

**Standard—**

in name—  
quality—  
value  
always — everywhere

# This Tells Better Than Pictures How to Economize and Yet Get Better Fencing

**M**AKE economy your fence word as well as your watchword. Of course not short-sighted economy, figuring on first price only, but the economy of erecting fences that will cost you less when figured by the year. We believe a straight discussion of fence economy is of vital interest to you right now.

Standard Fence is good fence; thousands of farmers, who year after year return to us for their new requirements, prove this sufficiently to make it a matter of course. But that is not the main point, because there are other good fences. The point is, how much better than other good fences is Standard Fence—if any.

Let us take the wire first. You recognize the strain on a fence requires that it be made of the best steel. If you were an expert in this line, you could not specify any better material than the carbon steel from which Standard Wire is made. It is full gauge No. 9. No new-fangled gauge with a fancy name, which is over half a gauge light when compared with No. 9. We know that No. 9 is required for the best fences. That is why we use it, though we could save several cents a rod by adopting the so-called "new standard."

Even the best steel rusts and deteriorates unless properly protected—that is why the galvanizing process is so important. And that is why Standard galvanizing is done with excessive care. If you were making fences for yourself, you could not do better than copy our method and use our materials. Standard galvanizing is done just a little better than most manufacturers think necessary, but that extra care means much extra wear.

But even the best steel and the highest grade of galvanizing do not make a good fence unless the weaving of the mesh is perfect. A fence is not perfect unless the uprights and the horizontal wires are fastened properly with a knot as good as "The Tie That Binds." We invented the knot that is now being used on practically all farm fences, but we have improved on the original invention, and now have a knot which we honestly believe is not equalled. This is natural, as we have been able to devote our attention to **improvements** while other manufacturers have been busy **imitating** the original knot. We get the gradual curve to our knot which saves the galvanizing from injury. You know if the galvanizing is injured at the knot, rust can enter there. And rust means fence destruction.

We have eliminated the chances for careless

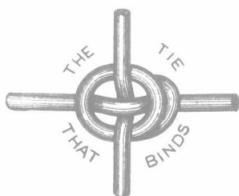
workmanship in Standard Fence by weaving Standard Fence and adjusting the knot in specially designed **automatic** machines.

The best combination for farm fencing is Standard Fence erected on Standard Steel Tube Posts. These posts are better than cedar, because in the first place they outlast the best wooden posts many times. That's a big item. They economize space—an important factor on a small acreage. They hold tight—without wobble or sag. Frost can't lift them. They never rot and they can't burn. They are resilient, where cedar posts crack or snap off under sudden pressure. Damp and moisture have no effect on Standard Steel Tube Posts, and insects find scant encouragement to bore and rot. For vineyards these steel tube posts are an absolute necessity. Many a ruined crop could be traced to pests that breed in cedar posts. In poultry yards they save space and increase cleanliness. On any farm they are an improvement over the old-style wood posts. Ask the men that use them.

The better things usually cost more money. Standard Posts are an exception. They actually cost less than wood. Less money per post to buy. Then on top of this big saving they cost much less to erect. No holes to dig. Less carting. Just load up a barrow and wheel it along the line, driving in the posts as you go. With one boy to help—you yourself can set as many or more Standard Posts as three men and a boy can set wooden posts. And you'll do the better job, too. With Standard Posts you cut out the cost of staples and avoid the danger of injuring the fence wire. Instead of staples you attach the wires with clever little post-hooks that we supply free with the posts. If all this sounds too good to be true, ask someone in your neighborhood who has switched from wood to our steel tube posts. In all our experience we have yet to meet the farmer who would go back to the old way after trying this new and better way.

## AND NOW FOR PRICES!

Figures talk louder than words every time. Perhaps every fence advertisement in the Farmer's Advocate claims "lowest prices." We suggest that you get our price list—we will let it do our talking for us. Due to pre-war contracts for our wire, we will be able to maintain our present low scale of prices until July 15,—after that our's will likely have to be considerably increased. If you have been watching the way fence prices are soaring lately **YOU WILL PLACE YOUR ORDER NOW!** This is fair and square, isn't it? You send the coupon, we send the price list, and then it is strictly up to you.



Trade Mark of the Company

**Standard Tube & Fence Company, Limited**  
WOODSTOCK, ONTARIO

**Standard Tube & Fence Co., Limited, Woodstock, Ont.**

Please send me your catalogue and price list and special folder on Standard Tube Posts.

Name.....

Address.....

L.F.A.

**This is the Coupon  
that gets you the  
FACTS** →

**Never put off till  
to-morrow the saving  
you can make to-day**