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No. 1173

# How FROST FENCE is Sold

## Selling Fence Through Local Dealers is the FROST Way



IN every Town or Township there is one of these distributing agents who purchase their supplies in carload lots at large tonnage prices, and the saving in freight charges alone allows us to put that much extra care and that much better material in the quality of Frost products.

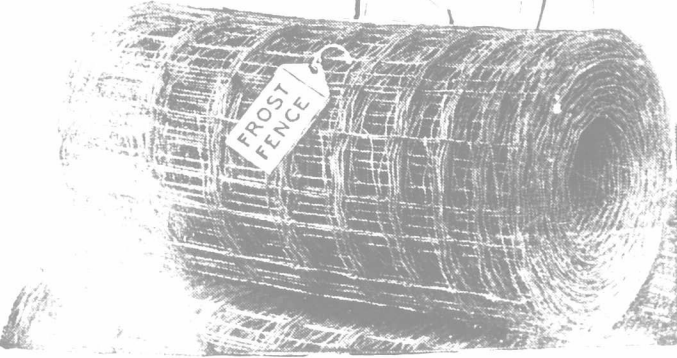
When you buy Frost Fence from the local dealer, you have a chance to look it over, take it home and stretch it up. He can allow you this privilege, because he knows that the fence will be satisfactory, and for that reason he does not need to demand your money until you have had a chance to examine the fence and know for yourself that it is O. K. He gets your confidence and keeps it; simply because when you buy Frost Fence you are getting your money's worth.



Compare this with the SO-CALLED DIRECT-FROM-FACTORY METHOD. What do you get? Fence that is usually as poor in quality as it is cheap in price. Moreover, you have to send cash with your order, and then wait from one to five weeks before you get your fence. You are not allowed the privilege of looking it over and examining it on your posts before paying for it. There would be too big a chance of it going back. It is necessary for you to give the railway a clear receipt and take the fence home—then it is yours. Don't be carried away with the idea that you are buying this fence at the lowest price because it is offered to dealers at 3c. or 4c. a rod cheaper; in fact, travellers even solicit the dealers' business. The advertising that floods the country tells you that it is not necessary to pay the middleman's profit, but these companies who have to buy their galvanized wire in the United States are little else but middlemen of the U. S. steel mills. This includes companies who pretend to sell their output direct from their factory to the user. What is more, in most every case, the third class or less carload freight is paid to the railways instead of the fifth class, the way in which Frost dealers buy their goods, and which provides for the bigger part of their profit. Then, remember the enormous expense these companies with the direct policy go to in advertising. All of this has to be accounted for somewhere, and it is accounted for in the lack of quality in the goods, where, indirectly you pay for it.



FROST dealers, on the other hand, buy wire that is manufactured right in Canada in our own mills. Frost dealers are thus in the same position as these other companies, who have to buy their galvanized wire in the United States, so that you, therefore, buy just as direct from the Frost agent as you do in purchasing direct from other companies. When you buy from a Frost dealer, you pay him for his service, and the satisfaction you get in knowing that he will always make your fence right. He must carry this out in order to continue doing business with you. You have a chance to look at the goods and see them on your posts before you part with your money. Buying direct you pay not only the middleman's profit, which is represented by these middlemen (otherwise "direct-to-you" companies), but you also pay the railways the difference in freight between less carloads and carloads, to say nothing of the fact that your money is helping to finance their business weeks before you are able to get any use out of their fence.



Finally, FROST FENCE is an entirely "Made-in-Canada" product. We own and operate the only complete wire-drawing and galvanizing mills in the Province, and we are willing to take a chance with the farmer in having him look over Frost Fence before we ask him to part with his money.

We shall be glad to send you descriptive matter on FROST FENCE, and also a dealer to look after your requirements.

**Frost Wire Fence Co., Limited, London, Ont.**

lie—  
you

Hess  
Tonic

need this to harden them after heavy feeding. There's no better time to put in for hard and summer cows need it now to get in for the coming season. Hess Stock is all stock keeps them and expels under guarantee. \$2.25; 100-0. Smaller proportion Send 2c. free Stock

Hess  
ant  
Killer

poultry and ticks with it, the roosts, or if kept both the distribute it. s bugs on wash and cabbage slugs on te. Comes lifting - top 6c.; 3 lbs. paid). 1

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