

PUBLISHED EVERY WEEK. \$1.50 PER YEAR

# THE FARMER'S ADVOCATE

AND HOME MAGAZINE

PERSEVERE  
SUCCEED  
FOUNDED 1875

Genus and Station Dept. of Agriculture

\*AGRICULTURE, STOCK, DAIRY, POULTRY, HORTICULTURE, VETERINARY, HOME CIRCLE.\*

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VOL. XLV.

LONDON, ONTARIO, NOVEMBER 24, 1910.

No. 948

## "Frost" Fence

### You Must Not Look a Gift Horse in the Mouth

If you look a gift horse in the mouth you are apt to find many disappointing features. You must expect blemishes when you get the horse so cheap. A sound and serviceable horse does not go begging at a bargain price.

The same illustration applies forcibly to so much of the wire fencing. At "gift-horse" prices you cannot expect to get a genuine article. Where cost is below normal the fence must be sadly lacking in service-giving qualities. FROST is no "gift-horse" fence. It is made up to a standard—not down to a price. You pay a little more than is asked for the cheapest fences, and less than some fences are offered for, but you get extra years of best fence service, and a full measure of satisfaction as well. Our reward is your repeat orders.

FROST FENCE has all the qualities of the sound and serviceable horse. It is the absolutely

reliable one, and will beat the closest inspection and severest tests. It is made right from the beginning. All the wires are full size, true to the gauge represented. Fence made from wire half a gauge under size has been robbed of from six to eight per cent. of its proper weight, a saving to the manufacturer of about 3c. per rod on a 10-wire fence. This is one of the "gift-horse" features. To the ordinary observer, this difference in size at first sight is scarcely noticed, but will show up soon enough by the failure of the fence to stand up.

All the material used in FROST FENCE is made and galvanized right here under our own roof. We not only make the wire up to proper size, but up to quality, fitting it for better use right here in Canada.

But the value of this better material would all be lost if practical means were not employed in the weaving. We make the machines for weaving our fence as well, and know what is actually required to give the best results here, too.

Woven fence without special provision for give and take holds nothing in reserve for rough usage and abuse, or ordinary wear and tear. It is im-

possible to rob FROST FENCE of its life in the first stretching.

The "FROST" is the square-mesh fence, straight and evenly-spaced stays, and horizontals of even length. By its neat appearance you can tell it is FROST from as great a distance as you can see the fence.

The tie or binding is of greatest importance. The FROST LOCK not only holds the stay to the horizontal, but it is actually tied to it, several complete wraps and twists being involved.

Candidly, don't you think that fence woven from wire made expressly for use right here in Canada will be sure to serve you better than fence woven from imported material made for use anywhere, from the North to South Pole?

FROST FENCE for 1911 will be stocked heavily with all Frost dealers, one in every town or township. This kind of fence is made especially for you. If you are not a user of it, start now. If our nearest dealer is not known to you, write us.

**Frost Wire Fence Co., Ltd.**  
HAMILTON. CANADA.

