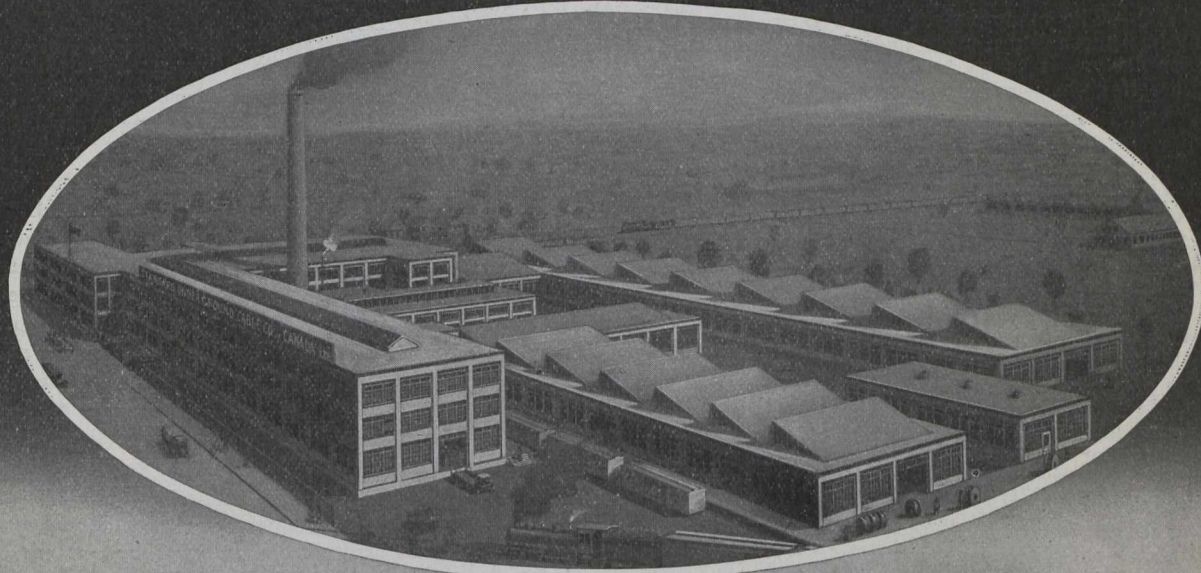


Announcement of the Standard Underground Cable Co., of Canada, Ltd.



Canada's New Industry

On or about May 15th, 1912 our new plant at Hamilton, Ontario, will start operation. Our Bare Wire Department will be ready to meet your requirements on that date and other departments will be started as rapidly as possible. Within three months from the above date we expect to have the complete plant running and able to meet, promptly and satisfactorily, your every requirement for the following materials:

"Standard" Products

Copper Rods
Bare Wire and Cable
Standard C.C.C. Wire
(Colonial Copper Clad)

Magnet Wire
Weatherproof Wire and Cable
Rubber Braided Wire and Cable
Varnish Cloth (Cambric) Cable
Fibre Insulated Leaded Cable

Dry Paper Leaded Cable
Saturated Paper Leaded Cable
Rubber Lead Covered Cable
Armored Cable
Terminals and Junction Boxes
Splicing Tubes and Compounds
Insulating Tapes and Varnishes
Cable Hangers, Supports, etc.

Cable Systems Installed Complete.

The rapid growth of the Canadian business of the Standard Underground Cable Co. of Pittsburg, Pa., U.S.A., has required the establishment of a Canadian company which will employ Canadian workmen. This company will, by close alliance with its Associate American Company, benefit by its experience of the past as well as future, and will maintain in every respect the high quality of its products as has been done by the latter in its 30 years of successful manufacturing experience.

"Standard" Products are specified and used by the most prominent and most particular Canadian Engineers, Architects, Contractors and Buyers. Ask a user!

Before you buy, get "Standard" prices and literature. *Just mail a card!*

Standard Underground Cable Co., of Canada, Ltd.

Dept. J - Hamilton, Ont.