

PUBLISHED EVERY WEEK. \$1.50 PER YEAR.



Vol. XLIX.

LONDON, ONTARIO, NOVEMBER 19, 1914.

No. 1156

## FROST FENCE TARGET

**Others Aim to Make Their Products Up to the Same Standard, But Do They?**

Every farmer, no matter what he is about to purchase, compares it in his mind with another article of the same kind. This comparison is always made either thinkingly or unthinkingly, but it is there and is most human.

In fence talk, Frost Fence is that standard. We tell you that you need only to measure these other fences by this standard, and you'll be starting right.

You are not asked to believe that other fences cannot be made as good as Frost Fences, but we do say that it is impossible to make as good fence or anything near as good at the prices at which other fences are offered to you.

Do you expect anything more than suppose that you can get something tically what is offered you — fences enough to cover actual cost. This to be made to line up with Frost



you pay for? Is it safe, therefore, to for nothing? However, this is practical so low in price that it seems not would not be if these fences had fences.

We want you to judge by the standard known by most careful fence buyers. Frost Fence has built into it service and appearance. This is everything a fence can have, because service means durability, which further requires good hard wire, well galvanized, and the bindings of stays and laterals must be tight—no possible shift. Appearance covers even-spaced laterals and stays equal distances apart, and the absence of the cheap fence trade mark—bowed stays. The fact that it is straight and flat when being first unrolled is the best proof of this.

If you do not know a Frost dealer, write us direct, because in choosing fence it is less trouble to get a good than a poor one. The good ones are few to choose from.

**FROST WIRE FENCE COMPANY, LIMITED**

Hamilton, Ont.

Winnipeg, Man.

**WE MAKE OUR OWN WIRE**