	OVERALL LENGTH	OVERALL HEIGHT		
		GALLONS	LITERS						
WPO70E	300 BEEF 150 DAIRY	70	265	26 (66)	32 (81.3)	90 (228.6)	34 (86.4)	500 watts	154 (69.9)
WPO70N	300 BEEF 150 DAIRY	70	265	26 (66)	32 (81.3)	90 (228.6)	34 (86.4)	none	152 (68.9)
NR100	Neck Rail. Hot dip galvanized steel. You need to install a neck rail with our drinker. See instructions & warranty.								

USA Patent Number 6,722,313 B2



WPO50 OPEN TROUGH TANK

THESE ARE SHOWN ON PAGE 19

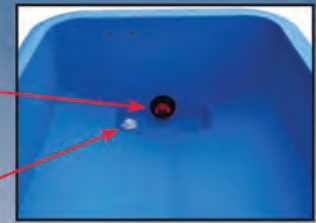
- Valve Cover with Water Circulation Ports
- Shut Off Valve
- Access Doors
- Valve
(The continuous flow weep valve is standard on WPO70 but it is an option on WPO50)



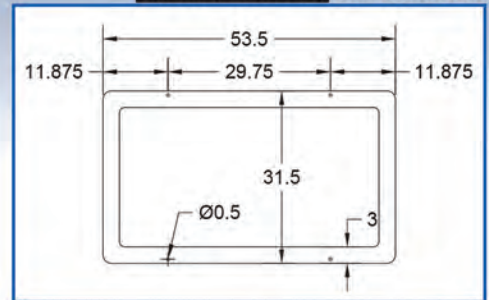
WPO50

3" Drain Plug. Drinker Drains Onto the Ground.

1 1/2" Port for Optional Overflow Kit



WPO50 FOOT-PRINT TOP DOWN VIEW



Industry's Best Warranty!

- All Poly Main Components
5 Years Unconditional Warranty
- And An Additional 11 Year
Pro-Rated Warranty
- Valve & Heater - 18 Month
Unconditional Warranty

Specifications

MODEL NUMBER	APPROXIMATE CAPACITY			SIZE INCHES (cm)				HEATER ELECTRIC	SHIPPING WEIGHT Lbs. (kg)
	ANIMALS	WATER		DRINK HEIGHT	OVERALL WIDTH	OVERALL LENGTH*	OVERALL HEIGHT		
		GALLONS	LITERS						
WPO50E	200 BEEF 100 DAIRY	50	189	24 1/2 (62.2)	31 (78.7)	54 (137.2)	32 1/4 (81.9)	500 watts	127 (57.7)
WPO50N	200 BEEF 100 DAIRY	50	189	24 1/2 (62.2)	31 (78.7)	54 (137.2)	32 1/4 (81.9)	none	125 (56.8)

Both Models WPO50 and WPO70 must have a neck rail installed over the trough. No neck rail in place will void the warranty. Do not let animals step in trough.

USA Patent Number 6,722,313 B2

*Drinking length is 34".



WPO50



WPO70



FOR YOU. FOR YOUR FARM.
FOR A CENTURY.