

7, 1918
PUBLISHED EVERY WEEK. \$1.50 PER YEAR.

THE FARMER'S ADVOCATE

AND HOME MAGAZINE

PERSEVERE
AND
SUCCEED
FOUNDED 1880

Director General Exp. Fair
Dec. 31, 1918

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

Vol. LIII.

ENTERED IN ACCORDANCE WITH THE COPYRIGHT ACT OF 1917.
LONDON, ONTARIO, MARCH 14, 1918.

No. 1329



THERE are four important things that should be considered by every person when buying fencing this season.

- 1st—The reputation of the manufacturer.
- 2nd—The quality of his product.
- 3rd—The value.
- 4th—The length of service.

The higher the manufacturer's reputation the more jealously he guards against anything that would tend to injure it. A manufacturer with a continent-wide reputation for integrity, square dealing and the honest quality of his products, such as has been attained by the Frost Steel and Wire Company, is always eager to maintain his position as the leader in his line. The Frost reputation and leadership insures a safe fence investment to the buyer.

No other fence-maker in Canada or any other country puts more downright quality into his fence than the Frost Steel and Wire Company. Frost Fence is not made of ordinary commercial wire. We buy the raw material and draw it

into Frost Full Gauge No. 9 Hard Steel Wire. We put that elastic "give-and-take" into it that has made Frost Woven Fence famous for the strains it will bear. We also put that coat of pure zinc spelter on the wire that makes Frost galvanizing stand the Canadian weather as no other fence has ever been able to do.

Frost Fence has always been sold at a price that is eminently fair considering its superior quality. Frost Fence could be sold for less money if we used ordinary commercial wire and ordinary fence locks, and rushed it through the factory instead of weaving it slowly on our special machines, so that every stay stands up straight and true and the spacing between wires is always absolutely accurate. Every dollar invested in Frost Fence is a dollar wisely invested—one that buys years of service.

Many thousands of Frost Woven Fences have been erected in Canada. If you could see a Frost Woven Fence that has been doing service for several years and note how little it has been affected by the stress of weather and the strains of leaning cattle, you would have conclusive proof of the enduring quality that the name "Frost" stands for. Write and ask us for dealer's name and a copy of our fence catalogue showing styles for every farm fencing purpose, including ornamental fence and gates.

A style for every purpose.

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Frost Steel and Wire Company, Limited, Hamilton, Canada