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# THE FARMER'S ADVOCATE

AND HOME MAGAZINE

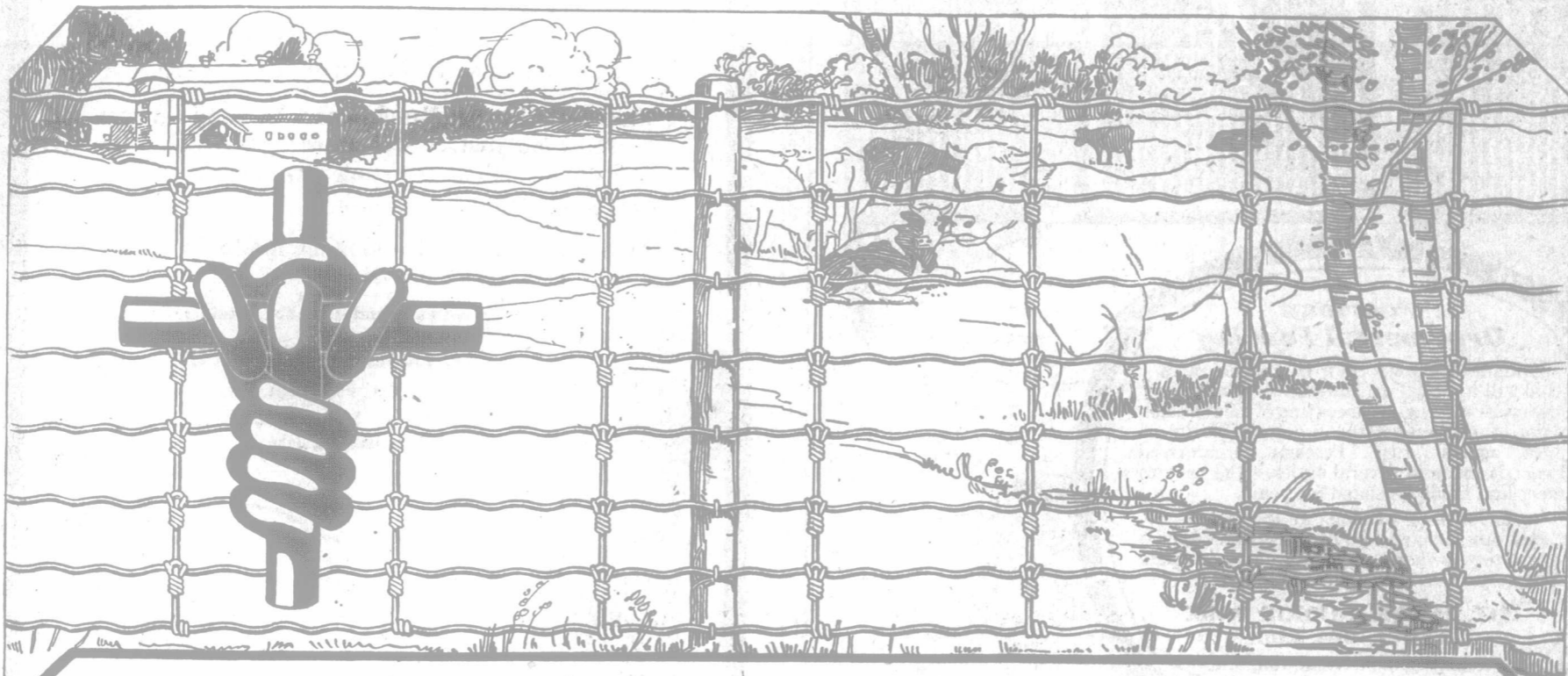
\*AGRICULTURE, STOCK, DAIRY, POULTRY, HORTICULTURE, VETERINARY, HOME CIRCLE.\*

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## The Proper and Legitimate Channel for Selling Fence

We believe the legitimate way to sell fence is through some established Hardware, Implement or other dealer who is responsible and has the respect of his neighbors in the community. These men carry a stock of fence which the buyer can examine, take home and, in many cases, stretch it up and know that it is satisfactory before he has to pay for it.

The manufacturers who make fence that is sold in this way know absolutely that their product must be all that it is claimed, or else the dealer has difficulty in getting his settlement and there is consequently dissatisfaction all round.

THE FROST STEEL AND WIRE COMPANY'S great business and reputation has been built up on quality and the value that Frost Fence gives in extra years of service. That is why we ask you to buy your fencing through dealers. We believe it to be the only proper and satisfactory way.

Compare with this the method of some firms who wish you to buy direct, saying that it means a saving, that it comes to you much cheaper, and all that. True, it may

come a little cheaper in price as they tell you, but it also comes cheaper in quality and that they do not tell you.

Why should you send your money in advance, wait a considerable time, as has been the case often in years past, until your fence reaches you, and before you know whether it is very satisfactory or not you have to get it stretched on the posts. Then comes the disappointment and there are very few farmers, even though there is a guarantee, who would take the trouble of rolling the fence up again, carting it back to the station and re-shipping it, at a time, no doubt, when fence of some kind is badly needed. You simply put the loss down to expense. It is the same old story that unless you pay for the quality in goods, you do not get it.

Your best interests are looked after by using the goods that a responsible dealer in your neighborhood will stand behind.

If you do not know our dealer, write **BUY WAR** direct for information.

Gates of all kinds, Bale Ties, Fence Supplies, Fancy Fences, Black Wire.

**FROST FENCE FIRST**

**Frost Steel and Wire Co. Limited, Hamilton, Canada**

