



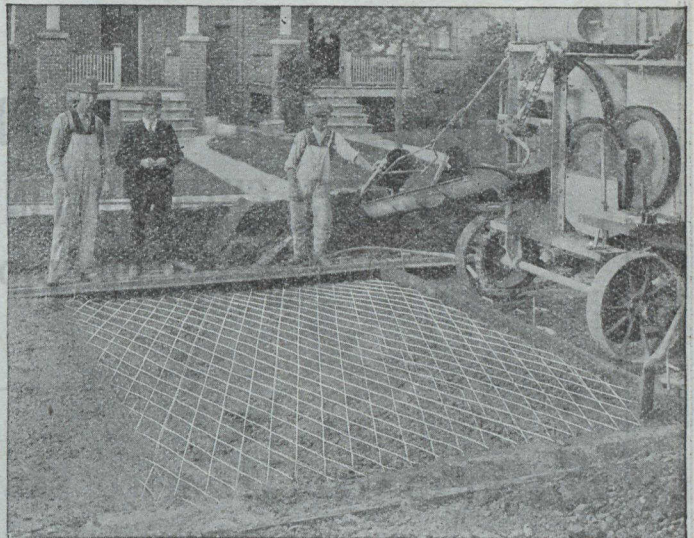
“Call him up---  
don't write!

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**



# Pedlar's “Perfect” Steelcrete

*the right reinforcing for*

## Concrete—

- Roads*
- Bridge Floors*
- Cribwork*
- Pipes*
- Walls*
- Floors, etc.*



*Write for Table of Dimensions*

## The PEDLAR PEOPLE, Limited

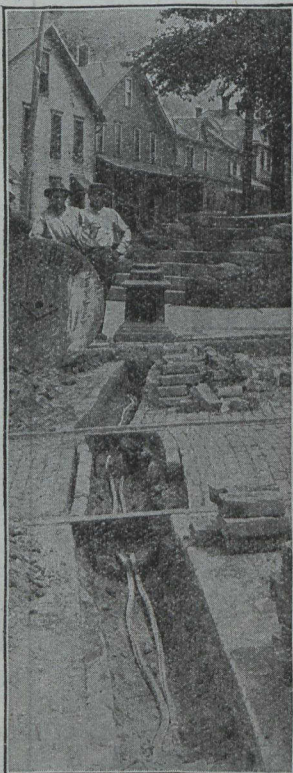
(Established 1861)

26 Nazareth St., Montreal.

Executive Offices: OSHAWA, Ont.

Factories: Oshawa and Montreal.

Branches: Quebec Halifax St. John Ottawa Toronto  
Hamilton Winnipeg Vancouver



Laying STANDARD Steel-Tape Armoured Cable across a Street

A 50 Per Cent. Saving in the cost of installing underground electric cables is worth considering these days. A cable which can be laid directly in a trench in the ground without conduits may solve the installation problem before you.

**STANDARD  
Steel - Tape - Armored  
Cables**

are designed for this class of service, and have in many cases shown a 50 per cent. saving in installation cost as compared with single runs of lead-covered cables laid in conduits. Write for bulletin 680, which gives complete information.

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

Branch Offices and Warehouses

**Montreal Toronto Hamilton Winnipeg Seattle**