



## PINDER'S DRUG STORE RUPTURED?

*WEAR A  
Perfectly Fitted  
TRUSS*

**We Guarantee  
RELIEF and SECURITY**

Pinder's Skilled fitters with years of experience and a thorough knowledge of all types of hernia are your assurance of a perfect truss fit and satisfaction.

Phone 25828 for appointment—Today!



**Headquarters for  
CAMP  
Corrective  
Garments  
AND SURGICAL SUPPORTS**

**Elastic Hosiery**  
4 Private Fitting Rooms,  
Lady and Gentlemen Attendants

**Pinder's Drug Store**  
Ph. 25828 210 8TH AVE. W.

## Trunks & Suit Cases— Wholesale

Eveleigh J & Co Ltd 122 11 Ave W .....62414

**KENWAY SADDLE & LEATHER CO**  
113 10 Ave E .....22737

## Trusses & Belts

**PINDER'S DRUG STORE** 210 8 Ave W 25828

## Trust Companies

Canada Trust Co Lower Flr Barron Bldg .....66678

Canadian Credit Men's Trust Association Ltd

Clarence Bldg 122 8 Ave W .....63630

Crown Trust Co 227 8 Ave W .....25518

**EASTERN TRUST CO THE**

609 8 Ave W .....61084

Guaranty Trust Co of Canada {22901

218 Greyhound Bldg .....61804

Montreal Trust Co 122 7 Ave W .....26098

**NATIONAL TRUST CO LTD** {25300

601 8 Ave W .....61557

Northern Trusts Company The 122 7 Ave W ..23265

Prudential Trust Co Ltd 508 8 Ave W .....692531

Royal Trust Co The 115 8 Ave W .....61091

Security Trust Co Ltd The 1st Floor Leeson-

Lineham Bldg .....24406

**TOOLE PEET TRUST CO** 609 8 Ave W 61084

Toronto General Trusts Corp 315 8 Ave W ..61071

Trusts & Guarantee Co Ltd The ..See Crown Trust Co

## Tubing—Flexible & Metal

**CANADIAN FAIRBANKS-MORSE CO  
LTD THE** 727 11 Ave W .....64061

## Tubing—Seamless

Latta D G Ltd 303 Foothills Bldg .....25662

## Typesetters

Calgary Typesetters 601 1 St E .....22260

## Typewriters & Supplies

Calgary Typewriter & Office Supply Co

1207a 1 St W .....23425

Service Department .....65786

Clark F W Office Appliances Ltd 711 8 Ave W 29471

## F. W. CLARK OFFICE APPLIANCES LTD.

711 - 8 Ave. W. 29471

Hermes Portable & Semi-Electric Typewriters  
SALES & SERVICE

## EATON CO CANADA LTD (THE T)

8 Ave W Bet 3 & 4 Sts .....60234

## HILL & WILLSON LTD

ROYAL TYPEWRITERS  
Standard & Portables

131 6 Ave W 29666 - 21561

## INTERNATIONAL BUSINESS

**MACHINES CO LTD**

IBM ELECTRIC TYPEWRITERS

307a 6 Ave W 24249-65945

## REMINGTON RAND LIMITED

TYPEWRITERS

STANDARD and PORTABLE

Sales & Service

110 6 Ave W 21507-61783

## SMITH-CORONA TYPEWRITERS

**OF CANADA LTD** 1207a 1 St W ....23425

Service Department .....65786

## UNDERWOOD LTD

UNDERWOOD TYPEWRITER RIBBONS

CARBON PAPERS and SUPPLIES

531-533 8 Ave W 21973-21483

## U-Drive

(See Also Automobile Rentals)

Cory Auto Rental System 134 9 Ave W .... {23333  
 {23335

Dominion Drive-Ur-Self System 113 7 Ave E ....21030

(Continued on next page)

# Rent-a-Car

HERTZ

## U-Drive

# Trucks for Rent

21030



21030

## DOMINION U-DRIVE

113 - 7 Ave. E. Opp. York Hotel

## SHOP IN THE YELLOW PAGES

Whenever you want information about an article, a service or a certain business

LOOK IN THE  
Classified  
TELEPHONE SECTION



**U-DRIVE—Continued**

Maclin U-Drive Ltd Cor 12 Ave & 2 St W ....64200  
 Universal Sales & Service Ltd {65613  
 Cor 5 Ave & 1 St W .....61292  
**WESTERN U-DRIVE LTD**  
 225-231 6 Ave W .....29989

**Undertakers**  
 (See Funeral Directors)

**Undertakers' Supplies**

Alberta Casket Co Ltd 723 2 Ave W .....27188  
 Imperial Casket Co 2nd Flr 601 11 Ave W .....26810  
 Winnipeg Casket Co Ltd 1820 9 Ave E .....54743

**Uniforms—Washable**

**CANADIAN UNIFORMS & WHITEWEAR**  
 UNIFORMS, BARBERS' SMOCKS,  
 APRONS, CAPS, ETC.  
 Will Call at Your Convenience  
 511 - 7a St NE 63771

**STLYECRAFT UNIFORM**  
**MANUFACTURERS**  
 Smocks - Uniforms - Coats - Aprons, Etc.  
 Made for Every Trade and Profession  
 107 - 4 St NE 23751

**Upholsterers**

Arden Furniture & Upholstery  
 1448 Westmount Blvd .....871247  
 (See Advertisement on Page 196)  
 Atlas Furniture Ltd 2222 4 St W .....24817  
**GALGARY FURNITURE SHOPS**  
 2008 10 Ave W .....42121  
 Capital Auto Body & Upholstery 331 25 Ave W 24357  
 Chesterfield Shop The 122 8 Ave W .....29191

**GOULTAS MARIAM STUDIOS &**  
**ASSOCIATES**  
 Custom Upholstery — Antique Furniture  
 630 17 Ave SW Phone 65754

**DE GREEVE AUTO UPHOLSTERY**  
 General Upholsters — Furniture Recovered  
 Booth and Counter Seats Recovered  
 132 - 1 Ave E 62229

(Continued on next page)

**CHRISTMAS SEALS** have paid  
 for more than four million chest  
 X-rays in Canada. **HAVE YOU**  
 had a share in this great work?

**ATLAS**  
**FURNITURE LTD.**

**24817**

2222 - 4 ST. WEST

- Specializing in Re-Upholstering.
- Draperies & Slip Covers Expertly Made.
- Free Estimates and Samples shown on request.

**CAR**  
**RENTAL**

**UNIVERSAL**  
**U-DRIVE**

PHONE

**65613**

and

**61292**

— Cor. 5 Ave. & 1 St. W. —

Alex Leew  
 Res. 73416

R. H. (Bob) Leew  
 Res. 73209

**LEE W**  
**UPHOLSTERERS**

"30 Years in Calgary"

**46674**

A Complete Upholstering Service on all Types of  
 Upholstered Furniture

**CHESTERFIELDS — Repaired -**  
**Remodelled - Recovered**

**ANTIQUE FURNITURE of all**  
**kinds Re-upholstered**

Phone to Have Complete Line of Samples  
 Shown in Your Home

**Satisfaction Guaranteed**  
**Terms Available**

**46674** 1114 12 Ave W **46674**

**Cory Auto**  
**Rental System**

R. T. DICK CORY

**U-DRIVE CARS and**  
**TRUCKS FOR HIRE**

By Day, Week  
 or Month

**23335**

134 9th Ave. West  
 (Across from the Palliser)

**U-DRIVE**  
**Cars to Rent**

**NEW 1953 FORD MODELS**

Daily - Weekly  
 or Monthly Rates

PHONE

**64200**

**MACLIN**  
**U-Drive Ltd.**

Cor. 12 Ave. & 2 St. West



**CABIN OR  
CASTLE..?**



**CALL  
MILLER**  
for

- FURNITURE
- DRAPERIES
- UPHOLSTERY

Chesterfields, chairs, studio lounges or special pieces built or rebuilt to your specifications. Ask for free estimates. See the stimulating selection of modern draperies and fixtures . . . measuring, tailoring and installing service by men who take a personal interest in your home furnishing problems, large or small. Call us today!

**MILLER'S FURNITURE  
& UPHOLSTERY**

**27570** 505 17 Ave. W. **27570**  
Res. Phone 33239



**MENNES'**

**Upholstery & Furniture Store**  
313a - 17 Ave. W.

**63595**

Old Country Experts For Custom  
Built Chesterfields

- RECOVERING
- RESTYLING
- REPAIRS

Draperies Expertly Measured,  
Tailored and Installed At  
Moderate Prices

— Work Guaranteed —

**FREE ESTIMATES AND SAMPLES**

## Nu-Way Chesterfield Shop

J. BERZE

*Furniture and  
House Furnishings*



**Re-covering Like New**

*all kinds of*

- FURNITURE
- CHESTERFIELDS
- CHAIRS, Etc.

PHONE **72362** PHONE

1411 - 3 St. N.E.

## ARDEN Furniture & Upholstery

Gordon Fassnidge, Prop.

**CHESTERFIELDS  
MADE-TO-ORDER**

- RECOVERING
- RESTYLING
- REBUILDING

*Work Guaranteed*

PHONE

**871247**

1448 Westmount Blvd.

UPHOLSTERERS—Continued

De Luxe Auto Body Service 617 11 Ave W .... 62446

### DE LUXE AUTO BODY SERVICE

COMPLETE AUTO UPHOLSTERERS  
TAILOR MADE SEAT COVERS

**62446 617 11 Ave. W.**

Fletcher's Upholstery 1806 1 St NW ..... 73945

General Furniture Store 1001 17 Ave W ..... 42655

Lanoix J O 428 17 Ave E ..... 26288

Leew Upholsters 1114 12 Ave W ..... 46674

(See Advertisement on Page 195)

M & M Upholsters 1512 Centre St N ..... 75786

### M & M UPHOLSTERERS

NORM SCOTT

**CAR SLIP COVERS**  
**Truck Seats Recovered**  
UPHOLSTERING A SPECIALTY

**1512 Centre St N 75786**

Mennes' Upholstery & Furniture Store

313a 17 Ave W ..... 63595

Miller's Furniture & Upholstery 505 17 Ave W 27570

Molter C E 332 10 St NW ..... 872658

Monarch Auto Upholstery 403 4 St W ..... 24211

PHONE 24211

### Monarch Auto Upholstery

COMPLETE AUTO UPHOLSTERY SERVICE  
SEAT COVERS MADE-TO-MEASURE  
TRUCK CUSHION SEATS RECOVERED

Mike Pasternak Res. 873363 403 4 St. W.

Mount Royal Furniture Co Ltd 415-417 4 St E 26042

Nu-Way Chesterfield Shop 1411 3 St NE .... 72362

Simmering Upholstering & Chesterfield Cleaning

934 18 Ave W ..... 44656

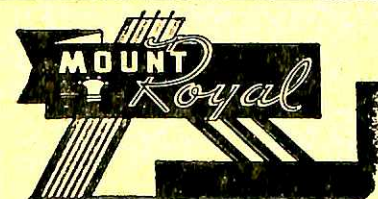
Tynan John & Co Ltd 1222-1224 11 Ave W ... 44200

Venn & Gibbs 334b 8 Ave E ..... 21409

(Continued on next page)

People can't reach you by telephone when the instrument is left "off the hook" Your line is "busy" to anyone calling.

For full use of your telephone, please keep your instrument "hung up"—ready for service!



**FURNITURE CO. LTD.**

Manufacturers of  
"Masterbuilt" CHESTERFIELD SUITES

Sold Direct From Our  
Factory To You

MATCHING DRAPES TO ORDER

**415 - 4 St. E. 26042-26770**



UPHOLSTERERS—Continued

Welbilt Upholstery 738 1 Ave NW ..... 871361

## Welbilt Upholstery

Chesterfields Recovered and Remodelled  
Counter and Wall Upholstery, Etc.  
Slip Covers and Drapes

ESTIMATES ON REQUEST

**CURT B. SHELLSKA, Prop.**

738 1 Ave. N.W. 871361

## VENN & GIBBS

**Upholstering - Refinishing  
and**

**Custom Built Furniture**

PHONE **21409** PHONE

334B 8 Ave E

## C. E. MOLTER

UPHOLSTERING COMPANY

- Recovering
- Rebuilding
- Repairing

On All Makes of Furniture

Chesterfields — Lounges — Chairs

PROMPT, COURTEOUS SERVICE

Pick-Up and Delivery

Rear 332 - 10 St. N.W.

872658

### MODERNIZE YOUR TELEPHONES AT SMALL EXTRA COST

Handset Telephones are now available.

You will get better transmission and more pleasure out of your conversations.

The cost is only 25 cents more monthly than for standard telephone sets.

Phone 691331

**ALBERTA GOVERNMENT  
TELEPHONES  
CALGARY**

## Upholsterers' Supplies

### AIRFOAM SUPER-CUSHIONING

AIRFOAM  
CUSHIONING  
"FOR  
FURNITURE  
WITH  
A FUTURE"

*Airfoam*  
SUPER CUSHIONING  
by **GOODYEAR**

also Mattresses & Pillows  
Slab Stock for Home and Industry.

*"For Information Call"*

**GOODYEAR TIRE & RUBBER CO  
OF CANADA LTD** 238 11 Ave E ... 21151

### DUNLOP PILLOFOAM

A finer quality  
foam rubber cushioning for: Restaurant and Hotel

*Dunlop*  
**Pillofoam**

Seating, Buses, Trucks, Cars, Boats. Also—  
Furniture, Loose Cushions, Mattresses and  
Head Pillows

*"For Information Call"*

**DUNLOP TIRE & RUBBER GOODS  
CO LTD** 522 11 Ave W ..... 29541

**DUNLOP TIRE & RUBBER GOODS CO  
LTD** 522 11 Ave W ..... 29541

**JACKSON GEORGE N LIMITED**  
1104 Centre St N ..... 78588

## Upholstery Cleaners

(See Furniture Cleaners)

### Vacuum Cleaners

Air-Way Distributors of Alberta

223a 16 Ave NW ..... 72460

### AIR-WAY SANITIZOR

**Complete Home Cleaning**

No Dust Bag or Container to Empty  
For Free Demonstration

PHONE 72460

223a - 16 Ave. NW.

Eaton Co Canada Ltd (The T)

8 Ave W bet 3 & 4 Sts ..... 60234

Electrolux Canada Limited 918 Centre St N ..... 25652  
26943

### — ELECTROLUX —

**Air Purifier — Home Cleaner**

MADE IN CANADA

INFORMATION SALES and SERVICE

**918 Centre St. N. Ph. 25652**

Filtex Sales & Service 509 18 Ave NE ..... 74583  
(See Advertisement on Page 198)

Graf George E 2106 21 St NW ..... 892085  
(Continued on next page)

Telephone service aims to be friendly  
and helpful as well as technically  
effective.

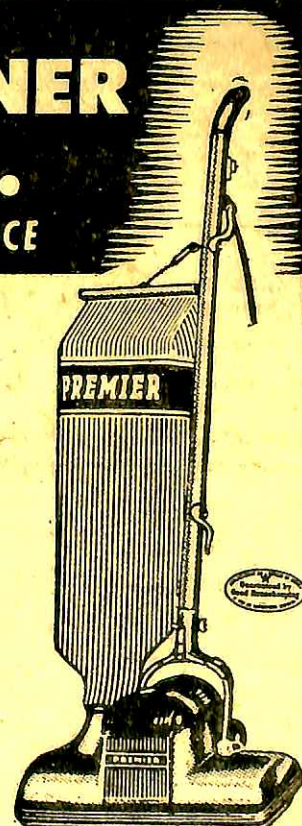
## THE VACUUM CLEANER SERVICE CO. AUTHORIZED PREMIER SERVICE

PHONE **29047** PHONE

*Prompt Service*

ON ALL MAKES OF CLEANERS

- ★ **FREE ESTIMATES**
- ★ **MACHINES CALLED FOR  
AND DELIVERED**
- ★ **NEW RECONDITIONED  
MACHINES AND RENTALS**



**332 - 7 AVE. E.**

**Opposite Police Station**





## VACUUM CLEANERS—Continued

**HOOVER AUTHORIZED SALES & SERVICE**

Service by trained Hoover Men and genuine Hoover parts are available only through Factory Branch Service Stations and authorized dealers. Do not accept substitutes.

**HOOVER****"Where to Buy It"**

**HOOVER CO LTD** 330 10 St NW .....873132  
**JONES-BROWN LTD** 407a 8 Ave W ..21036  
**SIMPSON-SEARS LTD** 214a 7 Ave W 26101

Hoover Co Ltd 330 10 St NW ..... 873132  
**KEPLER RADIO & APPLIANCE SHOP LTD**  
 JET 99 — MONITOR — G. E.  
 (Tank or Upright)  
 116 - 16 Ave NW ..... 78555

**KIRBY SALES & SERVICE** 924 8 Ave W 27214  
**LEWYT VACUUM CLEANERS**

The new vacuum cleaner that's quiet and has no bag to empty, beautifully styled, beautifully built by a manufacturer who has been making precision equipment since 1888.

**LEWYT**  
VACUUM CLEANERS**"Where To Buy Them"**

**COMMERCIAL TIRE LTD**  
 1202 9 Ave E .....54322  
**MANCHESTER HARDWARE**  
 5518 3 St SW .....31309  
**NAGLER'S APPLIANCE & HARDWARE LTD** 1206 1 St W .....21715  
**NORTH HILL ELECTRICAL CO LTD**  
 135 16 Ave NW .....73858  
**WEBBER F G HARDWARE LTD**  
 1434 17 Ave W .....44466

MacLennan C G Appliances Ltd .....{78060  
 1106 Centre St N .....76566  
 Moody Tom Co 910 Centre St N .....23857

Royal  
Vacuum  
Cleaners



SERVICE  
DEPOT

**TOM MOODY CO.**  
 910 Centre St. N. 63819 - 23857



The Only  
Machine, Made  
By a Woman  
For Women

MACHINE and ATTACHMENTS  
 Protected by Neoprene Rubber

**FILTEX Sales & Service**

509 - 18 Ave. N.E. 74583

## VACUUM CLEANERS—Continued

Pilling Sales 2505 4 St W.....22888

**PILLING SALES**  
 GENERAL ELECTRIC  
 AUTHORIZED SALES and SERVICE  
**22888**  
 2505 - 4 Street West

State Vacuum Stores of Canada Ltd .....{66377  
 115 Bldg .....{29952  
 Vacuum Cleaner Service Co 332 7 Ave E .....29047  
 (See Advertisement on Page 197)

**Vacuum Cleaners—Industrial**

Greer W E Limited 603 11 Ave W .....23312

**Valves & Fittings****CRANE LIMITED****FACTORY**

Valves and Fittings for Every Purpose  
 58 Ave & 2 St SE Phone 33484

**MINNEAPOLIS-HONEYWELL REGULATOR CO LTD** 1510a 1 St W .....22829  
 Industrial Division

**PEACOCK BROS LTD** 215 10 Ave W ...29417

**Vending Machines**

Alberta Vending Machines Ltd 608 1 St E ...65271

**Alberta Vending Machines Ltd.**

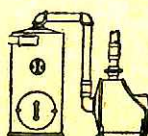
608 - 1 St. E. Phone 65271

DISTRIBUTORS and OPERATORS OF  
 LEADING COIN-OPERATED VENDING MACHINES

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the **YELLOW PAGES?** You can call the business office of the Telephone Company and ask for the Directory Advertising Representative. He can help you plan an effective message.

**Vacuum SPENCER Cleaners**

Portable - Stationary - All Types

**W. E. GREER LIMITED**

603 - 11 Ave. W. 23312

**Venetian Blinds**

Alberta Venetian Blinds 229a 7 Ave E .....24230  
 (See Advertisement on Opposite Page)  
 Calgary Venetian Blind Co 1222 9 Ave E .....55995  
 (See Advertisement on Opposite Page)  
 Fraser H A Agencies 6-520 17 Ave W .....27175  
 (See Advertisement on Opposite Page)  
 Sun Blind Co 1014 2 St E .....61115  
 (See Advertisement on Opposite Page)

**Ventilation**

Westeel Products Ltd 1902 11 St E .....55631

**Veterinarians**

Anderson J Gordon 1016 9 Ave W .....23237  
**ANIMAL CLINIC** 1016 9 Ave W .....{23237  
 {23570  
 J A Greenway  
 Catley S L 109 17 Ave W .....27862

**Calgary Small Animal Hospital**

S. CATLEY, D.V.M.

SPECIALIZING IN DISEASES OF DOG  
 AND CAT

109 17 Ave. W. Ph. 27862

Hanson Morris 322-324 Livestock Exchange Bldg 55840  
 Nagge W T 1016 9 Ave W .....23237  
 Sparrow L A 1607 Centre St N .....74780  
 Wainwright J C 1808 1 St NW .....74912

**Veterinary Supplies****CUTTER LABORATORIES INTERNATIONAL**

VETERINARY BIOLOGICAL

and

PHARMACEUTICAL SPECIALTIES  
 CUTTER "ALHYDROX" VACCINES

Union Bldg 29808

Franklin Serum Co of Canada Ltd 1227 9 Ave E 54615

**Franklin Vaccines & Livestock Supplies**

Veterinary Vaccines, Medicines, Instruments and General Livestock Supplies  
**FRANKLIN SERUM CO. OF CANADA LIMITED**  
 1227 - 9 Ave. E. 54615  
 Nights and Holidays—891871

Globe Laboratories of Canada 812 1 St E .....22624

**GLOBE LABORATORIES**

OF CANADA

Dependable "GLOBE" vaccines for Animals and Poultry, Veterinary Instruments and Livestock Breeders' Supplies

—812 1 St. E. 22624—  
 Nights and Holidays 42281 - 45493 and 874045

McClelland Veterinary Supplies Ltd  
 330 8 Ave E .....26631

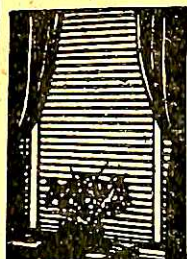
**McClelland Veterinary Supplies Ltd.**

Veterinary Vaccines, Medicines, Instruments and Stockmen's Supplies  
 Distributor for Cutter & Lederle Vaccines and Veterinary Products  
 Night Calls & Holidays - 32105 and 76107  
**330 - 8 Ave. E. 26631**

Pitman Moore Co of Canada Ltd  
 2-3723 15 St SW .....31085



## CALGARY VENETIAN BLIND COMPANY AND LAUNDRY SERVICE



Specializing In  
High Grade  
Made to Measure  
Venetian Blinds  
WOOD — STEEL  
ALUMINUM  
Roller Shades  
Rolling Window  
Screens

Beautiful All-Metal Vallances

Buy Direct From Factory  
and Save Considerably

Out of town customers write for simplified  
measuring charts and samples

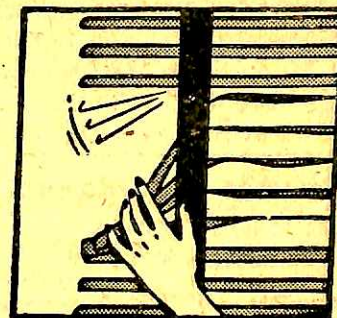
FREE ESTIMATES AND INSTALLATIONS IN CITY

Factory: 1222 9th Ave. E.

Phone **55995**

Reliable — Guaranteed

snaps  
right back  
into shape!  
venetian blinds of  
new *Flexalum*.  
slats and plastic tape



8 HOUR SERVICE

Bend them, abuse them push them around with a vacuum  
cleaner... Flexalum slats *keep* their shape. They're spring-  
tempered for strength and durability. Their baked-on finish  
won't chip, crack, peel or rust. And—New Flexalum plastic  
tape wipes clean with a damp cloth—won't shrink or stretch.  
120 sunfast color combinations. Free estimates! Easy terms!

## ALBERTA VENETIAN BLINDS

FACTORY PRICES  
229a - 7 Ave. E.

PHONE **24230**

Lips *close* to the  
Telephone  
for best results

Please speak distinctly  
when you telephone,  
with lips close to the  
mouthpiece.

Just as you can't hear  
when you take your ear  
inches from the receiver,  
so others can't hear un-  
less you keep your lips  
close to the mouthpiece.



### The New Revolutionary VERTIKAL BLINDS

Takes the place of Draperies  
and Conventional Blinds in  
Homes or Offices, and are so  
easy to clean.

ALL COLORS

New All Flexalum Venetian  
Blinds with Genuine Flexalum  
Plastic Tapes and Cords  
(Guaranteed by Good Housekeeping)  
STANDARD ALL METAL VENETIAN BLINDS  
AT LOWEST PRICES

Sun Protection Plus Visibility With  
Infra-Chem Transparent Shades  
KOOLSIDE METAL AWNINGS  
OPEN and CLOSE FROM INSIDE

**H. A. Fraser Agencies**

Authorized Factory Representative  
FREE ESTIMATES WITHOUT OBLIGATION  
6-520 - 17 Ave. W. 27175

## VENETIAN BLINDS

- STEEL
- ALUMINUM
- WOOD
- TRANSLUCENT  
PLASTIC

Venetian Blind Laundry  
in Conjunction

FREE ESTIMATES

**SUN BLIND  
CO.**

1014 2 St. East

**61115**

Established 1934



**Vinegar Manufacturers**

Lawson Vinegar Co 1116 12 St E .....54102  
 Western Vinegars Limited 1906 10 Ave W ....43012

**Visible Record Systems**

Acme Visible Records Inc 323 8 Ave W .... 23484

**Acme Visible Records Inc.**

CARD BOOKS and CABINETS  
 VERI-VISIBLE SYSTEMS

323 8 Ave. W. 27767  
 23484

**KARDEX VISIBLE RECORDS SYSTEMS**

Kardex — Linedex and Index Visible Systems  
 and Supplies — Remington Rand Limited  
 110 6 Ave W 21507-61783

Office Specialty Mfg Co Ltd 327a 7 Ave W .. 22655

**RONEO CO OF CANADA LTD**

RONEO VISIBLE INDEX SYSTEMS  
 RONEODEX VISIBLE RECORDS  
 "VISIBLE 80" FILING SYSTEMS  
 Cor 5 St W & 9 Ave 65197

Seeley Systems of Canada Ltd 326a 8 Ave W 27273

**Vulcanizing & Tire Repairing**

Acme Tire Service 332 7 Ave E .....24984  
 Bon's Tire Service 1411 Centre St N .....75080  
 Commercial Tire Ltd  
 Sales & Service 1139 9 Ave E .....54170  
 Accounting Dept .....55229  
 Budget Dept .....54556  
 Farm Machinery & Appliances 1202 9 Ave E 54322  
 Consumers Tire Co 1308 1 St W .....23775  
 Warehouse 514 Eau Claire Ave .....21257

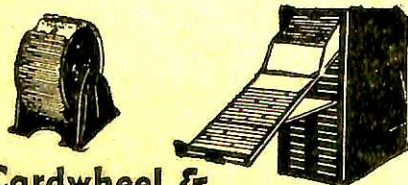
**FISK TIRE SERVICE CO LTD**

342 7 Ave W .....22536  
 Harper's Tire Service Ltd 130-132 12 Ave W ..27878  
 National Tire Service 1114 2 St W.....29348  
 Small's Tire Service 124 6 Ave E.....21963

**WESTERN TIRE SERVICE**

TRACTOR TIRE VULCANIZING OUR SPECIALTY  
 BELT SPLICING  
 204 11 Ave. E. C. Grayson, Prop. 27141

To dial correctly, pull the finger  
 all the way to the stop... then let  
 dial return at its own speed.



**Cardwheel &  
 Visible Record Systems  
 FOR EVERY NEED**

Visible Pocket Cabinets, Visible Systems  
 Books, Rebuilt Equipment — Kardex, Rand,  
 Index Visible, Acme, Roneo and Post-Index  
 If It Is Visible Equipment—We Have It

**SEELEY SYSTEMS  
 OF CANADA LTD.**

326a 8 Ave W Phone 27273

**Wall Board****CALGARY BUILDERS' SUPPLIES**

LTD 10 Ave & 23 St W .....40741

**MARGO LIMITED**

DONNACONA — DURATILE — MODERNITE  
 DONNACONA HARDBOARD

725 8 Ave W 22348

**PRIMCO (WESTERN) LIMITED**

TEN/TEST PLYWOOD MASONITE  
 Exotic Hardwood Plywoods & Primco Mouldings  
 1811 17 Ave E 55275-55919

**WESTERN GYPSUM PRODUCTS**

LTD 26 Ave & 11 St E.....55193  
 54216

**Wall Paper**

BEALE DECORATING CO 233a 16 Av NW 71231

**CANADA PAINT CO LTD**

SUNWORTHY WALLPAPERS  
 Consult Our Decorative Experts  
 218 8 Ave E 21891

**COULTAS MARIAM STUDIOS & ASSOCIATES**

Imported American & European Wallpapers  
 630 17 Ave SW Phone 65754

**EMPIRE WALL PAPERS LTD**

**CANADA'S LARGEST  
 WALL PAPER HOUSE**

Expert Advice on Decorating  
 Problems At Our Conveniently  
 Located Showroom.

102-104 7th Ave. W. 24344

Paint & Arts Supply Ltd 123 7 Ave W ..... 22239

**Outstanding Selections of . . .****WALLPAPERS**

Paint & Arts Supply Ltd.

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**SHERWIN-WILLIAMS CO OF****CANADA LTD THE BRANCH**

PAINT and WALLPAPER HEADQUARTERS  
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Webber F G Hardware Ltd 1434 17 Ave W .. {44466  
 44177

**WASTED CALLS**

Wrong numbers mean  
 wasted calls. If you're  
 not absolutely sure of a  
 number — look in the  
 directory.

Needless calls to "Infor-  
 mation" are wasted calls.  
 Before calling "Infor-  
 mation"—please look in the  
 telephone book.

**Washing Machines****ADAMS RADIO PARLORS LTD**

131a 8 Ave W .....27712

Alberta Appliance Co Ltd 329a 7 Ave W .....22545  
 (See Advertisement on Page 204)

**ANDERSON PLUMBING CO**

1316 Centre St N .....78511

**BENDIX AUTOMATIC WASHERS & DRYERS**

MOTOR CAR SUPPLY CO OF CANADA LTD

317 6 Ave W  
 Wholesale only  
 City Orders .....24633  
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**CREAMERY INDUSTRY SUPPLY LTD**

1007a-1009 1 St E .....23022

Eaton Co Canada Ltd (The T)

8 Ave W bet 3 & 4 Sts .....60234

Coffield Dealer

Electric Shop Ltd 336 7 Ave W .....21766

**ELECTRIC SHOP LTD.**

Authorized Dealers for  
 Frigidaire & General Electric  
 Washers

336 - 7 Ave. W. 21766

Frys' Home Appliances Ltd 130 16 Ave NW ..71941

**FRYS' Home Appliances Ltd.**

For RELIABLE SERVICE on  
 All Makes of Washing Machines

130 16 Ave. N.W. Phone 71941

(Continued on next page)

**Beatty**

**APPLIANCES**

- Are Easy to Operate
- Do Better Work
- Last Longer

**REPAIRS**

Guaranteed Service on all  
 Makes of Appliances

Give Us a Call . . .

**23735**

Peter E. Hume

**BEATTY WASHER  
 — STORE —**

814 - 6 St. West



CALL

**871348**

## EXPERT REPAIRS

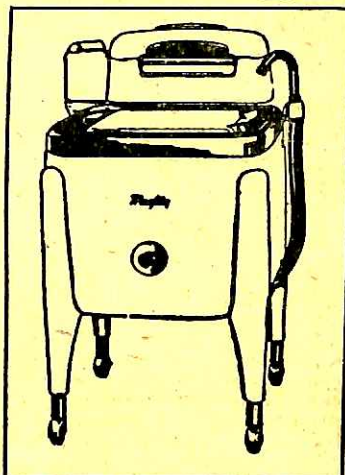
Guaranteed Work On Any  
Make from Oldest to Modern  
Automatic Washers.

IN CALGARY SINCE 1928

**McDonalds'  
Service**

309 - 10a Street N.W.

# Washing Machine Service



AUTHORIZED DEALERS  
FOR

—WESTINGHOUSE  
—MAYTAG  
—HOTPOINT  
—INGLIS  
—THOR  
—GAINADAY

*Sales and Service*

## RADIO CENTRE CO.

NO. 1—512 - 9th STREET WEST

NO. 2—1221B - 9th AVENUE EAST

**Call 29784**

GUARANTEED REPAIRS — COMPLETE PARTS STOCK  
"For Expert Service At a Reasonable Charge"

## CONNOR

WASHING MACHINES

Electric • Gas Engine  
and Automatic

Alberta Distributors:

**WILSON ELECTRIC  
SUPPLIES LTD.**

814 3rd ST. WEST

*"Where to Buy Them"*

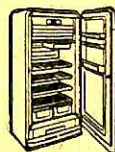
Adams Radio Parlors Ltd	
131 8 Ave W	27712
Kepler Radio & Appliance Shop Ltd	
116 16 Ave NW	78555
McArthur Furniture Co Ltd	
607 11 Ave W	29976
Nagler's Ltd 602-608 2 St E	27715
Neilson Furniture Co Ltd	
118-120 8 Ave E	25404
O'Brien Washer Sales & Service	
117 - 11 Ave W	61390
Radio Centre Co 512 9 St W	23888
1221b 9 Ave E	55505
Stancer Electric & Appliances	
1312 Centre St N	71464
Sykes-Imperial Furniture Store	
108 8 Ave E	22927

# Frigidaire



*brings you famous quality and  
great value in a whole*

**Family of Fine Appliances**



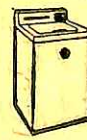
Refrigerators



Ranges



Freezers



Washers



Dryers

ALBERTA DISTRIBUTORS

**BRUCE ROBINSON ELECTRIC LTD.**

*"Where to Buy Them"*

Blackwell Electric Co 1611 Centre St N	71260
Commercial Tire Ltd 1139 9 Ave E	54170
De Luxe Radio Appliances 832 3 St NE	26855
Eaton Co. Canada Ltd. (The TV)	
8 Ave Bet 3 & 4 St W	60234
Electric Shop Ltd 336 7 Ave W	21766
Manchester Hardware 5518 3 St SW	31309
McArthur Furniture Co Ltd	
607 11 Ave W	29976

Cor. 10 Ave. & 9 St. West

Nagler's Hardware & Appliance Co Ltd	
1206 1 St W	21715
Neilson Furniture Co Ltd 118 8 Ave E	25404
North Hill Electrical Co Ltd	
135 16 Ave NW	73858
Riverside Hardware 17-19 4 St NE	62272
Sykes Imperial Furniture Store	
108 8 Ave E	22927
Webber F G Hardware 1434 17 Ave W	44466

Calgary, Alberta

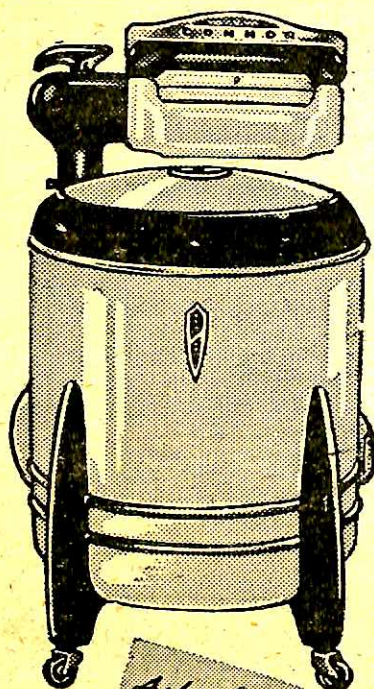


# WASHING MACHINE SERVICE

*Guaranteed Repairs  
ALL MAKES*

Experts with over 25 years experience.

**It Will Pay You To Try Our  
Fast, Dependable Service**



*Ask about  
OUR  
CONVENIENT  
TERMS*

**Authorized Sales and Service on  
CONNOR Washers**

See the New CONNOR  
Automatic Washer on Display.

**PHONE**

**61390**

**You will be surprised at low  
cost for Rebuilding your  
washer.**

*We Repair Washing  
Machines Exclusively*

**Wringer Rolls Fitted To Any Make of Washer**

## O'BRIEN WASHER SALES & SERVICE

(Operated by J. O'Brien & Sons, late Beatty Washer Co.)

**117 - 11 Ave. West**

**RESIDENCE 71095**

WASHING MACHINES—Continued

Head's Lock & Key Works 1408 1 St W .....23115

**Head's Lock & Key Works**

REPAIRS TO ALL MAKES OF  
WASHING MACHINES

1408 - 1 St. West

**23115**

(Continued on next page).

## AUTOMATIC WASHER SERVICE

**At MacMillan Auto Radio**  
Authorized Service Depot

**BENDIX AUTOMATIC  
HOME LAUNDRY**

**63939**

Repairs To All Makes of Automatic  
Washers and Dryers

**612 9 St. W.**

**63939**

**When You Have  
Forgotten . . . A Name**

*Recommended  
By Someone*

You remember someone  
having recommended a cer-  
tain concern or dealer, but  
can't remember the name  
recommended.

LOOK IN THE

**YELLOW PAGES**

You will probably recognize  
the name when you see it.



**WASHING MACHINES—Continued**

Hillhurst Radio Service 146a 10 St NW ....872076  
Hume Peter E 814 6 St W .....23735  
(See Advertisement on Page 200)

**INGLIS WASHING MACHINES**

INGLIS  
AUTOMATIC  
With Famous  
Suds-Miser and  
The Seven Rinses

*Inglis*  
HOME APPLIANCES

INGLIS CONVENTIONAL TYPE WASHERS  
Balanced design with Surg-I-flow action—Gets  
Clothes Cleaner.

*"Where to Buy Them"*

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**ALBERTA APPLIANCE CO LTD**  
329a 7 Ave W .....22545  
**ANDERSON PLUMBING CO**  
1316 Centre St N .....78511  
**CLAYTON ELECTRIC CO**  
608 Centre St .....21455  
**COZART WM & SON** 301 10 Ave W 24949  
**KEPLER RADIO & APPLIANCE SHOP**  
LTD 116 16 Ave NW .....78555  
**NAGLER'S LTD** 602-608 2 St E .....27715  
**PILLING SALES** 2505 4 St W .....22888  
**SPRUGIS RADIO & ELECTRONICS**  
820 3 St NE .....61946  
**STANDARD FURNITURE STORE**  
107 8 Ave E .....29363

**KEPLER RADIO & APPLIANCE SHOP LTD**  
AUTOMATIC and WRINGER WASHERS  
By all Leading Makers  
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Killarney General Repair & Appliance Shop  
2631 17 Ave W .....41040

**Killarney General Repair &  
Appliance Shop**

Authorized Sales & Service  
for INGLIS WASHERS  
Repairs on All Makes of Washing Machines  
2631 - 17 Ave. W. .....41040

MacMillan Auto Radio Service 612 9 St W ..63939  
Maytag Co Ltd H L Perry Bldg .....64041  
McDonalds' Washer Service 309 10a St NW ..871348  
(See Advertisement on Page 201)

**NORGE WASHING MACHINES—**  
ADDISONS LTD 206 11 Ave E .....26911  
O'Brien Washer Sales & Service 117 11 Ave W 61390

(Continued on next page)

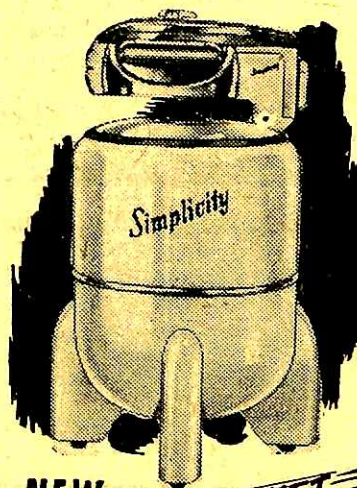
**EVERY DAY**

hundreds of house-  
wives are using  
these

*Yellow Pages*

to call someone in  
your line of business.  
Do they find you?

*"Simplicity"*  
**Washing Machines**



**NEW**  
*Simplicity* **ROCKET**  
WASHING  
MACHINE

*"Factory  
Authorized"*

**SALES  
AND  
SERVICE**

**We Repair All Makes of Washing Machines  
ALL WORK GUARANTEED**

**O'BRIEN**  
**Washer Sales  
and Service**

The Only Exclusive  
Washer Store in Calgary

**117 Eleventh Ave. West**



**Residence 71095**



## WASHING MACHINES—Continued

Pilling Sales 2505 4 St W .....22888

**PILLING SALES**GENERAL ELECTRIC  
AUTHORIZED SALES and SERVICE**22888****2505 - 4 Street West**Radio Centre Co 512 9 St W .....  
23888  
61239  
29784  
22620

(See Advertisement on Page 201)

**RAVVIN APPLIANCES** 515 9 St W ....25664

Robinson Bruce Electric Ltd

Cor 10 Ave &amp; 9 St W .....48971

(See Advertisement on Page 201)

**SPEED QUEEN WASHERS & IRONERS—**

MOTOR CAR SUPPLY CO OF CANADA LTD

317 6 Ave W

Wholesale only

City Orders .....24633

Country Orders .....24631

Wilkins Servis Electric Washing Machine Co (Canada)

Ltd 509 16 Ave NW .....75051

**Waste Disposal Cans &  
Containers****GREER W E LIMITED** 603 11 Ave W 23312Memory plays tricks. If in doubt  
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look it up in the Directory.**Watchmakers & Repairers****BIRKS HENRY & SONS (WESTERN)**

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Eaton Co Canada Ltd (The T)

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**JESSE'S JEWELLERY** 704a Centre St 29088

Kornilov Antoly 221 7 Ave E .....24788

**MARTIN'S JEWELLERY LTD**

112 10 St NW .....871080

North Hill Branch 108 16 Ave NW .....74969

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**SHORES CREDIT JEWELERS LTD**

231 8 Ave W .....61607

Short's Jewellery 704 2 St W .....29241

**UREN'S LTD** 223 8 Ave W .....29141

Wallace &amp; Steele 332a 8 Ave W .....29913

Help is right at hand in these  
**YELLOW PAGES.** If you want  
to know where to get some  
product or service, consult them  
... and save time.**Water Coolers****CORDLEY ELECTRIC WATER COOLERS**

Makers of a complete line of quality commercial and industrial drinking water equipment since 1889. Used by leading industrial concerns, restaurants, theatres, hospitals, schools, etc.

**"Where to Buy Them"**

Crane Limited 602 11 Ave W .....63091

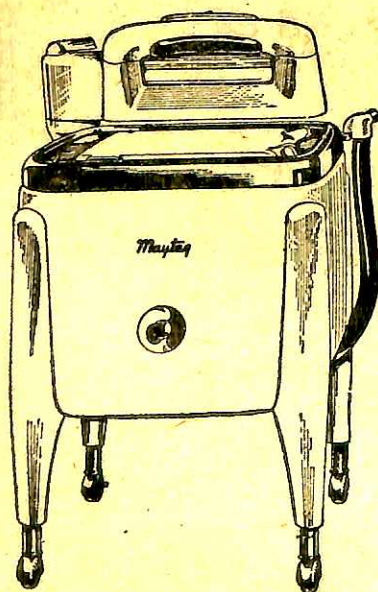
Northern Electric Co Ltd 1207 11 Ave W ..48911

**WOOD G H & CO LTD** 1012 12 St W ...47161**Water—Distilled****POLAR AERATED WATERWORKS**

LIMITED 129 3 Ave E .....29161

**LOOKING FOR  
SOMETHING?**It takes time to hunt around from  
store to store for things you want.  
An easier way is to consult the  
**YELLOW PAGES**...

Your Handiest Buying Guide.

**WASHING MACHINE  
SERVICE and  
Washer Exchange***Calgary's Largest  
Downtown Appliance Store*TRADE YOUR OLD WASHER  
ON A NEW  
MAYTAG AUTOMATICPhone Us for Estimate  
On Your Trade-In  
and All Your Repair Work**MAYTAG SALES & SERVICE****ALBERTA APPLIANCE CO. LTD.****WASHER AND DRYER EXPERTS****329a - 7 Ave. W.****22545****FIRST FOR THIRST**CALL  
**47161****TO SHOPPERS**REMEMBER you can find  
the products and services  
you want ... and the firms  
who sell them ... in these**YELLOW PAGES**



## Water Heaters

### GAS APPLIANCE LTD

RUUD WATER HEATERS

1329 1 St W

25363

### INGLIS "GLASTEEL" WATER HEATERS

Glass-lined — Cannot  
Rust Because Glass  
Can't Rust!  
Completely Automatic  
Gas or Electric

*Inglis*  
HOME APPLIANCES

### "Where to Buy Them"

#### DEALERS

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**CAUSTON PLUMBING & HEATING CO**  
920 16 Ave NW .....72861  
**COZART WM & SON** 301 10 Ave W ..24949  
**DEEVES FRED & SONS LTD**  
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**STANDARD FURNITURE STORE**  
107 8 Ave E .....29363

### RHEEM WATER HEATERS

RELY ON RHEEM  
for reliable hot water service.  
Models for every home—  
All automatic,  
all "Pressure-Proved"  
for long, trouble-free life.  
Gas, electric, oil.



### "Where to Buy Them"

#### DISTRIBUTOR

**PREMIER INDUSTRIAL LTD**

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### ANDERSON PLUMBING CO

DURO DOMESTIC & COMMERCIAL  
WATER CONDITIONING EQUIPMENT

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Aqua Soft Service Limited 1318 Centre St N ..71545

### DEEVES FRED & SONS LTD

1314 17 Ave W .....41074

### PETROLEUM & WATER LABORATORIES LTD

Domestic & Industrial Water Softeners,  
Conditioners & Filters

1137 - 11 St E

55124 - 55807

### PETWA SOFT WATER SERVICE

1137 11 St E .....55807

*Petwa*  
**Soft Water Service**

**55124**

*No Equipment to buy - No work to do*

(Continued on next page)

# Soft Water Service

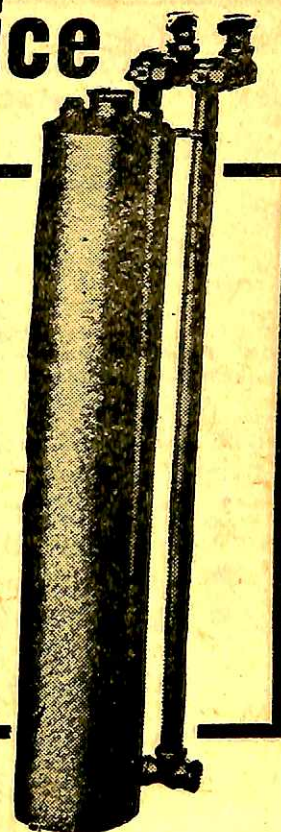
PHONE

**30484 or 30870**

- Hot Soft Water To All Taps Plus Cold Soft Water To Bath and Laundry If Desired.
- No Chemicals Used To Soften Water.
- No Equipment To Buy.
- No Work To Do.

**100% Soft Water In Your Home**

ON A MONTHLY SERVICE BASIS



# 100% Soft Water AQUASOFT (Water) SERVICE

The most "Efficient  
Water Softener" On  
the Canadian Market



Canada's Oldest  
and Largest Water  
Softening Company

**Two Weeks' Free Trial Without Obligation**

Supplied to Rentors and Owners  
On a Monthly Rental Basis

**WE SERVICE AND MAINTAIN THIS  
EQUIPMENT FREE**

**AQUASOFT SERVICE LIMITED**

FOR RENTAL AND SERVICE PHONE

**71545**

1318 Centre St. North



## J. Malpass & Sons LIMITED

*Electric and Acetylene  
Welding*

"IF IT'S MADE OF METAL  
WE CAN WELD IT"

Tractor Repairs  
Pipe Welding—Cast Iron  
and Aluminum Specialists  
PORTABLE EQUIPMENT

- General Machine Work
- Truck Frame Repairs
- Structural Steel
- Blacksmithing
- Seismic Equipment

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### WATER SOFTENING EQUIPMENT—Continued

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RELY ON RHEEM  
for soft water magic.  
Cleaner, brighter clothes,  
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Protects plumbing, pays for it-  
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semi-automatic models.



"Where to Buy Them"

DISTRIBUTOR  
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304 11 Ave E ..... 22648

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30870  
(See Advertisement on Page 205).

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**GREER W E LIMITED** 603 11 Ave W 23312  
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**ALLIED CHEMICAL SERVICES** {65190  
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Manufacturers of No-Weed Products  
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Specializing in  
STAINLESS STEEL and ALUMINUM WELDING  
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Portable Welding Contractor  
**Oil Field and Pipe Line Welding**  
Pressure Work - Welding Machine Rentals  
Stephen Danilowich, Prop.  
**1628 - 22 Ave. N.W. 891546**

(Continued on next page)

An Extension Telephone saves  
time and steps.

## PORTABLE WELDERS CO.

Bill Hindes

Specializing in . . .

**Portable Welding Only  
Electric and Acetylene**

NO JOB

TOO LARGE,

TOO SMALL,

or TOO FAR!

Water Tanks Repaired  
Without Removing

Phone **25975** Phone

**Hiscox West End Garage**

1209 5th Street West  
Residence Phone 44477

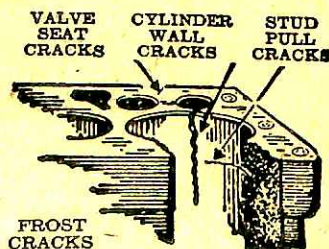
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## SUPERWELD

Reg. U.S. Pat. Office

NEW and GUARANTEED

The New and Guaranteed  
Method of welding cracks in  
motor blocks, cylinder heads and  
other metal castings without  
heat.



## 55253

1131 - 11 St. East

Located South of 11 St. E. Railway Crossing

**SUPERWELD OF CALGARY**

## INDEPENDENT MACHINERY LTD.

MANUFACTURERS OF

- Brush Cutters
- Bulldozers
- Hydraulic Overhead Loaders
- General Repairs
- Boiler Repairs

**EXPERT  
WORKMANSHIP**

High Pressure Welding  
Engineers, Machinists,  
Boilermakers, Blacksmiths

PHONE **54075** PHONE

Sales Office 54570

—14th St. & 17th Ave. E.—



WELDING, ELECTRIC, ETC.—Continued

Frank's Welding Shop 215 3 Ave E .....27360  
 Fred's Welding & Blacksmith Shop 330 2 Ave E 65850  
 Husky Manufacturing Co 1515 17 Ave E ... 55722  
 Independent Machinery Ltd 14 St & 17 Ave E 54075  
 Sales Office .....54570  
 Industrial Iron Works Ltd 1511 Centre St N ..74221

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**Ornamental Iron  
 Portable & Shop Welding  
 We Repair Everything But  
 Broken Hearts & Break of Day**  
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Jackson's Welding Ltd .....{21996  
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**Jackson's Welding Ltd.**

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 Truck Winches & Power  
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General Welding - Electric - Acetylene  
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McNaughton F F 302 34 Ave NW .....74675

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**ACKLAND D & SON LTD**

Distributors Smith, Wilson & Stoodly  
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**CANADIAN LIQUID AIR CO LTD**

Welding Equipment and Supplies - Automatic  
 Cutting Machines - Gas Welding Rods and  
 Accessories - Arc Welders  
 Electrodes, Electric Welding Accessories  
 Oxygen, Acetylene, Argon, Nitrogen & Carbide  
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 Latta D G Ltd 303 Foothills Bldg .....25662  
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 317 6 Ave W .....{24631

**MOTOR CAR SUPPLY**

**Company of Canada Limited**  
 Distributors of Alberta Oxygen & Acetylene  
 Marquette Welding Rods & Equipment  
 City Orders 24633 - Country Orders 24631  
 317 6 Ave W Wholesale Only

**PRECISION MACHINE & FOUNDRY LTD**

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WORKS LTD 803 24 Ave SE .....55634

**STOODY HARD-FACING RODS—**

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Taylor Pearson & Carson Ltd 308 5 Ave W ..692521

**Taylor Pearson & Carson Ltd.**

Red Deer - Calgary - Medicine Hat  
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 308 5 Ave W 692521

Welders Supplies Ltd 409 6 Ave E .....{27621  
 .....{22994

For better service, speak directly  
 and clearly into the telephone  
 mouthpiece.

**Well Casing & Curbing—  
 Oil & Water**

**FERGUSON SUPPLY ALBERTA LTD**  
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 .....{48338

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 LTD** 620 9 Ave W .....29145

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Alberta Water Wells Co 2120 Centre St N ....72429

**Alberta Water Wells Co.**

INDUSTRIAL - TOWN and RURAL WELLS  
 REPAIR WORK and PUMP SERVICE  
 MODERN EQUIPMENT

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Enoch C L 240 28 Ave NW .....74951

James & Sons 2120 Centre St N .....71438

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**Well Drilling Contractors**

Municipal & Industrial Water Supply  
 Contractors - Modern Equipment-  
 Fast Drilling - Expert Drillers  
 Life-Time Experience-Satisfaction Guaranteed  
 Day or Evening Phone 71438  
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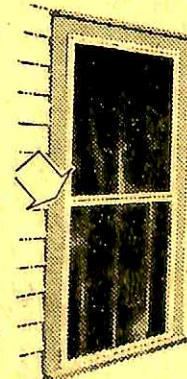
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