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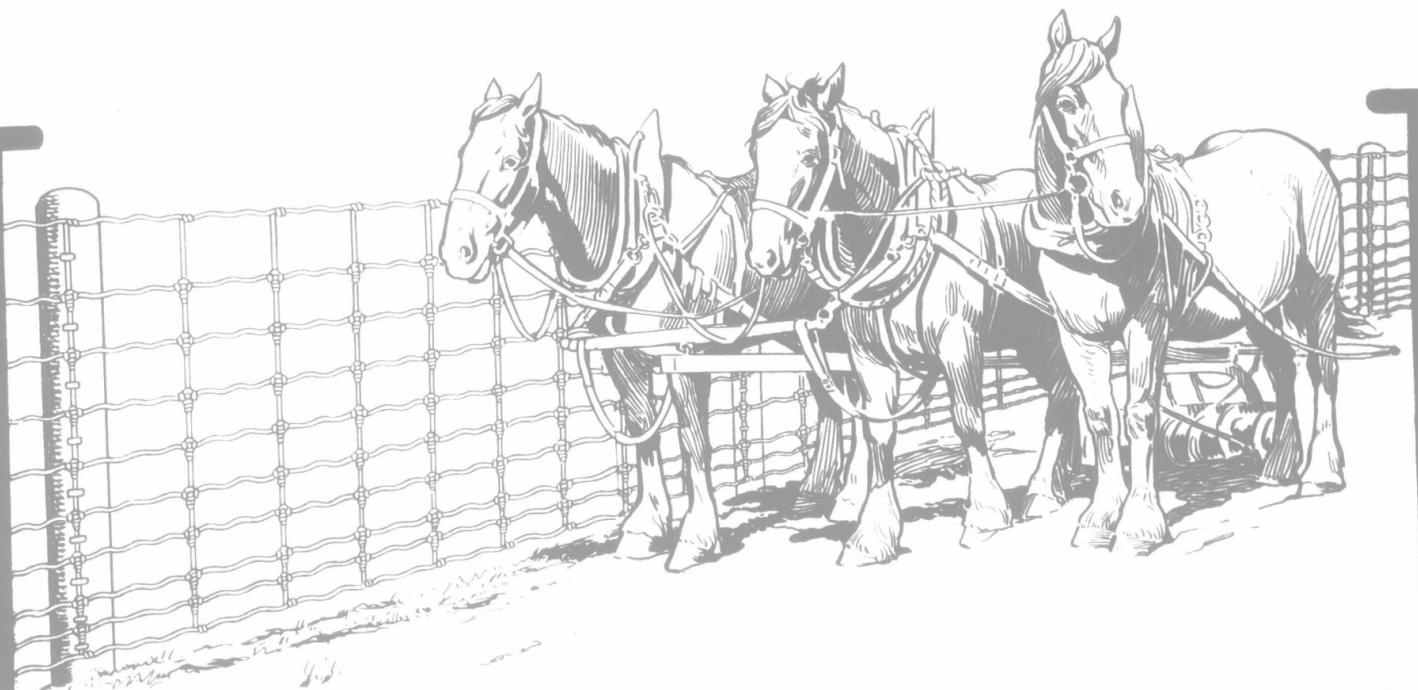
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THE "THREE-HORSE TEAM" FENCE

Just as a three-horse team equals in working-power and excels in economy two two-horse teams—

so does Frost Fence equal any two fences made in the ordinary way. That is why Frost Fence is often called the "three-horse team" fence.

For Frost Fence is woven of such wire that its full strength will never really be tested in everyday use. It has always ample reserve strength for emergencies. Therefore it is the SAFE fence for you to buy.

Costs Less in the End

It is by YEARS—not by dollars—you must gauge fence value. First cost is a detail too many let bulk too large. It is the cost-per-year-of-good-fence-service that counts.

For if you pay \$30 for so many rods of ordinary fence, and it lasts only ten years—it costs you three dollars a year.

But if you pay \$35 for just as much Frost Fence, which will give you fully TWENTY years of good fence service—the cost to you is only \$1.75 per year. Little more than HALF the cost of fences that have nothing but cheaper price to warrant your buying them.

Easy to be Fence-fooled

There are many ways by which we could cheapen Frost Fence to the level of ordinary fences. But quality would suffer. Yet you would never know that beforehand.

We could use soft wire made from open-hearth steel—it is more pliable and can be made into fence much more cheaply. But it would have no spring to it—and springiness is vital to fence service.

Or we could cut cost by using wire half a gauge undersize. Half a gauge difference in diameter is hard to detect. Yet it means an added profit of eight per cent. for the manufacturer.

Another way we could gain—and our customers lose—would be to rush through the production of Frost Fence by using high-speed machines and second-class workmen. But then Frost Fence would be like so many fences. It would have missing locks. The stays would be not true to space or crooked. The laterals would have an uneven tension. Each of these faults lessen the life of a fence.

Not one of these faults will you find in Frost Fence. For not one of these cheapening processes are practised in the Frost factory. They would save us much money. But they would wreck that splendid reputation Frost Fence quality has won for us.

For here the best-skilled workmen draw and galvanize all Frost Fence wire—draw it of a quality that easily fits it for the kind of fence service you want. We draw it full size—always the same uniform gauge. We galvanize it with utmost care. We take every pains to make sure it is all Frost Fence wire should be—and then we weave it into fence with the same care.

Expect Much of Frost Fence

So we can always swear by Frost Fence, and so you can expect of it about double what you can expect of ordinary fences—that cost a very little less to start with, and about twice as much in the end.

Gates with galvanized pipe frames is another specialty with us. This more substantial and permanent finish greatly increases our costs, but in marketing these gates at prices charged for painted gates, our reward is in the big trade we are getting.

Some reliable dealer near you sells Frost Fence—and our other money's-worth products, including Frost Metal Lock Field Fence, Frost Coiled Wire, Frost Gates, etc., etc.

You should get acquainted with that dealer. If you don't know of him, please write us.

**Frost
Fence
for Service**

FROST WIRE FENCE CO., LTD., HAMILTON, CANADA