

PUBLISHED EVERY WEEK. ^{per} \$1.50 PER YEAR.

THE FARMER'S ADVOCATE

AND HOME MAGAZINE

PERSEVERE
SUCCEED
FOUNDED 1879

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

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Vol. XLVII.

LONDON, ONTARIO, DECEMBER 26, 1912.

No. 1057



We Would Make FROST FENCE Better: But We Can't We Could Make It Cheaper: But We Won't

THE above statements mean a great deal, especially to those buyers who want the best for their money. We have improved our fences until they are well nigh perfect and at a price, which, if it were lowered, would compel us to cheapen the goods in manufacturing. This we refuse to do, because our yearly increase in sales satisfies us that quality comes first.

YOU will admit that until you actually try our different fences, it is necessary to use a sort of mental yard stick in judging the qualities of different makes. The excellence of Frost Fence can be estimated better by comparison than any description we can give, thus our reason in asking you to try it out. We weave into every rod, high-class material and satisfaction, both of which every dependable fence must have in its make-up. This explains why Frost Fence improves on acquaintance and why our largest business comes from those districts where Frost Fence was first introduced. As the guess-work of buyers is diminishing each year the amount of Frost Fence used is increasing; because a probe into the real merits of Frost Fence

in comparison with other makes usually means a sale for us.

WE start the manufacture of Frost Fence right at the foundation and with the right principle in view. The raw rod is carefully cleaned and drawn down to full No. 9 gauge, which, as you know, means that in Frost Fence you get the strength and weight of wire you pay for, or in other words, the wire we use is up to full size and not one-tenth less in diameter than represented. The leeway in the Government Standard permits of such a variation however. The tensile strength is not there unless the wire is full gauge. Your fence would not be so strong and durable otherwise.

OUR galvanizing process is sure and certain. Our reputation depends on it, so you can rest assured that a thick, even coating is put on, one that will stand the rigors of a Canadian climate. A great deal of wire used in other fences has "skimped" galvanizing, because zinc spelter is very expensive, and in making galvanized wire this item offers a big chance for a saving.

A woven fence to be strong and lasting must have lateral wires without kinks, otherwise, a break soon occurs, particularly if the wire is of the hardness it should be. The laterals or running wires in Frost Fence are naturally waved, which gives them that resilient or "come back" quality, which means so much in woven fences.

THE uprights are always even distances apart, and straight, giving an even distribution of strain, not to mention the appearance. The lock or binding on Frost Fence is so entirely different from any other that it is noticeable. It is just as superior in strength as it is different. It binds both lateral and stay several times, and is absolutely tight. A point in particular is this—that while it holds so tight and securely, it does not kink the lateral. The Frost Woven Fence is the only Woven Fence without lateral kinks.

LET us quote on your wants for 1913.

FROST WIRE FENCE COMPANY, LIMITED
Hamilton, Ontario

