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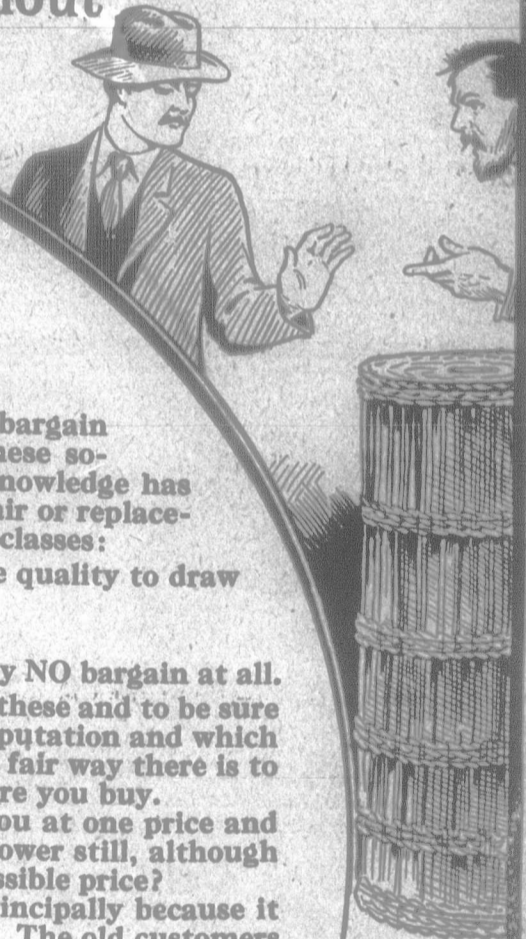
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Buying Without Seeing

Seeing Without Buying



WHAT IS A BARGAIN?

The average farmer to-day is getting to look upon a fence bargain with caution, because in the last two or three years these so-called bargains have been disappointing. How often to your knowledge has cheap fence turned out to be just the opposite and ready for repair or replacement in a short while? Suppose you divide these bargains into classes:

- REAL BARGAINS**—Reasonable prices on Frost fences which have the quality to draw trade from competitors.
- FAKE BARGAINS**—Worth even less than the low price asked.
- PARTIAL BARGAINS**—Only worth as much as you pay, and consequently NO bargain at all.

It is certainly a hard matter for the buyer to discriminate between these and to be sure he is getting his money's worth, unless he turns to the firm that has a reputation and which does a steady day-in and day-out business—the firm that sells the only fair way there is to sell—through dealers who keep a supply on hand which you can see before you buy.

Is there very much satisfaction in buying fence which is sold to you at one price and your neighbor at another price, and then your hardware dealer buys it lower still, although you are encouraged to believe that you are buying direct at the lowest possible price?

The Frost Fence Company has built up an enormous business, principally because it does business in one way only and gives the buyer full value every time. The old customers with their repeat orders from year to year make

Frost Fence First

Frost Fence is made reliable. Up-to-date wire mills give us good wire, so that you'll not find Frost Fence scaly and without the proper protection against the weather. The machines for weaving are run slowly and smoothly and turn out good fence rather than a large quantity; because we believe that this lasting product at fair prices will build our business larger than flooding the country with low-priced fence which must fall down. We want you to know that our advertising campaign has always been fair and square throughout, and we give every fence buyer the positive assurance that we make no wild claims whatever. Frost Fence has a proud reputation to uphold, and it will always be made so that it is the REAL BARGAIN in fences. Get a catalogue.



Seeing What You Buy

Frost Wire Fence Company LIMITED
Hamilton, Ontario

Buying What You See

