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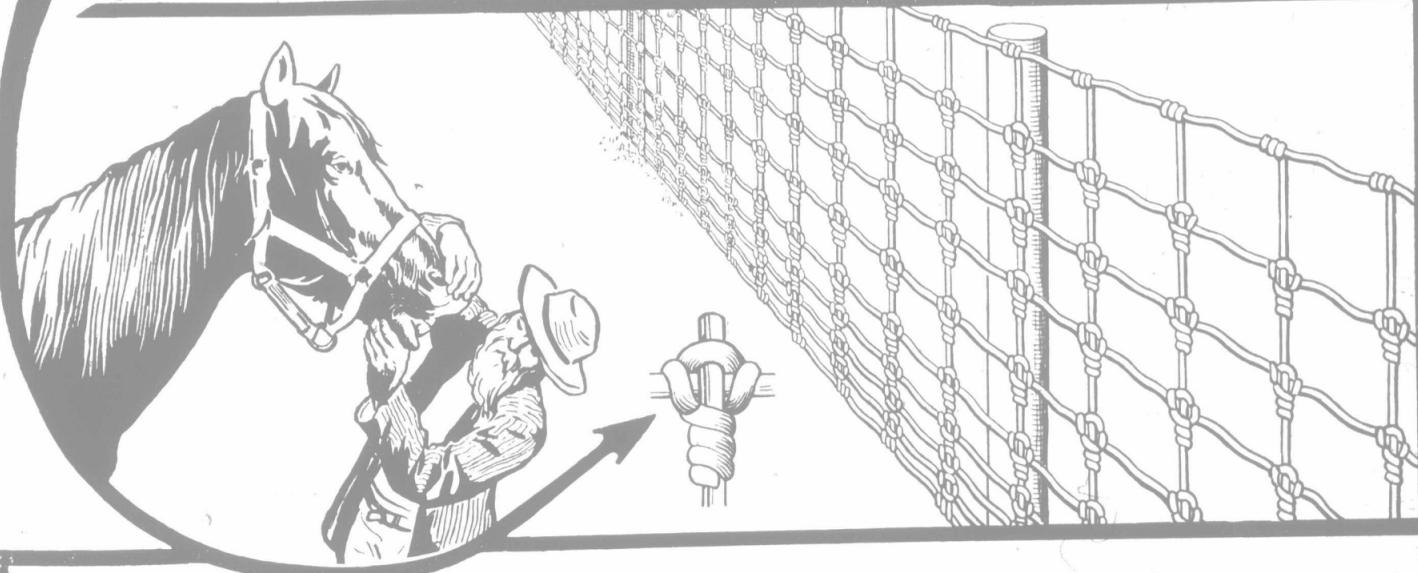
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YOU should exercise the same watchfulness in buying fence as in buying a horse.



YOU should exercise the same watchfulness in buying fence as you would in buying a work horse.

If you take the precaution to look the "gift horse" in the mouth you'll likely see the reason for the low price. If you don't do so, you'll discover that you've made a bad bargain when the animal is pressed into service. But, of course, one must not expect soundness and faithfulness when he buys a horse very cheap.

Just now the same illustration applies forcibly to much of the woven wire fencing that farmers are being induced to buy at "gift-horse" prices. So when you hear of fence

being offered at a price below normal be watchful. Keep your eyes peeled. It is true that the bad points may be very cleverly disguised, but when the fence is pressed into service it won't require long to show you the why of the "gift-horse" price.

The use of small gauge wire, enabling the maker to economize in the weight, and thinly-galvanized wire purchased at cut prices, are two of the "gift-horse" features that can be detected at first sight. The quality of the wire and impractical weaving methods are other defects that show up soon enough after the fence is stretched.

When you buy **FROST FENCE**

you get a reliable fence with staying qualities. You pay a little more than is asked for the cheapest fence and less than some fences are offered for, but you get extra years of service and a full measure of satisfaction as well.

All the material used in **FROST FENCE** is made and galvanized right here under our own roof. We pay \$125 per ton for pure zinc. We put as much zinc on the surface of our wire as is practicable, instead of seeing how thin we can make the coat.

We make our own machines for weaving fence, and have experi-

mented at our own expense, not yours, to get best results.

The "**FROST**" is the square-mesh fence, with straight and evenly-spaced stays, and horizontals of even length. The tie or binding not only holds the stay to the horizontal, but is actually tied to it, several complete wraps and twists being involved.

FROST FENCE is stocked heavily with **FROST** dealers, one in every town or township. Some are in business to build the fences they sell. Others will loan you tools for stretching.

If you have not been a user of **FROST FENCE**, start now.

"Frost" Fence Company, Limited
Hamilton, Canada