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PHONE

45917



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Specialists in Mailing Bags

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902-910 11 Ave W 42106
Private Automatic Branch Exch connecting all Depts
MERCURY LINCOLN & METEOR DIVISION
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Private Branch Exch connecting all Depts

GENERAL MOTORS PRODUCTS OF CANADA LIMITED

Wholesale Parts Warehouse 838 11 Ave W 27911
Studebaker Corp of Canada Ltd 009 Barron Bg 66553

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Alberta Tent & Awning Co 326a 10 St NW 81413

Alberta Tent & Awning Co.

- TOURIST and WALL TENTS OF ALL SIZES
 - TRUCK COVERS MADE-TO-MEASURE
 - TARPAULINS OF ALL SIZES
- HOUSE AND STORE AWNINGS } 81413
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Calgary Aluminum Awnings Ltd 1845a 10 Ave W 45917

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TENTS, AWNINGS and TARPAULINS
— ANYTHING IN CANVAS —
614a 17th Ave. W. 27606

Western Tent & Awning Co The 133 10 Ave E 22573

Western Tent & Awning Co.

Manufacturers of
HOUSE and STORE AWNINGS—TOURIST
TENTS—WATERPROOF TARPAULINS—
CONSTRUCTION TENTS
Mill Agents for Ounce and Wide Ducks
133 10 Ave. E. Est. 1903 22573

Baby Accessories

(See Children's Wear)

Baby Care Service

Babs' Baby Sitting Agency 2122 15 St W 48340
Calgary Babysitting Bureau 3-225 8 Ave W 29293
Happyland Nursery 1705 2 St E 26720
Pleasant Baby-Sitting Bureau 710 27 Ave NW 75611
Tiny Town Nursery 826 16 Ave NW 71754
Walk-A-By-Baby Shop 329 7 Ave W 62500

Baby Chicks

(See Hatcheries)

Baggage

GENERAL DISTRIBUTORS LTD

130 9 Ave W 29223

Baggage Transfer

A A Auto Baggage Transfer 315 3 Ave W 23292
Anderson Delivery & Transfer 14 Hatfield Court 25320
ANDY'S DELIVERY 619 12 Ave NE 75571
Arrow Delivery 326 5 Ave E 21342
CPR BAGGAGE TRANSFER CPR Station 23355
COMMERCIAL CARTAGE 131 2 Ave W 25355
Ever-Ready Delivery 2610 24a St SW 45366
Globe Transfer 417 6 Ave E 27288
MACCOSHAM STORAGE & DIST CO
(CALGARY) LTD 215 10 Ave W 27991
Sullivan's Cartage 129 17 Ave E 29676
Vets Cartage Co 219 11 Ave E 22027

Bags—Textile

Bonar & Bemis Ltd 2235 15 St E 55152
54789

BONAR & BEMIS LTD.

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2235 15 St. E.

Phones 55152 and 54789

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"TASK FITTED" BAGS
East Calgary Phone: 55466 - 55896

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City Bakery 906 1 Ave NE 62279
Crescent Bakery & Confectionery 303 16 Ave NW 71065
Daffodil Bake Shoppe 724 17 Ave W 62104
Dainty Cake Bakery 1135 11 St E 54360
Golden Crust Bakery 101 9 St NE 62172
Harrison's Bakery 142a 10 St NW 82385
Hume Mrs C 6 City Hall Market 65056
Luckie's Bakery 2703a 17 Ave W 43093
Martin's Bakery 338 4 Ave E 61820
National System of Baking Ltd
No 1 Store 309 8 Ave W 27470
No 2 Store 710 Centre St 29969
No 3 Store 1604 Centre St N 71683
General Office 1604 Centre St N 78196
Palmetto Bakery 224 8 Ave E 75522
Patricia Bakery 2616 4 St NW 21563
Penny's Bakery 1215 9 Ave E 73757
Poppy Cake Shop 1419 11 St W 55577
Scotch Bakery 1213 1 St W 41650
Snowwhite Bakery 1438a 17 Ave W 26317
Stewart's Bakery 726 3 St NE 42942
Victoria Cake Shop 1018 2 St E 26644
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55949
54541

Standard Brands Limited

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Cor 12 Ave & 11 St W 42731

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4014 Macleod Trail {30136
30631

McGAVIN LTD 325 10 St NW 82323
Order Desk 82125

PALACE BREAD LTD 1027 8 Ave W 23941

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QUALITY
BREAD
CAKES &
SWEET GOODS



"For Information Call"

WESTON BAKERIES LTD

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24042

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55949
54541

Standard Brands Limited

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BAKING POWDER - ROYAL PUDDINGS and
ROYAL JELLY POWDERS

2201 15 St E 55881 - 55949 - 54541

Banks

Bank of Canada The 121 8 Ave W 21689
Bank of Montreal 8 Ave & 1 St W 283 91
Eighth Ave West Branch 606 8 Ave W {64834
64876
Elbow Park Branch 2412 4 St W 23894
North Hill Branch 1615 Centre St N 71306
Stock Yards Branch East Calgary {55117
54464
Bank of Nova Scotia 125 8 Ave W 29566
West End Branch 17 Ave & 14 St W {41630
44453
Manager's Office 42436
North Hill Branch 1220 Centre St N 72582
Manager's Office 71309

BANKS—Continued

Bank of Toronto 114 8 Ave W
General Office 21702
Manager A R Profit 26702
Asst Manager R S Wells 21802
Canadian Bank of Commerce The
8 Ave & Centre St 63001
Eighth Ave W Branch 309 8 Ave W 23774
Eighth Ave W & Fifth St Brch 620a 8 Ave W 66381
First St West Branch 1202 1 St W 21823
Dominion Bank The Main Branch 311 8 Ave W 23436
Eighth Ave & First St E Branch 22524
Imperial Bank of Canada 102 8 Ave E 21136
East End Branch 1230 9 Ave E 55204
Eighth Ave West Branch 407 8 Ave W 25600
North Hill Branch 634 16 Ave NW 72976
Royal Bank of Canada Main Branch
8 Ave & Centre St 287 91
Third St W & Eighth Avenue Branch 287 91
Crescent Heights Branch 117 16 Ave NW 72665
Hillhurst Branch 10 St & Blvd NW {81030
81314
Supervisor's Dept 108a 8 Ave W 287 91

Barbers

Beaudet's Barber Shop & Beauty Parlor
1002 17 Ave W 44244
Broadway Barber Shop 820 Centre St 21074
Hub Beauty Parlor & Barber Shop
229a 8 Ave W 29751
Ideal Barber Shop 1009a 1 St W 23566
Joe's Barber Shop 404 Centre St 26333
Peters P P 1203 1 St E 65474
Petroleum Building Barber Shop 310 9 Ave W . 64308

PETROLEUM BUILDING BARBER SHOP

310 9 Ave W 64308

Workman Barber Shop 324 9 Ave E 64758

Barbers' Supplies

(See Beauty Parlor Supplies & Equipment)

Barn & Stable Equipment

CREAMERY INDUSTRY SUPPLY LTD

1007a-1009 1 St E 23022
PEDLAR PEOPLE LTD THE {42050
1301 10 Ave W 46300

Barristers & Solicitors

Adams S H 31-36 Union Bldg 21616
Arnold & Crawford 114 Petroleum Bldg {21420
63416
Barron & Barron 513 Herald Bldg {22340
64786
Blanchard C S QC 600-602 Bamlett Bldg 24461
Boyd John 70 Union Bldg 24541
Bryenton Percy R 304 Maclean Bldg 27627
Burnet Heseltine & McNeill 709 Lancaster Bldg {23387
65066
Burns & Mavor 412 Grain Exchange Bldg 21718
Burns R C QC 412 Grain Exchange Bldg 21718
Burns R J 63 Canada Life Bldg 62041
Chambers E J QC 600-603 Lancaster Bldg 21171
Cohen J 205 Leeson-Lineham Bldg 27379
Collier E C 231 8 Ave W 25475
Cooney V A 606 Lancaster Bldg 26334
Crawford J W 23 Canada Life Bldg 27377
Crerar J M 104 Burns Bldg 62976

BARRISTERS & SOLICITORS—Continued

Cromarty & Cooney 606-7-8 Lancaster Bldg . {65323
61341
Crowle H E 332 Alberta Corner 61325
Dingle & MacDonald 612 Grain Exchange {27275
27784
Driscoll R F 31-36 Union Bldg 26618
Edmunds George W 516 Burns Bldg 65058
Farthing & Tavender 47 Canada Life Bldg 23422
Fenerty Fenerty McGillivray & Robertson
5th Floor Insurance Exchange 24681
Fisher Fisher & Chipman 201 Lancaster Bldg .. 22161
Fitch & Driscoll 31-36 Union Bldg 26618
Fradkin L M QC 301 Grain Exchange Bldg 27148
German MacKay & McLaws 1-332 7 Ave W .. {21819
63639
Ginsberg Benjamin QC 817 Lancaster Bldg 22040
Greenan Jos J 608 Leeson-Lineham Bldg 25835
Hall Wm E QC 228-230 Loughheed Bldg 22444
Harris Orrie W 219 Alberta Corner 62261
Helman & Barron {21040
803-804 Lancaster Bldg 21240
Hobbs A W 31 Canada Life Bldg 21384
Jones Maclean E 600-603 Lancaster Bldg 21171
Justason L A 16-231 8 Ave W 62753
Lane D Austin 510-511 Leeson-Lineham Bldg . 61359
Lannan A & Sellar 111 8 Ave W 65025
Lipsett L R QC 310 Grain Exchange Bldg 22050
Livergant Morris B 612 Leeson-Lineham Bldg . 65194
Low William A 517 Lancaster Bldg {26874
63604
Macleod Riley McDermid Bessemer & Dixon
63 Canada Life Bldg 62041
Mahaffy & Howard 208 Lancaster Bldg {25869
26652
Mann Dawson & Co 201 Grain Exchange 21956
Mavor John S QC 412 Grain Exchange Bldg .. {21761
21718
Mayhoad & Cumming Imperial Bank Chmbrs . 21118
McCaffery J P 502 Grain Exchange 63443
McCormick Edward J 102 Ward Bldg {24995
29012
McDonald & Stuart 709 Petroleum Bldg 64168
McGuire & Sinclair 52-53 Canada Life Bldg... 29487
McLaws & McLaws 25 Canada Life Bldg 64066
Might O H E QC 600-603 Lancaster Bldg 21171
Millard MacDonald QC 407 Insurance Exchange 23323
Miller Leo H QC 402 Maclean Bldg 21377
Millican & Millican 911 Lancaster Bldg 64258
Mooney P J 608 Leeson-Lineham Bldg 25835
Morrison J A 209-326a 8 Ave W 22330
Nolan Chambers Might Saucier Peacock & Jones
600-603 Lancaster Bldg 21171
Nolan H G QC 600-603 Lancaster Bldg 21171
O'Connor & O'Connor 200 Lancaster Bldg ... {23628
23020
O'Connor T J 111 Burns Bldg 61723
O'Keefe T L 1 Kresge Bldg 25754
Patterson H S & Son 218 Greyhound Bldg {23825
21920
Patterson Ward H QC 227a 8 Ave W 23173
Petrie & Petrie 609 Lancaster Bldg {23375
65072
Poffenroth J C 202-3 Burns Bldg 66981
Porter Allen & MacKimmie 436 Loughheed Bldg 22116
Power W Kent QC 517 7 Ave W 22460
Sanford & Costello 511 Lancaster Bldg {22998
62364
Saper Sol 504-5 Grain Exchange Bldg 64772
Saucier J J QC 600-603 Lancaster Bldg 21171
Scott Gregg & Turner 511 Herald Bldg 63086
Sellar Wm 111 8 Ave W 65025
Shouldice Milvain & MacDonald {22025
22045
Shumiatcher & Shumiatcher 603 Grain Exch Bldg 21717
Skene & Gorman 22 Canada Life Bldg 22255
Smith Smith & Williamson 500 Lancaster Bldg . 22141
Snider Edward C 301 Grain Exchange 24187
Staples M H QC 005 Barron Bldg 65355
Steeves Miss Helen 628 15 Ave W 24875
Vallance & Vallance 2-328a 8 Ave W 23130
Webb Walter K 1603a Centre St N 73560
Whetham J D 209-210 Lancaster Bldg 21890
Winter Austin de B QC
306-307 Grain Exchange Bldg 65363

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(See also Storage Batteries)

Alberta Battery Co Ltd 1312 Centre St S 24485

ALBERTA BATTERY Co. Ltd.

WE BUILD

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For Cars - Tractors - Radios and Lighting Plants

SERVICE and REPAIRS**24485** 1312 Centre St. S. **24485**

Bruce Robinson Electric Ltd 9 Ave & 4 St W .. 29506

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Alberta Distributors:

Bruce Robinson Electric Ltd.**9 Ave & 4 St W** **29506**

Burgess Battery Co H L Perry Bldg 64041

GALGARY BATTERY CO 111 12 Ave W 27744

Commercial Tire (Alberta) Ltd 1202 9 Ave E . 54322

ESCO SERVICE**BATTERY SERVICE**

AUTO — FARM LIGHT — RADIO

407 Centre St Sales & Repairs **29633****EXIDE SERVICE STATION**

W H Johnston Co 529 11 Ave W 24435

FISK TIRE SERVICE CO LTD

342 7 Ave W 23279

This Directory is compiled for your
convenience. Use it daily.

Complete Battery**SALES and SERVICE**

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GOODYEAR**STARTERS
GENERATORS
MOTOR TUNE-UP****GOODYEAR TIRES****COMPLETE**

- VULCANIZING
- RECAP SERVICE

ELECTRICAL SERVICE 54322
BATTERY SERVICE 54322
TIRE SERVICE 54170
OFFICE 55229

COMMERCIAL**TIRE (Alberta) LTD.****1202 9 Ave. E.****BATTERIES—Continued**

Globelite Batteries (Alta) Ltd 1012 9 Ave W . 27082

Globelite Batteries (Alta) Ltd.

Largest All-Canadian Storage Battery Mfrs. of

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Power Control and Farm Light Batteries

1012-1014 9 Ave W - 27082**GREAT WEST DISTRIBUTORS LTD**

1702 9 Ave W 22151

Red Head Storage Batteries

Hart Battery Co 126 12 Ave W 63108

HART BATTERIES

"Distributors"

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PRECISION MACHINE & FOUNDRY LTD.

"Service"

INDUSTRIAL BATTERIES LTD.

126 12 Ave. W.

CALGARY BATTERY CO

111 12 Ave. W.

HART BATTERY CO.**126 - 12 Ave W** **63108****HUTTON'S LTD**

AUTO — FARM — RADIO

BATTERY SALES & SERVICE

131 11th Ave. W. **25895-25095-22427**

Marshall-Wells Ltd 118 11 Ave E 25501

MARSHALL-WELLS LTD.

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Prest-o-Lite Storage Batteries**118 11 Ave. E.** **25501****WILLARD STORAGE BATTERY CO
OF CANADA LTD**

Distrs Motor Car Supply Co of Canada Ltd

317 6 Ave W

Wholesale Only

City Orders 24633

Country Orders 24631

Bearings**B C BEARING ENGINEERS LTD**611 8 Ave W {25251
63341Federal-Mogul Service Ltd 110 4 St NE {65955
66736

Industrial Bearings Ltd 620 9 Ave W 64502

Industrial BEARINGS LTD.

620 9 Ave. W. Ferguson Supply Bldg.

64502**Bearings for Every Industry****NEW DEPARTURE & TIMKEN BEARINGS**

MOTOR CAR SUPPLY CO OF CANADA LTD

317 6 Ave W 22146

TAYLOR PEARSON & CARSON LTD

RED DEER—CALGARY—MEDICINE HAT

Your Bearing Requirements

Timken, SKF, Hyatt, Torrington

308 5 Ave W **62021****WILKINSON & McCLEAN LTD**

1215 9 Ave W 26146

**Beauty Parlor Supplies
& Equipment**

Gilmour Beauty Supply Co Ltd

Bsmr 1433 17 Ave W 45441

GILMOUR BEAUTY SUPPLY**CO. LTD**

Beauty and Barber Equipment and Supplies

Novelty Gift Items

1433 - 17 Ave. W. (Bsmr) Bus. Phone **45441**
Res. Phone **43134**

Kelly's Beauty & Barber Supply Co 605a 1 St E 21078

**KELLY'S BEAUTY & BARBER
SUPPLY CO.**

Shelton-Eugene Turbinators — Jones Bros.

Bonat-Nestle, Rayette & Zarr Cold Waves

ALL RAYMOND LABORATORIES LINES

Everything for the Hairdresser & Barber

605a 1 St E Phone **21078****MID-WEST BEAUTY & BARBER SUPPLY**

Distributors for

Tylon Cold Wave & La Jolie Cosmetics

207a 7 Ave E **27573****ONTARIO BEAUTY SUPPLY CO LTD**

116-5 Ave E 66348

Windsor Specialty Co 229 7 Ave E 24761

WINDSOR SPECIALTY CO.

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Roux Tints-Miss Clairol-Fluffon Shampoo

Zaar and Caryl Richards Cold Waves

Wahl Electric Clippers and Vibrators

Authorized Rayette Dealer

"Headquarters for Beauty & Barber Supplies"

229 7 Ave. E. **24761****Beauty Parlors****A1 BEAUTY SHOP**

Phyllis Fleming - Marie Sanders

We Specialize in PERMANENT WAVING

and HAIR TREATMENTS

1002a Centre St N **26686****ADENA'S BEAUTY SALON**

Personalized Beauty Service of All Kinds

VIVIAN JORGENSON

1102 4 St W **27300**

Adrian Beauty Salon 514 17 Ave W 24429

**ADRIAN
BEAUTY
SALON**

Madame McGrandle - Phyllis McGrandle

HARPER METHOD SALON

Facials

514 17 Ave. WestAmerican House of Beauty 202-225a 8 Ave W 61125
Annalene Beauty Salon 2503 4 St W 25747

(Continued on next page)

It pays to make frequent use of
the **YELLOW PAGES**. It lists
services, stores, products and
professional people — all classi-
fied for your convenience.

BEAUTY PARLORS—Continued

Arcade Beauty Parlor The Arcade23847
Irene Code and Her Beauty Experts

Arcade Beauty Parlor

IRENE CODE & HER BEAUTY
EXPERTS

Consult Us Regarding Your Beauty Problems

THE ARCADE—126 8 Ave-W 23847

Avenue Beauty Shop 318 16 Ave NW.....72430

AVENUE BEAUTY SHOP

SPECIALIZING IN PERMANENT WAVING

L. R. Holditch, Prop.

72430 318 16 Ave. N.W.

Beaton Beauty Parlor 207 8 Ave W.....62153

BEATON BEAUTY PARLORS

HARPER METHOD

EXPERT OPERATORS ONLY

62153 207 - 8 Ave. W.

BEAUDET'S BARBER SHOP & BEAUTY PARLOR

Experienced Operators in
ALL LINES OF BEAUTY CULTURE
1002 17th Ave. W. 44244

Bell Beauty Parlor The 1004 2 St E62382

Bert's Beauty Parlor 351 11 Ave W25634

BLUEBIRD BEAUTY PARLOR

A. J. Porter, Prop.
Specializing in PERMANENT WAVING
and all lines of BEAUTY CULTURE
32 4 St NE 22529

Bobette Beauty Shoppe 2035 34 Ave SW31881

Bon-Ton Barber & Beauty Shop 708 1 St E63806

Budget Beauty Bar 4 Sheldon Bldg66694

BUDGET BEAUTY BAR

Vitamin Cream

Wave \$3.75

Cold Wave ½ Price

GUARANTEE

WITH EVERY WAVE

No Appointment Necessary

4 Sheldon Bldg. 66694

214a 8 Ave E



Cable's Barber & Beauty Shoppe 346 17 Ave W 23210

CARL'S BEAUTY SALON

16 YEARS PERMANENT WAVING
IS YOUR GUARANTEE

236 8 Ave W (Over Kresge's) 22383

Charm Beauty Shoppe 213 16 Ave NW71335

CHARM Beauty Shoppe

Modern Beauty
Service

The New Short Haircut

71335

213 - 16 Ave. N.W.



(Continued on next page)



ONE PRICE
ONLY
COMPLETE
And Guaranteed

EXPERT
HAIRCUTTING
by Male Barber

\$3.95
COMPLETE
and
GUARANTEED

Cold Wave

- MACHINELESS OR MACHINE.
- COMPLETE WITH CUT AND STYLE.
- EXPERT OPERATORS.
- HAIRCUTTING
- CREAM SHAMPOO
- TEST CURLS
- CREAM RINSE
- HAIRSTYLING

Large Professional Staff

NO APPOINTMENT
NECESSARY

AMERICAN House Of Beauty

225a 8th Ave. W.
(Over White Lunch)

PHONE

61125



Favorite of Thousands!
STABER'S FAMOUS
GUARANTEED

Prot-N-ized

CREAM PERMANENT
NO APPOINTMENT
IS NECESSARY

ONE LOW PRICE \$3.95 WHY PAY MORE

Hours, 8:30 a.m. - 6 p.m.

Carlton Hotel, Calgary

Phone 22234

Alta.

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of
All Business
and the Home
of
Fashionable
Hairdressing

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29751

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229A Eighth Avenue W.

Opposite Capitol Theatre

Canada's Own Hair Stylist



NELS TODD

A perfect place for correct
Hair Shaping!

Latest in Hair Styling

Natural Looking

Permanent Waves

Please
Phone

22979 or 63955

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Home of the Famous Vita-Sheen Shampoo
and Dandruff Remedy

209 Leeson-Lineham Blk.
8 Ave. West (Across from Hudson's Bay Co.)

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Designed and
Patented

Professional
Hair Brush

With Staggered
"feather touch"
Bristles

BEAUTY PARLORS—Continued

Curl Shoppe The 1336B 9 Ave E.....55253

DANNEWALD HAIRDRESSING &

GIFT SHOP — Carl Dannewald, Prop.
Ladies Haircutting, Styling, Permanent Waving
908A Centre St N 62350

De Luxe Beauty Parlor & Barber Shop

216 7 Ave W21777

Diana Beauty Salon 806 4 St W61412

Eaton Co Western Ltd (The T) 8 Ave W bet

3 & 4 Sts60234

-Elbow Barber Shop & Beauty Parlor

2512 4 St W23157

Elite Beauty Shoppe 1431 17 Ave W43334

Elks Beauty Parlor Elks Bldg26577

Glamour Bar Beauty Salon 704a 16 Ave NW...74144

Grainger's Hairdressing 1110 1 St W.....23530

Greenwood Beauty Parlor 410 4 St W61448

HARPER METHOD BEAUTY SALON

824 16 Ave NW74316

Helen's Beauty Salon 812 16 Ave W29734

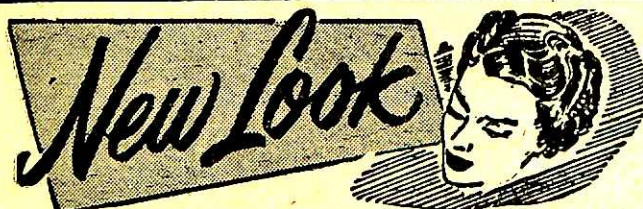
Hub Beauty Parlor & Barber Shop 229a 8 Ave W 29751

(See advertisement on Page 19)

Idris Beauty Salon 2805 14 St W42060

(Continued on next page)

USE LONG DISTANCE



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Distinctive
Hairstyling



FOR A LOVELY LANOLIN COLD WAVE

... TRY OUR FAMOUS COLD WAVE.
Call 22002 today for permanents that are
manageable, beautifully natural and lasting.

- Shampoo and Wave \$1.00
- Haircut \$1.00

SPECIALISTS IN HAIR COLORING
AND CONDITIONING

WAVES **\$3.95**
from and up

Leroy

BEAUTY SALON
222A - 8th Avenue West
22002

ELITE Beauty Shoppe

1431 - 17th Ave West

Call This Handy
Neighbourly Shop
For Your Next
Appointment

43334

BEAUTY PARLORS—Continued

Jacobson's Hairdressing Salon & Beauty Academy
Upstairs 128a 8 Ave W24219

**JACOBSON'S
HAIRDRESSING SALON
and BEAUTY ACADEMY**

Individual Hair Styling

Phone **24219** Phone

128a 8 Ave. W.—Upstairs

JEANNE'S BEAUTY SALON

824 16 Ave NW74316

Johnston's Barber Shop & Beauty Parlor

1403 11 St W41247

Keen-Kurl Beauty Parlor 1910 8 St E54461

KILLARNEY BEAUTY SALON

Mae Crawford

SPECIALIZING IN ALL LINES OF
BEAUTY CULTURE and MARCELLING
2705 17 Ave W Phone 42587

La Moderne Mode Beauty Salon 2118a 4 St W..29801

La Rue Beauty Shop 307 Alberta Corner64238

Leroy Beauty Salon Kraft Bldg 222a 8 Ave W ..22002

Looking Glass Beauty Salon 1114 3 St NE....72254

Lucille Beauty Salon 1413 9 Ave E55895

Madleine Beauty Salon 344 23 Ave W62611

Marda Beauty Salon 3409 20 St SW45333

Marine Beauty Shop 1224 9 Ave E55524

(Continued on next page)



Mack
and
Jean
Harris

**JEANNE'S
BEAUTY SALON**
NORTH HILL

Harper Method Salon

Discriminating Women Prefer . . .

Harper Method Beauty Care

PHONE **74316** PHONE

SOFT WATER USED WITH ALL SHAMPOOS

"Our Permanent Waves Make Permanent Friends"

824 16 Ave. N.W.

YOUR CHOICE

Guaranteed

COLD WAVE

Machineless or Machine
Complete

ONE
PRICE
ONLY

\$3.95

SHAMPOO OR FINGER WAVE

75c

"WELCOME"

With or Without Appointment

SUNNY

Beauty Parlor

306 10 St. N.W.

82433

PETER PAN

BEAUTY SALON

"Your Personal Stylists"



213 Lougheed Building
(Same Building as Grand Theatre)

27742

Harper Method Salon

- LEARN HAIRDRESSING
- LEARN BARBERING

MARVEL
Hairdressing Schools

Over Metropolitan Store
One of Canada's oldest and largest chain of
beauty schools

- LEARN BY SEEING
- LEARN BY DOING
- LEARN BY HEARING

Write for free catalogue and information

326A - 8th Ave. W.

29841

NU-FASHION

BEAUTY SALON

THE HOME OF
GUARANTEED PERFECTION PERMANENTS

From **\$2.95** UP

Shampoo & Finger Wave 75c

23377

326A 8th Ave. W. Over Metropolitan Store

BEAUTY PARLORS—Continued

Marvel Beauty Schools 202-326a 8 Ave W29841
 Mary Anne Beauty Parlor 1338 9 Ave E.....54093
 Mission Beauty Shoppe 2208 4 St W27616
 Mount Royal Barber Shop & Beauty Parlor
 728a 17 Ave W 61162
 New Day Beauty Parlor & Barber Shop
 114 7 Ave E 26548
 New Trend Beauty Salon 638 17 Ave W22838
 Norman's Beauty Salon 711 4 St W 29748

Norman's Beauty Salon

NORMAN SPANKIE Prop

29748SPECIALIZING IN STYLING
PERMANENT WAVING
SOFT WATER**711 4 St W Opposite Eaton's**

Nu-Fashion Beauty Salon 326a 8 Ave W23377
 (See advertisement on Page 21)

Nu-West Hair Dressing Salon 317 19 St NW ..83000
 Palliser Hotel Hairdressing Parlor Palliser Hotel 21947
 Patterson Kay 1116 Centre St N74923
 Peter Pan Beauty Salon 213 Lougheed Bldg....27742
 Douglas Doherty Prop
 (See advertisement on Page 21)

ROSE'S BEAUTY SHOPPESPECIALIZING IN ALL KINDS
OF BEAUTY CULTURE

144a 10 St NW 82656

SCARBORO BEAUTY SALON

JOAN WALKER

PERMANENT WAVING

and All Lines of Beauty Culture
1438 17th Ave. W. 43311

Staber Leila Beauty Salon Carlton Hotel22234
 (See advertisement on Page 19)

Sunalta Beauty Parlor & Barber Shop
 1506 12 Ave W41667

Sunny Beauty Parlor & Barber Shop
 306 10 St NW 82433
 (See advertisement on Page 21)

Todd Nels 209 Leeson-Lineham Bldg22979
 (See advertisement on Page 20)

Trail Beauty Parlor 2407 Edmonton Trail72249

VANITY BEAUTY SHOPPEAlice Bruce — Props — Edna Cross
Phone us for our Specials in Cold
Waves and Machineless Perms

513 9 St W 29029

Victoria Beauty Shop 1205 2 St E66577

Young's Beauty Nook 908 Centre St N26747

Beauty Schools

(See Schools—Beauty Culture)

Beds & Bedding

Canadian Bedding Co Ltd 432 3 Ave E65859
 Globe Bedding Co Ltd 11 St & 17 Ave E55183
 Parkhill Bedding Ltd 339 10 Ave E21383
 Simmons Ltd 5 Ave & 5 St E65050

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Order Desk43950

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Tel. 29161

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Monarch Belting Co 620 9 Ave W65691

Wilkinson & McClean Ltd 1215 9 Ave W26146

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Blue Label Bottling Co 508 3 Ave W22812

**Stubby**BEVERAGES and
DISTILLED WATER**508 - 3 Ave. W.
22812****CALGARY BREWING & MALTING CO**

LTD 9 Ave & 15 St E55681

Canada Dry Ginger Ale Ltd 830 16 Ave W61477

Coca-Cola Ltd 123 3 Ave W64826

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Seven-Up Bottling Co 129 3 Ave E29161

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Arn's Bike Shop 340 16 Ave NW74335

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Arn's Sharpmobile

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Calgary Cycle Store 709a 1 St E61246

Central Cycle & Electrical Appliances

Bsmt 302 10 St NW81196

Fisk Tire Service Co Ltd 342 7 Ave W22536

Island Cycle Shop 1217 9 Ave E55088

ISLAND CYCLE SHOP

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SKATES, BICYCLES and ACCESSORIES

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Killarney General Repair & Appliance Shop

2631 17 Ave W41040

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MISSION

Cycle Store

Raleigh, Rudge

& C.C.M.

Repairs & Accessories

Phone **22278**

2414 Fourth Street West

(Continued on next page)

STAY AT HOME**ON STORMY DAYS****Shop by Telephone****It Will Bring****The Things You Need****From Stores and Market**



SID'S CYCLE WORKS

- C.C.M.
- RALEIGH
- HUMBER

Rudge Whitworth
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All Leading Models

PHONE

- 25777 -

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The Home of C.C.M.

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Specializing in Three-Speed Hubs

REPAIRS FOR ALL MAKES

*40 Years of Experience Enables Us
to Guarantee All Repairs*

CALGARY CYCLE STORE

Matt Wolhuis
"THE CYCLE MAN"

PHONE **61246** PHONE

Residence Phone 44928.

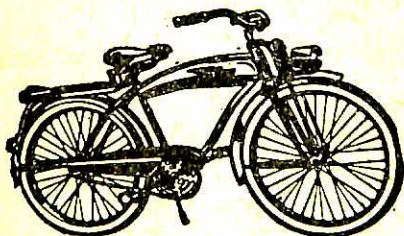
709a 1 St. East



SOUTHERN ALBERTA BRANCH
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MACHINE SHARPENED**

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RED WING

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PARTS &
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North Hill Cycle Store

Expert Work on

**Bicycles of All Makes
Baby Buggies Repaired**

235 16th Ave. N.W.

73011Premier Cycle & Sports 319 7 Ave W {21755
29906

(See Advertisement on Page 23)

Ridley's Cycle & Sporting Goods 225 10 St NW 81421

**RIDLEY'S
CYCLE & SPORTING GOODS**CCM BICYCLE SALES and SERVICE
Repairs to All Makes of Bicycles**225 10 St NW****81421**Sid's Cycle Works 315 17 Ave W25777
(See Advertisement on Page 23)Western Cycle Works 1514 14 St W44044
(See Advertisement on Page 23)Zirk's Cycle Works 1504 Centre St N73430
(See Advertisement on Page 23)**Bicycles—Wholesale &
Manufacturers****BRITISH INDUSTRIES LTD**

323 8 Ave W62750

Canada Cycle & Motor Co Ltd 1210 11 Ave W43413

Deeley Fred Ltd 921a 9 Ave E55780

Hillhurst Cycle & Sporting Goods 1018 Blvd NW 81196

MOTOR CAR SUPPLY CO OF**CANADA LTD** 317 6 Ave W

City Orders24633

Country Orders24631

Bill Posting

(See Advertising—Outdoor)

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Calgary Billiard Hall 334 8 Ave E63641

Central Billiards Basement Maclean Bldg95-137

Exchange Billiard Parlor 815 1 St W25288

Helmer & Carr 208 8 Ave W95-226

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Independent Biscuit Co Ltd 11 Ave & 4 St E ...26127

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Retail Store Chocolate Box 601 Centre St ...63839

Paulin Chambers Co Ltd 1208 11 Ave W41442

Scott-Bathgate Ltd 2nd Flr 305 10 Ave E29747

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(See Fans & Blowers)

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Supplies 615 8 Ave W65992

Reproduction24881

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{26028

Riley Reproduction Ltd 612 8 Ave W27741

{27748

{25786

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Waterous Ltd 723 10 Ave W21985

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Bolt Supply House 1213 2 St E21583

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(See Stocks & Bonds)

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110 6th Ave. W., Calgary 21507-61783

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(See Stationers—Retail)

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(See Shoes)

Boots & Shoes—Wholesale

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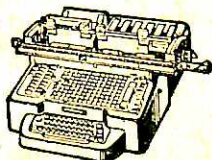
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"Established Over 39 Years"
MOLDED (BAKELITE) SCREW CAPS
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CORKS OF ALL TYPES
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Only authorized office in this city.

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Factory Trained Service Men

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Crescent Recreation Centre 1632 Centre St N .. 74978
Gayety Bowling Alleys Ltd 909 17 Ave W 43377
Gibson's Bowling Parlors 7 Ave & Centre St
Academy 95-111
Private Office Academy 21388
Recreation Alleys 95-231
Private Office Recreation 21264
Lucky Strike Bowling Alleys 133 6 Ave E 63326
OLYMPIC BOWLING ALLEYS LTD {24589
818 8 Ave W {21035

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(See also Paper Boxes)

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CALGARY BOX CO LTD 2102 10 Ave W 43118

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Canadian Boxes Ltd H L Perry Bldg 64041
Hilton Bros Ltd 303 Foothills Bldg 64970
Hudson Paper Co Ltd The 326 9 Ave W 22827

Hudson Paper Co. Ltd.

Sales Agents for Canadian Boxes Limited.
CORRUGATED & SOLID FIBRE SHIPPING CASES
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22827

Martin Paper Products Ltd 23 Ave & 9 St E .. 55603

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(See Clothiers—Retail & Men's Furnishings—Retail)

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Alberta Brake Supplies 822 3 St NE 26388

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Manager's Office 43010

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EMPTY BOTTLE PICK-UP 25876
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Accountant 65308
Freight & Traffic Dept 24477

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(See Radio Broadcasting Co's & Stations)

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(See Custom House Brokers)

Brokers—Fruit & Produce

Canadian Fruit Distributors Ltd 702 9 Ave W 23550
 Sunkist Growers Inc 702 9 Ave W 63134
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 25360

Brokers—Grain

(See also Grain Commission Merchants)

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RICHARDSON JAMES & SONS
LIMITED Richardson Bldg 61011
 Willis E T 518 Herald Bldg 63251

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 Dingle W H 26 H L Perry Bldg 25757
 Duncan Hector G 215 10 Ave W 27991
 Macalister Donald 812 11 Ave W 27105
 Richardson Ross & Co Ltd 804 15 Ave W 62625
 Watson & Truesdale 2616 25 St W 45452
 Woodside C T & Son H L Perry Bldg 64041

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(See Insurance Business—Agents & Brokers)

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Allan Investments Ltd 627 8 Ave W 27453
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MENTS LTD 603 8 Ave W 64810

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Stock Exchange Phone 23219

Kerr-Linden Investments Ltd 411 6 Ave W 63352

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8-308 8 Ave W 62553

Mack H M 317 Alberta Corner 25631

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405 Grain Exchange Bldg 63344

McNabb A M 609 Herald Bldg 22271

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LTD 418 Lancaster Bldg 27707

Murray Investments Ltd 222a 8 Ave W 66840

Phillips Leonard 409 Lancaster Bldg 25615

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319 8 Ave W 61011

Sande Michael Calgary Stock Exchange 64438

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Shaw Investments 712 8 Ave W 64764

..... 63342

..... 63774

..... 64680

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Orders 64474

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..... 62883

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(See Stocks & Bonds)

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Warehouse 5th Flr 127 7 Ave E 64749

Klean Sweep Brush Factory 624 4 St E 26872

Stanley Home Products of Canada Ltd

2502 4 St SW 25730

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(See Contractors—Building)

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73823 - 73888 - 74616

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(Continued on next page)

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WOODS WESTERN LTD.

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CHIMNEY BLOCKS
GAS FLUE INSULATION

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Shaw York 1335 12 Ave W41216

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Supplies Ltd.**

Butler All-Steel Prefab
Buildings
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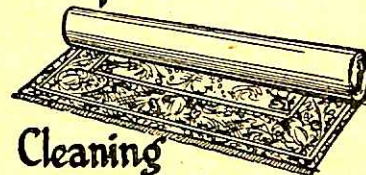
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