

ANIMAL CONTROL APPEAL BOARD

JUNE 25, 1991

A meeting of the Animal Control Appeal Board was called to order by Chairperson Harriet Barnard at 7:24 PM on Tuesday, June 25, 1991, in Conference Room B of the Troy Municipal Building.

PRESENT:       Harriet Barnard  
                 Jayne Saeger  
                 Kathleen Melchert  
                 Warren Packard  
  
                 Captain Terry Moore  
                 Lieutenant Thomas Houghton  
                 Dawn Schumacher, Assistant City Attorney  
                 Don Cochran, Animal Control Officer  
                 Laurel Nottage, Clerk-Typist

GUEST:           Ken Smith, Invisible Fencing of Birmingham, Inc.

Motion by Jayne Saeger, supported by Kathleen Melchert, to APPROVE the minutes of the March 6, 1991 meeting.

Yeas:           All (4)  
Nays:           None

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Old Business

None

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New Business

The Board invited Mr. Ken Smith of the Invisible Fencing Company to attend the meeting to inform them about the company's increasingly popular product. The Board was concerned about the safety and reliability of the product and possible ordinance changes to cover the subject.

The Board viewed a short videotape produced by Invisible Fencing and heard a presentation by Mr. Smith. A thorough question and answer session followed.

The system consists of a radio antenna wire buried 3" deep around the perimeter of the property or wherever the homeowner wants it, such as protecting landscaping. The wire carries a low frequency, rapidly pulsating AM radio signal. The signal is usually adjusted to cover a space of four to six feet on both sides of the buried wire. The receiver is on a collar worn by the dog. When the animal approaches the buried wire, he gets an

audible warning not to get closer to the boundary. If the animal disregards the warning the collar emits a mild shock. There is some discomfort to the animal, but the shock is completely harmless.

The signal will not interfere with any other electronic equipment such as garage door openers, computers, microwaves or pacemakers.

Small flags are placed around the area protected as a signal to the dog. Green flags are used in winter and white flags in summer to contrast with landscape colors. An Invisible Fencing Inc. representative works with the dog for a short time and instructs the owner on conducting regular training sessions to teach the dog to avoid the protected area. The dog is not allowed in the yard alone for four or five days. After the initial training period, the dog is properly conditioned not to approach the boundary. Even an aggressive or vicious dog will not go through the boundary. Over a period of a few weeks as the dog becomes accustomed to the boundaries, the flags are removed.

Jayne Saeger asked about any possible regulations the City should initiate. Lt. Houghton said that other cities are not putting any restrictions on the use of this system.

Assistant City Attorney Dawn Schumacher and Captain Terry Moore said that according to Troy City Ordinance Chapter 90 this system would constitute adequate control.

Mrs. Barnard felt that there should be some way of informing the public that this invisible restraint is in use on the site to prevent fear of attack when a dog is seen loose on the property. Mr. Smith replied that Invisible Fencing Inc. now posts several signs at the edge of the property indicating such. These are small metal signs without advertising or company phone number.

Jayne Saeger moved to recommend to City Council that permanent signs be required to give reasonable notice to the public that an invisible containment system is in place. Supported by Melchert.

Yays: All (4)

Nays: None

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Appeal from John and Juanita Wright, 1064 Minnesota, of denial of permit to keep four geese and three ducks. The Wrights did not attend the meeting. As of the last time the Wrights' property was inspected by ACO Cochran, the Wrights had not made any effort to clean up the property. Moved by Jayne Saeger, supported by Packard, that the appeal for permit be denied.

Ayes: All (4)

Nays: None

Ayes: All (4)  
Nays: None

The next meeting is scheduled for Wednesday, September 4, 1991.

Adjournment

Motion by Packard, supported by Saeger, to ADJOURN the meeting at 8:34 PM.

Ayes: All (4)  
Nays: None

TM/lm



# TOP DOG NEWS

INVISIBLE FENCING OF BIRMINGHAM, INC.

5600 W. MAPLE • SUITE B212 • W. BLOOMFIELD, MI 48322

PHONE (313) 851-7154

FAX 313-851-5586



## IFB RECEIVES "TOP DOG" AWARD

Invisible Fencing of Birmingham received the industry's top honor last week-end at the annual dealers convention in Ft. Lauderdale, Fla. — the "TOP DOG" Award symbolic of the top dealer in the country. Ken and Sharon Smith of Birmingham, Mi., accepted the large silver bowl from President John Purtell. The award was based on a number of requirements, primarily the total number of systems sold during the year, combined with the percentage of increase from the year prior, as well as other administrative requirements, but most important SERVICE!

"Sharon and I were flabbergasted," said owner Ken Smith. "This is a great honor for all of us who have really worked hard and put in long hours. And we owe each of our customers our sincere appreciation for their interest as well as their patience and understanding at times, when we really needed it."

Carol Dillon, who has been with the Birmingham dealer for over three years, adds that "we can do even better, and we are determined to give our customers the kind of service they want and deserve. We really care about our customers and we want to share in the responsibility for caring for their pet."

## SPRING CLEAN-UP — PROTECT YOUR BEAUTIFUL LANDSCAPING

This Spring, are you planning to re-landscape a part of your beautiful yard? Maybe you're planning a major landscape project to enhance the beauty of your home. If so, think about protecting that investment with just a simple phone call to us. We will show you how your Invisible Fence System can easily be extended to include that new landscaped area, so that your dogs won't try their skill at relandscaping your landscaping! Most jobs of this type average about \$150 in cost — many often less. If you're spending a significant amount of money to enhance your property, we can easily protect that area very economically. If you're planning to aerate or thatch your lawn, call us so that we can mark your Invisible Fence line to protect it from being cut.

## CONTROL OFFICERS — DOING A JOB FOR US

The next time you hear of some other dog in your neighborhood being picked up for some mischief by an animal control officer, think about the job these dedicated people are doing for us. Not only do they protect people from roaming and sometimes dangerous animals, but they protect the animal too. They very humanly, capture the animal, take them to an animal shelter where they are protected, and contact you for their safe delivery back to your family. These animal control officers are doing a great job for all of us. If you get a chance to talk to one of these dedicated people tell them how much you appreciate the job they are doing. They will really appreciate it!

## "IT'S A DOG'S LIFE" TRY THIS QUIZ

Match the famous canine with the appropriate clue. — Megan P. Murphy

- |                |  |
|----------------|--|
| 1. Tramp       | a. Maxwell Smart's pet                           |
| 2. Ladadog     | b. Canine belonging to Dennis the Menace         |
| 3. Pete        | c. Mickey Mouse's dog                            |
| 4. Underdog    | d. 1st animal named to Animal Hall of Fame       |
| 5. Buck        | e. Dog from T.V. series "Hee-Haw"                |
| 6. Blondi      | f. "Our Gang" pet                                |
| 7. Checkers    | g. Canine from "The Jetsons"                     |
| 8. Mr. Peabody | h. Dog found on box of Cracker Jack              |
| 9. Scruffy     | i. Superman's superdog                           |
| 10. Bullet     | j. Canine form "The Archies"™                    |
| 11. Hot Dog    | k. Pet of the Douglas family                     |
| 12. Daisy      | l. "Please Don't Eat the Daisies" pet            |
| 13. Pluto      | m. Family dog of the Muirs                       |
| 14. Beauregard | n. Secret identity of Shoeshine Boy              |
| 15. Fang       | o. Adolf Hitler's pet                            |
| 16. Astro      | p. Heroic dog in London's "The Call of the Wild" |
| 17. Krypto     | q. Sherman's superintelligent canine             |
| 18. Ruff       | r. Roy Rogers' wonder dog                        |
| 19. Bingo      | s. Bumstead pet                                  |
| 20. Lassie     | t. Richard Nixon's dog                           |

### ANSWERS TO IT'S A DOG'S LIFE

1. (20) 2. (4) 3. (6) 4. (9) 5. (1) 6. (12) 7. (8) 8. (15) 9. (5) 10. (3) 11. (14) 12. (11) 13. (10) 14. (13) 15. (16) 16. (17) 17. (18) 18. (7) 19. (2) 20. (19)

## OFF LIMITS — NEW INDOOR UNIT

Want to keep your dog out of that beautiful living room, dining room, or out of your kitchen, or even off of your new furniture? Our new indoor system, called "Off-Limits" is now ready for you. It works just like your outdoor system, and since you already have the collar for the outdoor system, you don't pay for a new one. The small transmitter simply plugs in to any wall outlet and sends a harmless radio signal along a thin antenna wire which is installed out of sight. You can easily do it yourself in most cases. Ask us about it! It may be exactly what you've been looking for.



### Ways To Use Off-Limits

Off-limits is the best way to keep your dog where he belongs without turning your home into an obstacle course. There are many practical applications for Off-Limits. Your invisible fencing dealer will be happy to review your particular needs and answer any questions you may have.

### Mr. Hoffman's Question:

Bailey always sleeps on the sofa when we're out, but we can't lock him in the kitchen all day. What can we do?

**Answer:** Off-Limits

### Ms. Miller's Question:

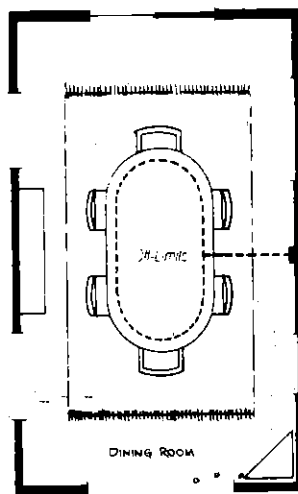
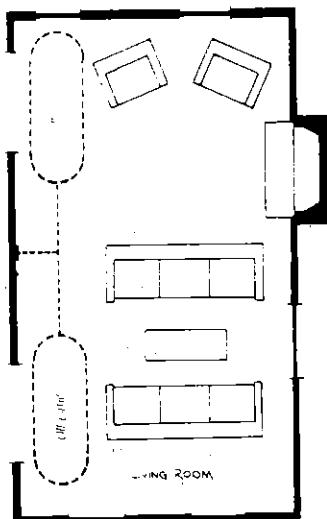
I am so tired of planting beautiful flowers only to have Cookie, the last of the great explorers, dig up every last one! How do I keep her out of my garden?

**Answer:** Off-Limits

### Mrs. Ryan's Question:

Lucky always gets into the dining room and on the oriental rug when we're out. How do we keep him out without keeping doors closed or barricading everything?

**Answer:** Off-Limits



## HEALTH ALERT!

### LYME DISEASE! WHAT MAKES IT TICK

What's small, black, and dangerous to your health and to the health of your pets? What's been called the second epidemic of the 1990's, following AIDS? What's baffled physicians and veterinarians across America and around the world, making it one of the most incorrectly diagnosed illnesses of our time?

Lyme Disease and its major carrier, the deer tick, are the answers to these questions. Lyme Disease has become one of the hot health topics around the country. So far, the disease has been identified in 44 states and in every continent except Antarctica.

Lyme Disease is caused by the spiral-shaped bacteria, *Borrelia Burgdorferi*. This tiny organism is primarily transmitted by a tick. The deer tick is a common vector, but other ticks have also been discovered as carriers of the Lyme Disease organism. Infected ticks attach themselves to a wide variety of hosts including humans, dogs, cats, cattle and horses.

Five thousand cases of Lyme Disease in humans were officially reported last year. However, health officials are convinced that the actual number could be ten times higher, since doctors aren't usually required to report the disease. "We all assume Lyme is underreported," said Dr. Ted Tsai of the Centers for Disease Control.

Experts estimate that the incidence of Lyme Disease in animals is ten times that in humans. The illness is difficult to diagnose in domestic animals and even harder to treat. For dogs and cats, the danger from spending much of their time outdoors is evident since it only takes one tick bite to infect an animal. Until recently, environmental measures designed to combat the deer tick population have proved to be of limited success and costly. While such devices as tick collars and pet shampoos can be helpful in reducing the risk of Lyme Disease, they are no foolproof protection.

On the bright side, however, researchers have now developed a vaccine to prevent Lyme Disease in dogs. In experimental challenge studies, the vaccine proved to be 100 percent effective in reducing the infection upon testing with live Lyme Disease organisms. In addition, the vaccine virtually prevented all symptoms of Lyme Disease in vaccinated dogs.

Lyme Disease Vaccine is available from your veterinarian now. With two doses and annual boosters, this vaccine can effectively protect your dog from Lyme Disease. For more information on Lyme Disease and this vaccine, consult your veterinarian.

Article contributed by: Dr. Bob Redisch, D.V.M. Ph.D., Union Lake Veterinary Hospital, 6545 Coole Lake Road, P.C. Union Lake, MI 48387. 313-363-150

# POOPER SCOOPERS!!!

## COME VISIT US ANYTIME!

Our offices at 5600 West Maple Rd. in West Bloomfield (next to Bloomfield Charlie's) are open at 7 A.M. to 5 P.M. for your convenience, Monday through Friday. On Saturday, we're open at 8 A.M. to 12 P.M. If you ever need to check on your battery, or collar — to make sure it's shocking well — or any new equipment you might need, just bring it in, and we will be happy to check it for you. That way, you can visit with us a bit, we'll fix or replace your equipment on the spot, and best of all, no service charge! You pay only for the cost of the equipment or parts. Also, Laura has added some convenience items to your dog that you might need, to minimize your time on the road.

## NEW COLLARS — NICE LOOKING, BUT...

The new collars are in! That's the GOOD news. The BAD news is that we are experiencing some minor problems with them that we expect to be cleared up very soon. Specifically, we have found that they are slightly sensitive and could easily go off if your dog roamed too close to your TV set while watching CNN! Also, we're seeing some delay in the collar going off when your dog gets close to the wire, making it somewhat inconsistent. We will try to clear up these problems before we start selling them to you. These new collars will cost slightly more than the current one your dog is now wearing, but once you see one, I know you'll agree that the small increase in price is well worth it!

## ZIP CODE CHANGES

With the Post Office changing all the area zip codes, you can do us a big favor if, at your convenience, you let us know what your new zip code is. It will help us tremendously. Thanks in advance, from Carol, Laura, Henry, and Ken!!

## SPRING LAWN WORK

If you decide to thatch or aerate your lawn this Spring, please let us know. Those lawn thatching machines can easily break your Invisible Fence line, in a number of places. To avoid having to pay for service to fix your Invisible Fence System, let us know in advance when you are planning to have your lawn work done, and we will be glad to mark your Invisible Fence line to protect it from being cut.

Pets are good for children! Studies show they enhance a child's emotional well-being. Pets become important playmates and a special link with nature. Pets help fill the basic need to give and take love in an uninhibited way. "Reader's Digest"

Listen for our ads on your favorite radio stations, and be sure to visit your nearest Pet Supplies Plus stores for your pet supplies, as well as your nearest Professional Veterinary Hospitals which remain open 24 hours a day. You can also pick up a free Invisible Fencing brochure from any of these outlets, or just give us a call at 851-7154.

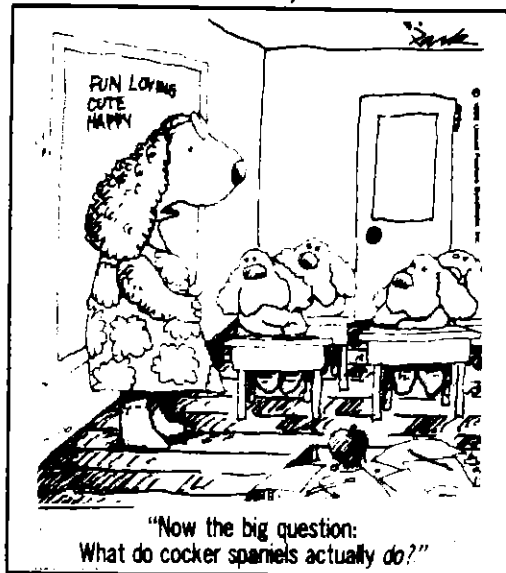
Keep your dog away from anti-freeze. Even a small amount can be deadly if your animal ingests it. Anti-freeze has a sweet taste that attracts both dogs and cats. Clean it up if some sp. onto your driveway or in your garage.

Begging can be a problem for some dogs at dinner time, but it was mentioned to me by one of our customers that perhaps the best way to cure a dog of begging is to let him taste the cooking!

It's a good idea to add a small amount of vegetable oil (a teaspoon for every 35 lbs. of weight) to your dog's food each day during cold weather. The oil will offset the drying effect of heated air on the animal's skin and coat.

Dogs do not need any vitamin C in their food, since it is manufactured within their bodies. On the other hand, fat is required regularly in rather large portions. All types of animal fat are beneficial to dogs, and fat intake should be increased for dogs who spend a lot of time outdoors in the winter.

## OFF THE LEASH By W. B. Park



## TRIBUTE TO A DOG

The one absolutely unselfish friend that man can have in this selfish world, the one that never deserts him, the one that never proves ungrateful or treacherous, is his dog. A man's dog stands by him in prosperity and in poverty, in health and in sickness. He will sleep on the cold ground, if only he may be near his master's side; he will kiss the hand that has no food to offer; he guards the sleep of his pauper master as if he were a prince. When riches take wing and reputation falls to pieces, he is as constant in his love as the sun in its journey through the heavens. Amen! — Sen. George Vest, 1870

# INVISIBLE FENCING OF BIRMINGHAM, INC.

5600 W. Maple, Suite B212  
W. Bloomfield, MI 48322  
Phone 851-7154  
FAX - 851-5586

## BATTERY PLAN RENEWAL

When you have received the last battery of your current subscription, you will need to renew to keep your system active. The periodic receipt of a battery will serve as a reminder to you to check your Invisible Fence system. Battery depletion is one of the most common reasons for dogs leaving the system. Renewal of the Battery Plan will assist you in providing continuing protection and well-being for your dog.

We provide specially made **silver oxide** batteries on our Battery Plan. This battery provides twice the operating life, reducing the number of batteries to three per year. This silver-oxide battery is slightly higher voltage than the mercury type and is specially made for Invisible Fencing receivers. It is not available in retail stores.

Simply return the portion below and indicate the month you wish your Battery Plan renewal to start.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

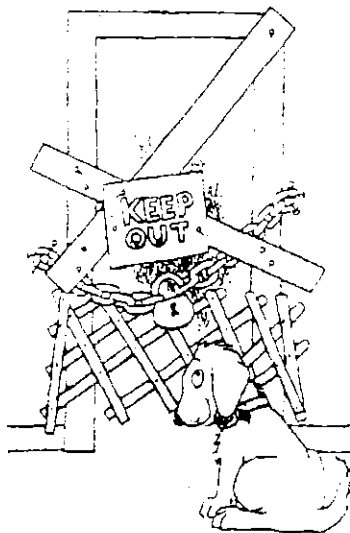
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ (Daytime) Start Service Date \_\_\_\_\_

Enclosed please find my check for \$36.00 (3 batteries) per receiver \$ \_\_\_\_\_  
Please make check payable to: INVISIBLE FENCING OF BIRMINGHAM, INC.

## Invisible Fencing Presents Off-Limits

The off-the-sofa, out-of-the room, boundaries-without-barriers system.



### OFF-LIMITS

### NEW INDOOR SYSTEM!

Yes, I'm interested in the New Off-Limits, Indoor Unit to keep my dog off furniture or out of my beautiful rooms.

- ☐ Send a Brochure
- ☐ Call me

NAME: \_\_\_\_\_

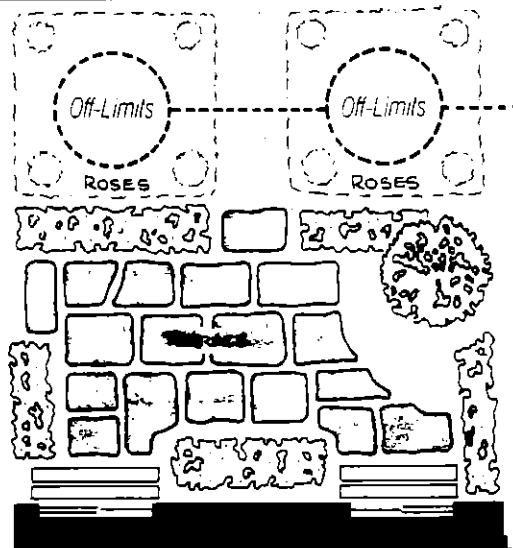
ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE #: \_\_\_\_\_

CUT OUT AND SEND TO  
INVISIBLE FENCING OF BIRMINGHAM  
5600 W. MAPLE W. BLOOMFIELD, MI 48322

## SPRING CLEAN-UP — PROTECT YOUR BEAUTIFUL LANDSCAPING Please Sign Me Up!



## Protect My Landscaping!

PLEASE CALL ME ABOUT IT:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE # \_\_\_\_\_



The Tierney Group

FOR IMMEDIATE RELEASE

Contact: Dealer Contact  
Name of Local Dealership  
Phone Number

## Invisible Fence Proven Outdoor Boundary System

### Keeps Rover from Roving

For the 37 million U.S. households with dogs, pet ownership can be a difficult challenge. Owners often worry about their pets leaving their property and wandering into danger. The Invisible Fence outdoor boundary system is a safe and proven method of keeping dogs within the safe boundaries of their yards without "fencing out" the natural beauty of the home and property.

Invisible Fencing combines classical conditioning techniques with state-of-the-art technology to create an invisible boundary that dogs quickly recognize and learn not to cross. The system consists of a thin wire, buried one to three inches in the ground, encircling the property. The wire remains out-of-sight and can be used to create boundaries in all or part of a property. A radio transmitter sends a harmless signal through the buried wire.

The dog wears a small receiver-collar that warns the pet, with a beeping noise, not to get closer to the boundary lines. If the pet disregards the warning, the collar emits a mild shock, similar to a common household static charge. The correction is harmless, but one that the pet can not ignore.

- more -





## The Tierney Group

Invisible Fence - Page 2

Classical conditioning makes the Invisible Fence system effective almost immediately. After a short, initial conditioning period, the pet rarely receives the mild correction. Even dogs that have never taken commands have been trained successfully to respond to Invisible Fencing.

"The Invisible Fencing barrier is an ideal way to give dogs the run of the yard, while preventing them from straying," said John Purtell, president of Invisible Fence Company, Inc. "We have consulted top veterinarians and dog behaviorists to create a unique containment system that is effective with over 97 percent of dogs."

Backed by twelve years of technological development, more than 200,000 dogs of all breeds, sizes, and ages have come to stand behind Invisible Fencing. Veterinarians nationwide recommend Invisible Fencing as a safe and humane solution to the everyday challenges of responsible dog ownership.

Invisible Fencing was invented by Richard Peck, a dog lover concerned with the large number of highway accidents involving dogs. The cost of Invisible Fencing averages around \$1,000 - far below the price of other types of fencing.

Invisible Fence Company, Inc., is based in Berwyn, Pennsylvania with a network of over 200 dealers across the country and abroad.

###

LEONARD A. SIUDARA  
GARY R. RENTROP  
RUSSELL J. MARTIN  
SUSAN E. MORRISON  
ROBERT J. CUCCO  
C. DAVID PLANK, JR.  
SCOTT E. MUNZEL  
LIBA L. FADLER  
JOHN J. WALRAD

LAW OFFICES  
SIUDARA, RENTROP, MARTIN & MORRISON  
74 EAST LONG LAKE ROAD, SECOND FLOOR  
BLOOMFIELD HILLS, MICHIGAN 48304

TELEPHONE (313) 642-4030  
FACSIMILE (313) 644-7141

OF COUNSEL  
MICHAEL R. O'NEILL

<sup>1</sup>ALSO ADMITTED IN WASHINGTON, D.C.  
<sup>2</sup>ALSO ADMITTED IN  
ILLINOIS & MISSOURI

March 7, 1991

Invisible Fencing of Birmingham  
5600 West Maple Road  
Suite B-212  
West Bloomfield, Michigan 48322

Dear Friends:

The dollars that I invested to have my yard and home interior invisibly fenced was absolutely and positively the best investment that I ever made.

I have a real love affair with my English Setter who's both a blue ribbon hunting dog and an absolute "best friend" as a house dog. Your invisible fence guarantees that he will have the freedom of our yard and be safe from the risk of being struck by a car. My neighbors like the fence simply because my "love affair" is properly contained.

Please feel free to use this letter as support to prospective buyers that the concept and technology is well worth the investment. There just aren't enough superlatives to describe the degree of satisfaction that I have with your product. It makes life with a dog so much easier.

We installed your system when our dog was 7 months old. Mind you, my dog is smarter than the average dog. I just wanted to further let you know that almost no training was required in order to achieve the necessary level of conditioning.

With best regards, I remain. . .

Very truly yours,



Leonard A. Siudara

LAS/lk



**RED CARPET  
KEIM**

ASSOCIATES, INC.  
REAL ESTATE

May 31, 1996

Dear S. F. of B.,

So far the system is  
working beautifully for Thomas  
A. (Anthony) Cat. He goes  
out but doesn't stray!

Thanks for your always  
friendly & helpful advice.  
I recommend you highly to  
my real estate clients.

Sincerely,

Rosanne Cooper

5635 West Maple, West Bloomfield, MI 48322 (313) 855-9100

P.S. - I'm right across the street!

August 29, 1990

Invisible Fencing  
5600 W. Maple  
West Bloomfield, MI 48033

Attention: Carole

Dear Carole:

Invisible Fencing is a miracle!

We have two dogs, one of which is older and tends to stay close to home. However, our Golden Retriever is another story. He wants to run after everything, including squirrels, mailmen, and small children. After he took the sandpail from the baby across the street, we knew something had to be done.

Traditional fencing was unsightly and too expensive. After investigation, we decided upon Invisible Fencing. We have been thrilled with the results. Our dogs trained within three days and now spend all day outside from April through October. They are happy and most importantly, we know they are safe. Thanks!

Sincerely,

  
Kay & Jack Diehl

6-19-91

To Whom It May Concern:

In enclosing our transmitter, power plug, and service call schedule from 3-7-91 as it may help.

The red light is out. We've checked the two collars - and the fence is buried. The transmitter also feels very hot when plugged in.

Please check for problems. If none are found we've decided to lay a new fence line as we live in the country and it <sup>now</sup> covers a large area.

Also would like a quote on battery replacement program.

We are lost without the fence because we have 2 very energetic German Wirehaired pointers who like to hunt on their own when the fence is not operating. It's been a life saver. We love it!

Thank you for your cooperation.

P.S. May be reached at  
(313) 362-3419 in evenings  
and 985-5191 Ext. 66  
during the day.  
Thanks again.

Sincerely  
Larry Robson

INVISIBLE FENCE COMPANY, INC.  
One Devon Square Bldg., Suite 225  
724 W. Lancaster Ave., Wayne, PA 19087  
215-864-0600 Plant: 215-889-9195  
February 15, 1989



## ENGINEERING REPORT

This report provides technical details regarding the Invisible Fencing System.

The Invisible Fencing System consists of a fixed transmitter unit and one or more battery powered receivers that are worn by the dog or dogs.

The transmitter emits magnetic field waves in the audio frequency spectrum centered around 10 kilo hertz. This frequency is not suspected to cause any radiological or psychological health hazards to humans, animals or plants.

The low power levels used in a typical two acre system are comparable to that of a household flashlight. The magnetic waves are propagated through the air by means of a buried loop wire antenna. This insulated wire is normally buried around the perimeter of the area to be protected, at a depth of about three inches. This is done to avoid the possibility of the wire being tripped over or cut by a mower.

In the event that the insulated wire should break and an animal or person comes into contact with the wire, the risk of any discomfort or injury is negligible. The loop wire does not carry the correction signal, but just carries a radio signal which will activate the dog's receiver..

In the event that an electrical connection occurs to the loop, many safety features are incorporated into the system to prevent hazardous shocks. The first is that the system operates on a low voltage class two transformer, meaning, there is no hazardous secondary voltage and the unit passes all known U.S. and Canadian safety standards. The power supply is limited to eighteen volts RMS inside the transmitter and this voltage is considered by the entire world to be safe.

Secondly, the loop is protected from high voltage build-up by varistors so no voltages greater than 42 volts should ever exist from the wire to ground. It is understood that 42 volts is considered to be a "safety extra low voltage".

Thirdly, an eight-foot-long grounding rod is installed near the loop wire to aid in the discharge of built-up voltages. The receiver operates as does a cassette tape player.

The tiny audio frequency voltage picked by the antenna is amplified by microcircuits to drive a pulsing circuit that corrects the dog. The dog is given a one-second audible warning which allows the dog to avoid experiencing the correction.

The pulses are designed not to promote any short or long-term physical or nervous damage. Typically, the manufacturers and sellers will subject themselves to this pulse for testing purposes and no ill effects have been noted. The power usage in the receiver is so low that a small 7½ volt silver-oxide battery will power the receiver for up to six months.

Veterinarians and dog lovers world-wide have been supporting the use of this system for over ten years.

In conclusion, Invisible Fence Company, Inc., believes that the Invisible Fencing System should not be categorized as an electric fence. This system has been proven to be an alternative to such devices and is considered to be kinder to the animal and more esthetically pleasing in a planned residential community than conventional fences.

James M. Giunta  
Engineering Manager

IG/sna

# Detroit Free Press

25 cents (35 cents)

## OTHER VOICES

FRIDAY, JUNE 21, 1991/DETROIT FREE PRESS/A1A

### If diversity is the goal, keep VMI an all-male school

WASHINGTON — If you're among those who claim to be mystified by the term "politically correct," pay close attention to the reactions to Judge Jackson Kiser's decision that the Virginia Military Institute may keep its males-only admission policy.

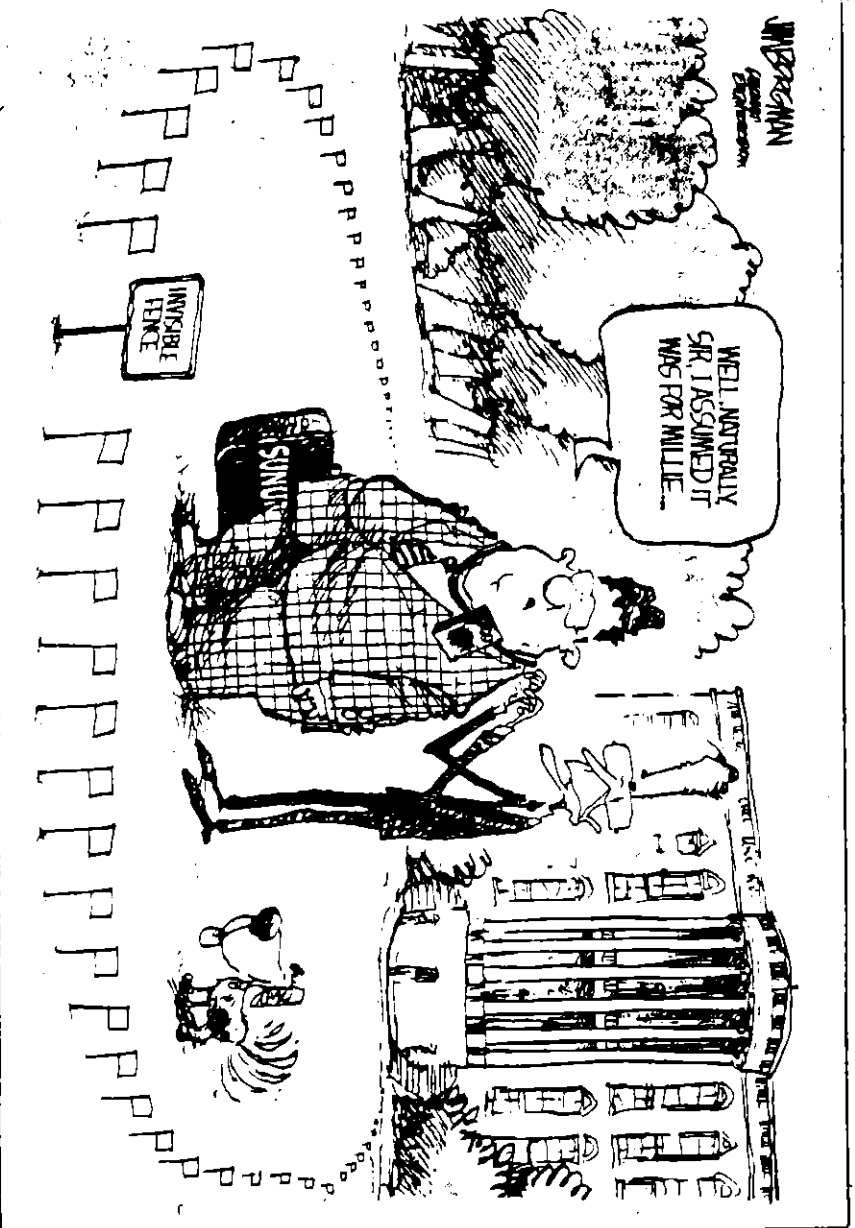
**EDWIN M. YODER JR.**



Kiser, a U.S. district judge in Virginia, has ruled after a trial in Roanoke that single-sex education for special purposes — in this case military — is a defensible contribution to the "diversity" of a state-supported educational system.

In that decision, the court established a presumption that only compelling "educational purposes" can justify discrimination by gender. It is Judge Kiser's adventurous view that VMI's purposes constitute just such an exception to the rule.

In fact, antidiscrimination policies number on from strong to increasingly far-fetched attacks on institutional customs and practices. It began in the 1960s with the appropriate attack on the "invidious" classification of people



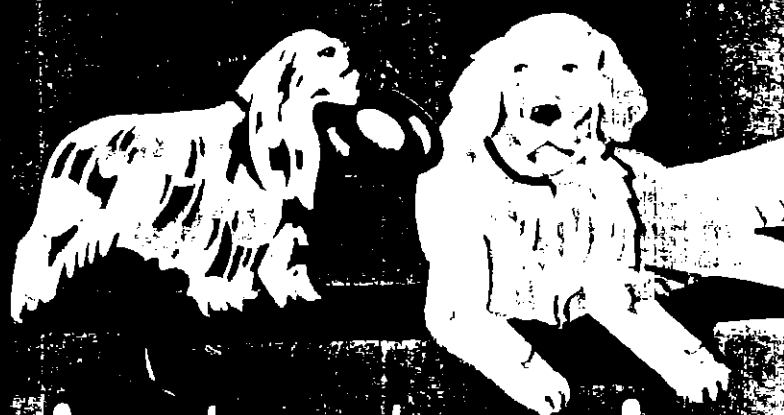


A black and white photograph of a family of four walking in a park. A man in a light-colored suit and a woman in a dark top and light pants are walking together, with a young boy in a striped shirt and dark pants walking slightly ahead of them. In the background, there is a large, two-story house with a central arched entrance and several windows, and some trees.

**"Bark,"  
said the dog.**

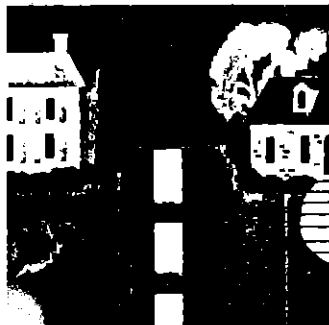
**"Stay,"  
said the man.**

**"Please come get  
your dog,"  
said the neighbor.**



**Owning a dog just got easier.**

# 70,000 Dogs stand behind Invisible Fencing



Keep your dog in your yard,  
away from the neighbor's property.

Yards should be wonderful places for dogs to run and play, but too often they create headaches for dog owners. You've spent time trying to train your dog to stay within the bounds of your property. And you've spent time and money creating attractive landscaping that adds beauty and value to your home.

Understandably, you're reluctant to destroy the beauty by putting up an unsightly fence.



The pool can be off limits.

## The Fence That's Not a Fence

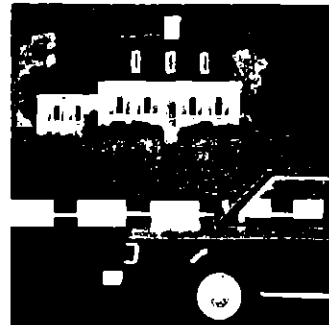
Unlike conventional fencing, Invisible Fencing® cannot be seen. It is a safe, proven method of conditioning your dog and it outperforms a fence because it provides a boundary that *you* customize to the needs of your particular property. Without damaging your property—or your pride in your property.

Invisible Fencing uses a coded radio signal to create a boundary—wherever you determine in your yard. Your dog will recognize and learn not to cross this boundary so that the investment you've made in your pool, garden and shrubbery retains its value. And your dog stays within the safety of your yard.



Used indoors, valuable furnishings  
can't be ruined.

You can stop fighting with your dog and your neighbors and start enjoying your beautiful yard. You can even use it indoors to protect valuable furnishings. We guarantee it.



Keep your dog out of the street,  
away from danger.

## The Fence That Makes Sense

Invisible Fencing will give your dog the freedom of your yard. Which means your dog can run freely without putting him on a leash or confining him to a run. When was the last time you enjoyed slogging through the rain to walk your dog?

And because your dog stays within the boundaries you set in your yard, you can stop worrying about your dog chasing cars or running into traffic. The next call from your neighbor just might be an invitation instead of a complaint, because Invisible Fencing creates a boundary between your property and theirs.

# Questions and Answers About Invisible Fencing



## YOUR SATISFACTION GUARANTEED

Invisible Fencing is manufactured to the highest standards of quality. And we're sure you'll be satisfied with how well it works. We are so confident that you will be completely satisfied with your Invisible Fencing that we offer an unconditional guarantee. No questions asked.

Is the system safe?

Yes. Invisible Fencing is safe for your family and your pet. The patented system merely receives and relays a harmless radio signal.

Could the system hurt my dog?

No. An independent study at a major veterinary college has proven Invisible Fencing to be a safe, humane way to train your dog.\* In addition, most humane societies nationwide have stated that the system is harmless to your pet.

Does it work with all dogs?

Yes. Invisible Fencing works with all breeds and all sizes. It works with young dogs (5 or 6 months) and older dogs. It is also effective with those dogs who have never been trained successfully to take commands.

Is it difficult to train my dog to the system?

No. It's easy. Within fourteen days your dog will be acclimated to Invisible Fencing. We start with a short fifteen-minute session each day for seven days. After this initial training period, it generally takes another week for your dog to become completely oriented to Invisible Fencing.

Can Invisible Fencing be used on any yard?

Yes. However, it works best on properties that measure 1/4 acre or more.

If you have an area that measures 1/4 acre or less and already have a conventional fence, you can use Invisible Fencing in combination with that fence.

Will installation disturb my property?

No. A fine channel is cut into the ground about the width of a pencil. Your boundary wire is then placed in the channel and concealed underground. The cut is so narrow you'll have trouble seeing it right after installation.

Is the system expensive?

No. Invisible Fencing is only a fraction of the cost of traditional enclosures. There is a standard charge for the electronic equipment and for installation. If you prefer, you may install the system yourself at a significant savings.

Is it an electric fence?

No. Invisible Fencing boundary wire does not carry electrical current. The system uses a harmless radio signal.

\*Details supplied upon request.



313-851-2646  
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West Bloomfield, MI 48322  
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**INVISIBLE FENCE OF BIRMINGHAM, INC.**

# **INVISIBLE FENCING**

## The Fence That Makes Sense



**Keep your dog in your yard.**

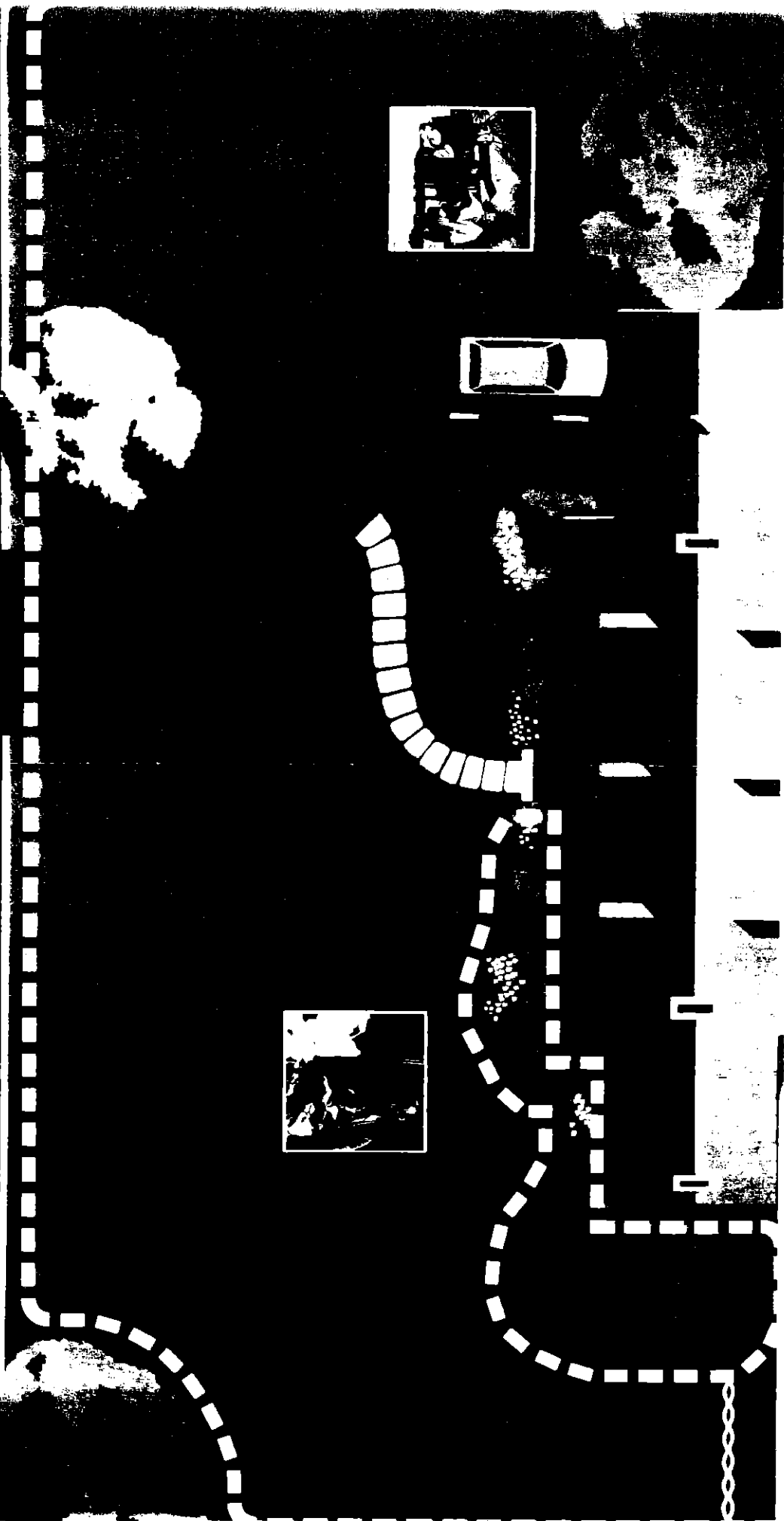


**Keep your dog out of the street,  
away from danger.**

**Discover the convenience of  
owning this unique system.  
Call today to see why over  
70,000 dogs stand behind  
Invisible Fencing.**

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# INVESTIGATION



# Owning a dog just got easier

## The Fence That Makes Sense

- You will have the peace of mind of knowing your dog is safe
- Your dog will have the freedom of your entire yard
- You will no longer have to confine your dog to runs or chains
- Safe within your boundaries, your dog will not become a nuisance to your neighbors

