



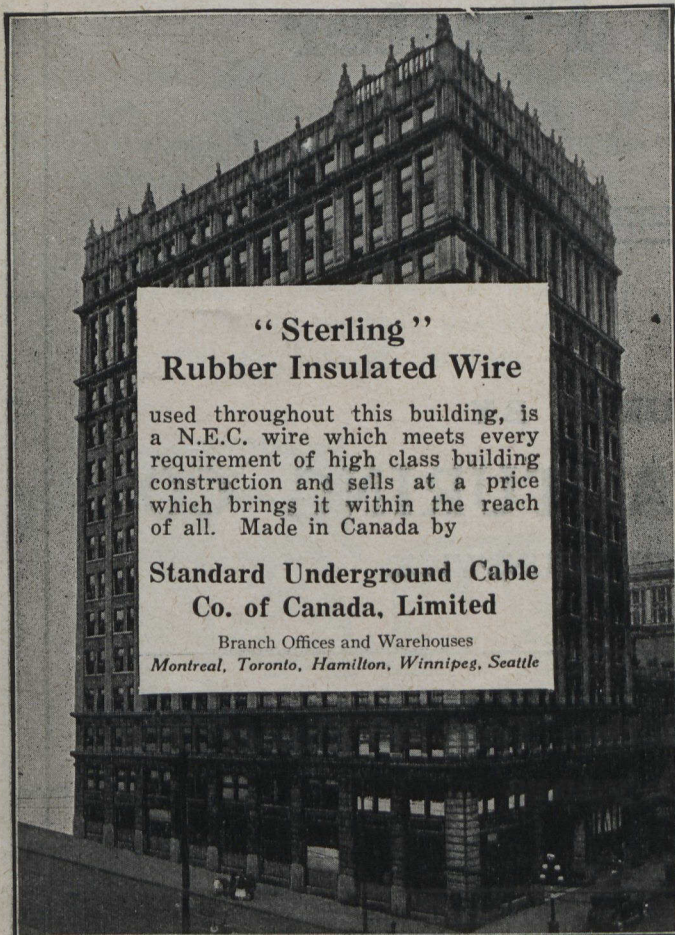
## "Call him up--- don't write!"

Your voice will bring results, when letters, telegrams and travellers fail."

Long Distance is the greatest business getter in the world. It connects you with 12,000,000 telephones in Canada and the U. S.

*Every Bell Telephone is  
a Long Distance Station*

**The Bell Telephone Co.,  
of Canada**

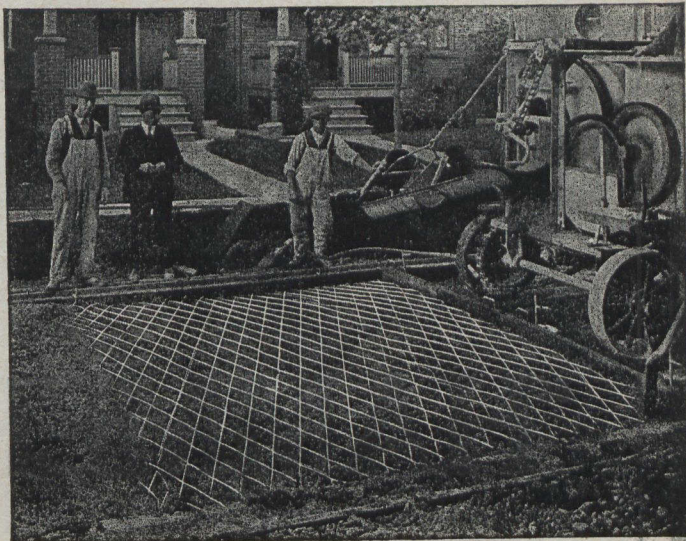


### "Sterling" Rubber Insulated Wire

used throughout this building, is a N.E.C. wire which meets every requirement of high class building construction and sells at a price which brings it within the reach of all. Made in Canada by

**Standard Underground Cable  
Co. of Canada, Limited**

Branch Offices and Warehouses  
Montreal, Toronto, Hamilton, Winnipeg, Seattle



## Concrete Slab Construction

whether flat or curved, calls for a material that is easy to handle, adaptable, and completely satisfactory as a reinforcing.

## Pedlar's "Perfect" Steelcrete

is the material that answers all requirements perfectly.

The mileage of good roads reinforced with Steelcrete is increasing every year.

All Canadian-made—no duty—no delay. Prompt service and a thoroughly satisfactory product when you order Steelcrete.

**The PEDLAR PEOPLE Limited**  
ESTABLISHED 1861

26 Nazareth Street, - MONTREAL, Que.

Executive Offices: Oshawa, Ont.

Factories: Oshawa, Ont., and Montreal, Que.

Branches: QUEBEC, HALIFAX, ST. JOHN, OTTAWA, TORONTO,  
HAMILTON, WINNIPEG, CALGARY, VANCOUVER

**EVERYTHING IN SHEET METAL**