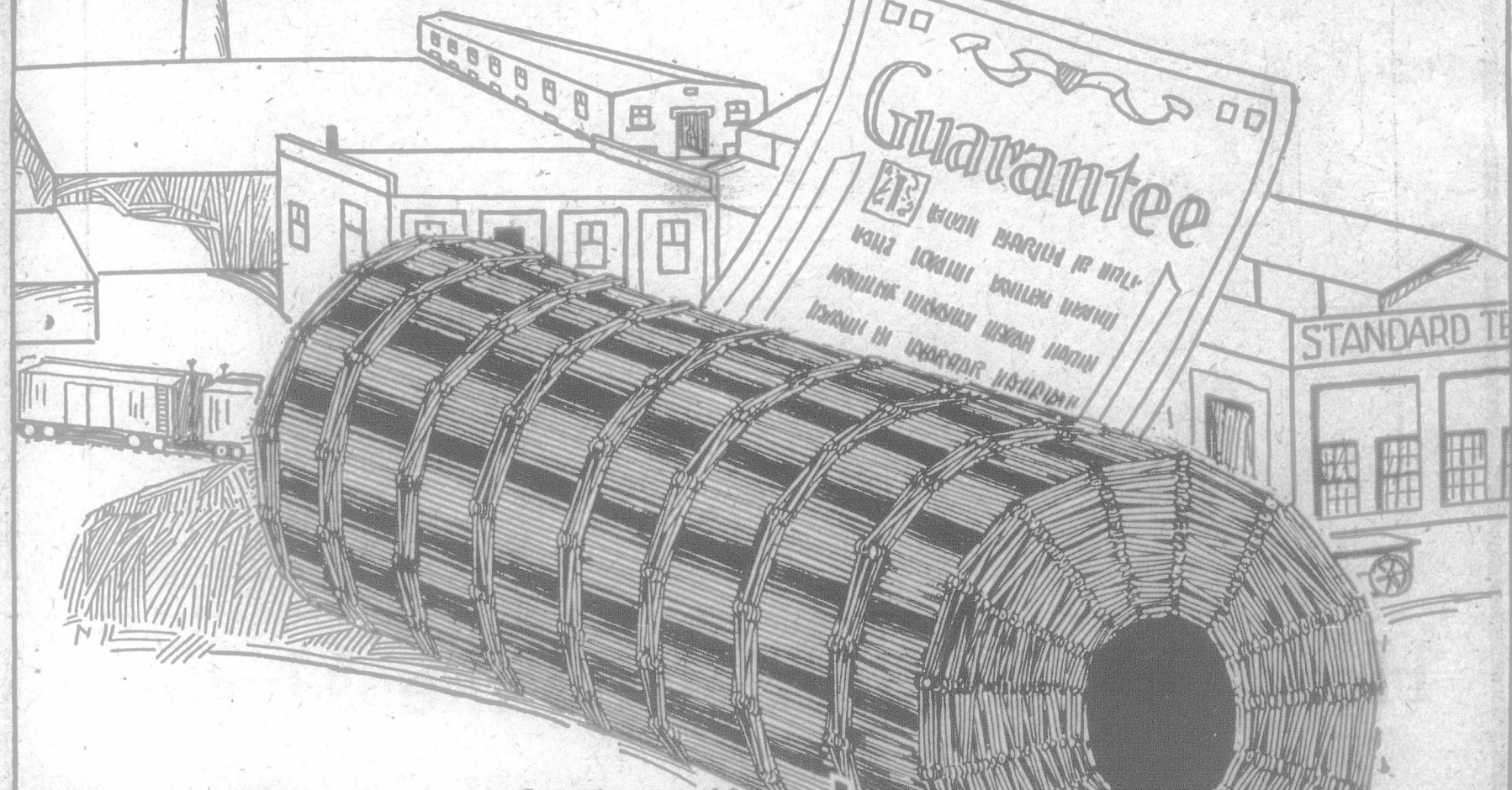


# STANDARD FENCE



## Our Ideas of Trading are the same as YOURS about a fence

You look on the fence you put up to-day as a job that will stand for years to come.

It is an investment.

Good money goes into it, your time, wages for your help.

If you build a fence you want it to stay there, to look good, to stand up against the weather. You don't want the tantrums of your stock to knock it out of shape.

Well, then, we feel the same way about our business.

Back in 1904, when we started trading with farmers, we figured on *staying* in business.

We aimed to build up a trade and hold it; a trade that would grow a little every year; a sound, square, substantial trade with farmers.

We had to pass up a lot of "easy money" because we would not sell a poor fence. There used to be lots of business in cheap fences, too. There still is.

We let it go.

We wanted Standard Fence to mean good fence, and we knew the farmers would soon get to know it.

We wanted to put out a fence we could guarantee—on a positive money-back basis.

*We do guarantee Standard Fence to be exactly as we represent it.*

Fourteen years of that sort of trading have done exactly what we aimed they should. A great Fence institution has been built.

Now, you profit by our policy.

Building *only one quality* of Standard Fence in large quantities, we can keep down the cost. And because of the quality, Standard Fence never gives trouble to our customers, which would cost us money to adjust—a further saving in cost of doing business.

The result is that Standard Fence can now be laid down at as low a figure as many a fence that is not as good—even lower than some.

**Think NOW about the Fence you will put up this Spring.** Decide to do the job right. Write for our prices on Standard Fence—the lowest you can get on a guaranteed fence—the only kind of fence you will want to invest in. Write to-day.

### STANDARD TUBE & FENCE CO.,

LIMITED

Woodstock, Ontario

