



"The Fence Man" Is RIGHT About This FENCE Question

THE backbone of the Fence IS the Wire. "Guarantees" count for nothing if the wire doesn't stand up under actual test.

THE quality of the wire tells in emphatic terms how long your wire fence will last. I will tell you how to test wire fencing for yourself because I know my Crown Fencing will stand every test—including the "test of time." I'll make good with you as I have with 12,000 other fence users.

WHEN a man tells you he has "the cheapest and at the same time the best" fence on the market, make him prove his words. You know it isn't true of anything else and it can't be true of wire fencing. You cannot buy the best farm at the price of the cheapest, not the best horse, or anything else. Every wire fence I know of, and I know them all, is "guaranteed," but do they come up to the "Crown" standard? I say test the wire for yourself and see.

PERSONALLY, I don't claim to have the best—but my customers do that for me. I have been in the fence business for sixteen years, and wherever you see Crown Fences and sundries in use there you'll find happy, satisfied customers.

NOW READ THIS:

I PERSONALLY GUARANTEE and stand back of every rod of Crown Fencing. I have been selling fencing for 16 years and I send out every order for fencing with the feeling that my whole reputation can rest safely on the quality of that shipment and that it will give you absolute satisfaction. If it doesn't, I want it back quick and you'll get your money back right away and without argument.

Barbed Wire at Big Savings

I can supply the best quality A No. 1 galvanized barbed wire, all standard makes, at astonishingly low prices. Carload lots or less. You keep in your own pocket the good dollars I save you.

Coiled Wire, Plain Galvanized Wire, Telephone Wire, Fence Staples and Gates

I can show you heavy savings in all these lines. Crown Gates are substantially made and well braced for long service. Heavy frames, plain or fancy designs, painted black enamel or galvanized.

Ornamental Lawn Fences, Iron Fences

In fact everything in the fence line, Dyer sells at way-down prices.

Test the Wire
An ounce of prevention is worth a pound of cure.
I Show You How
When you send for my Folder-Catalogue I'll tell you how to apply simple but effective tests for all kinds of fence wires. This will be valuable knowledge for you.

There is a Speed Limit in Making Fence

Just as in everything else. The fence loom can be speeded up to turn out almost double the safe quantity, but perfect weaving is sacrificed, cross bars vary 1 to 6 inches, hooks are missing, and there are uneven laterals, meaning baggy, unsightly fences. I know! The careful manufacturer runs his loom at safety speed. The fence may cost a little more, but it is **WORTH** a whole lot more. I sell "Crown" direct to you and you save middlemen's profits. That's why my prices are lower than others, but the quality, construction and long wearing qualities of Crown Fencing are not sacrificed one iota to help make these low prices. Crown Fencing has too good a name for me to start that.

WHAT does my Personal Guarantee Mean? It's plain, clear-cut, practical, and means that

- Crown Wire is Honestly Galvanized.
- Crown Wire is Good A No. 1 Hard Steel.
- Crown Wire is Tough, Springy and Elastic.
- Crown Wire is Full Gauge. Crown Wire is Tempered Right.

That's the kind of material Crown Fences are made of—cross bars evenly spaced and laterals true—good back-bone fences, made right.

Why DYER Sells Crown Fencing Cheap!

When I say "cheap," I mean that my selling methods take me right in touch with you, the buyer. I allow myself one small manufacturers' profit. I can do this because my turnover is enormous and my selling expense small. This means a big saving to my customers. Why not add that saving to your bank account?

DYER Must Give You a Square Deal

My whole business depends on my satisfied customers. I have no agents to help me out. Every one of my statements and my big broad gauge guarantee for Crown Fencing is made in cold type—in black and white, on paper. If I don't make good I lose your business and your neighbors'. But I do make good. I say: "Test the wire."

Send for Dyer's Folder-Catalogue

Full of pictures of every kind of fencing and explaining fully how to do business with me save dollars and get life-long fence-satisfaction. It will fully post you on the fence question. Just drop the postcard now. Delay won't help you. Say: "Send me your Folder-Catalogue 'P,'" and I'll do the rest.

I want to Sell Crown Fencing Direct to You this Spring

By the square deal, big value and liberal treatment I have made lots of friends for the Crown Line. Hundreds of farmers endorse my money-saving business methods. Albert Creek, to quote one of hundreds of letters, writes:

"I like the general appearance of Crown Fence, and when it is erected it will outshine some other fences around here for quality and stability, and your 10 strand fence only cost me 1c per rod more than the selling price here of a 7 strand fence. I have recommended Crown Fence to a number of farmers, but the fence is its own best advertisement."

DYER The FENCE MAN



TORONTO, Ont.

I ship from my nearest distributing centre—saving you freight and avoiding delay.