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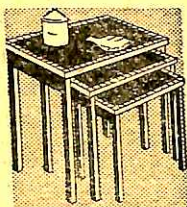
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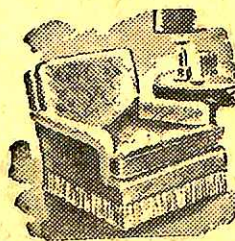
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(See Automobile Driving Instruction)

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4 Ave & 6 St W . . . . . 65028  
Central High School 13 Ave & 8 St W . . . . . 444048  
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Office of the Vice Principal . . . . . 71111  
Western Canada Composite High School  
17 Ave & 5a St W . . . . . 71582  
Office of Vice-Principal . . . . . 75383  
Office of Principal . . . . . 62313  
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West Wind . . . . . 443715  
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29638

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 Alberta Auction Mart 402 8 Ave E ..... 27289  
 (See Advertisement on Opposite Page)  
 Alexander New & Second Hand Store  
 234 9 Ave E ..... 66728  
 Central Furniture & Hardware Exchange  
 328 8 Ave E ..... 23438  
 (See Advertisement on Opposite Page)  
 Chetner Bros 231 8 Ave E ..... 21677  
 Cristy's Furniture Store Ltd 128 8 Ave E ..... 21222  
 Grand Second Hand Store 327 8 Ave E ..... 24553  
 (See Advertisement on Opposite Page)  
 Manitoba Second Hand Store 313 8 Ave E ..... 29897  
 (See Advertisement on Opposite Page)  
 National Furniture Store 228 8 Ave E ..... 22877  
 Public Furniture Store 216a 8 Ave E ..... 21247  
 Ralph's Furniture Co 306 8 Ave E ..... 29400  
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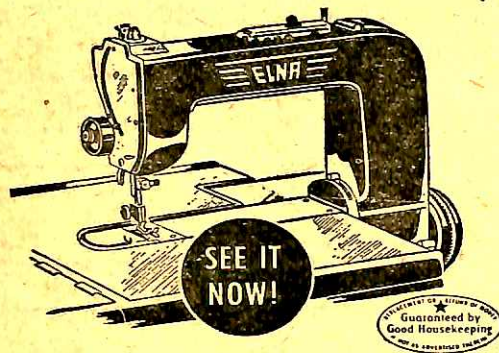
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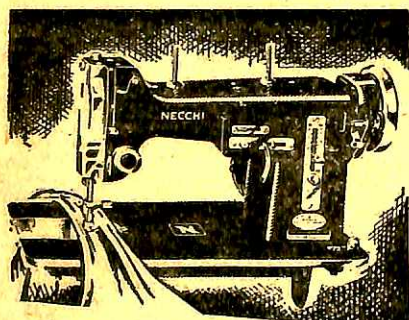
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(Continued on next page)

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62205

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**SINGER SEWING MACHINE CO**  
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**A-1 Sheet Metal Products Ltd.**

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**AIR CONDITIONING and HOT AIR FURNACES  
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**G. L. Chesney Hardware Ltd.**

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City Sheet Metal 310 1 St E .....61309

**CITY SHEET METAL WORKS**

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Climatizer Industries 2515 3 St NE .....74707

Conn F & Sons 1141 Bowness Rd .....874571

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**WARM AIR HEATING OF ALL TYPES  
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**WARM AIR HEATING—EAVESTROUGHING  
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**HOTEL & RESTAURANT EQUIPMENT**  
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**Sheet Metal Work, Air Conditioning,  
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**SPECIALIST IN EAVESTROUGHING**

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General Sheet Metal Work

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GENERAL SHEET METAL WORK

Gravity & Forced Warm Air Heating - Air  
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Furnace-Aire Furnaces &amp; Unit Heaters

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SUPPLIES LTD**

Dexion Slotted Steel Angle &amp; Accessories

for Shelving &amp; Racks

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All Types — Boltless &amp; Bolted

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Sheriff's Office Court House ..... 28534

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**Shirtmakers**

Westmount Manufacturing 409 8 Ave E ..... 61990

**Shoe Findings**

Kenway Saddle &amp; Leather Co 113 10 Ave E ..... 22737

**Shoe Shine Parlors**Java Shoe Shine Parlor Dnstrs Rear 114 7 Ave E 64328  
Superior Shoe Clinic 1219 1 St W ..... 27076**Shoemakers & Repairers**

(See also Boots &amp; Shoes—Retail)

Broderick J W 938 2 Ave NW ..... 873485

Calgary Shoe Hospital 123 8 Ave W ..... 27007

Canadian Shoe Repair &amp; Shoe Shine 125 8 Ave E 25603

Cooper The Cobbler 730 17 Ave W ..... 66692

Elbow Shoe Shop 2510 4 St W ..... 27106

Empire Shoe Rebuilding 333 8 Ave W ..... 62303

Jack's Shoe Shop 331 8 Ave E ..... 26213

Joe's Shoe Renew 2406 29 St SW ..... 492211

Model Shoe Renew 2216 4 St W ..... 26914

O K Shoe Repair 707a 1 St E ..... 63791

**O. K. Shoe Repair**

Footwear Rebuilding

that

Insures You Satisfaction

707a 1 St. E. Phone 63791

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Rex Shoes Renew 832a 16 Ave NW ..... 72702

**REX SHOES RENEW**

Shoe Repairing While-U-Wait

— GUARANTEED WORKMANSHIP —

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Good rules for dialing: Wait  
for the dial tone . . . Dial  
accurately, without forcing . . .  
Let the dial return naturally to  
starting position . . . If you  
encounter a "busy," wait a  
reasonable time and try again.**Calgary Shoe Hospital**

SHOE REPAIRING, DYEING

and SHOE SHINE

Phone 27007

Tailoring & Pressing Dept.  
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By Experts Only  
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Store No 2 112a 7 Ave W ..... 692677

British Boot Shop 229 8 Ave W ..... 64433

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**CHALMERS' SHOES**

Fine Quality Footwear for all the Family

Owned and Operated by

**ALFRED AND CLAIRE CHALMERS**

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Store No 2 105 8 Ave W ..... 22392

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**PARAMOUNT SHOES Ltd.**

SHOES FOR

THE ENTIRE FAMILY

108 8 Ave W Phone 21966

Robert's Shoe Store 216 8 Ave W ..... 27000

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Sansom Walter 808 1 St W ..... 63832

Spence Ltd 130-132 8 Ave W ..... 26403

Sterling Shoes Ltd 207 8 Ave W ..... 22724

Walker's Shoes Ltd 216 8 Ave E ..... 29883

Store No 2 1610 14 St W ..... 448058

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21313

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DON'S HOME IMPROVEMENT LTD

1105 14 St W ..... 442781



*Signs*

- A 1 Signs 121 17 Ave E .....24054  
 Advertising Display Studios rear 609 2 St W ...22333  
 (See Advertisement on Page 178)  
 Art-Craft Signs Bsmt 119 8 Ave E .....25440  
**ART SIGN CO** 2112 16a St SW .....442909  
 (See Advertisement on Page 178)  
 Bill's Sign Studio 415 8 Ave E .....25759  
 (See Advertisement on Page 178)

(Continued on next page)

**ART-CRAFT  
 SIGNS**

**25440**

Bsmt. Strand Theatre Bldg.  
 119 8th Ave. East

**NEON  
 ZEON**

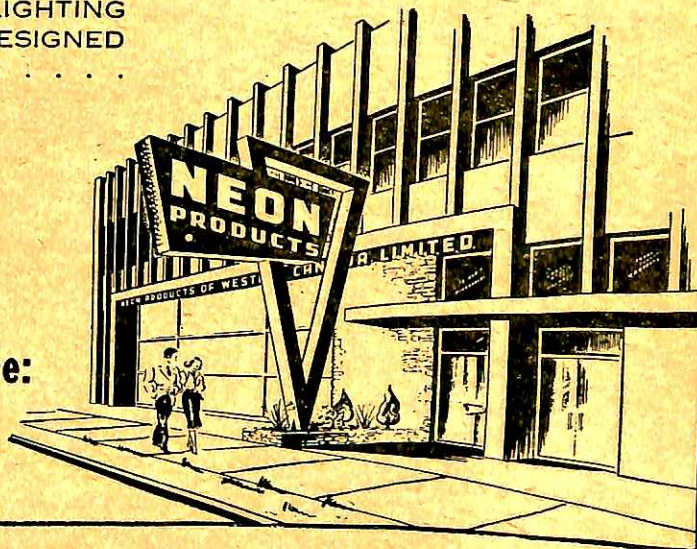
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 OF WESTERN CANADA**

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DISPLAYS AND  
 INTERIOR LIGHTING  
 CUSTOM DESIGNED  
 FOR YOU . . . . .

PHONES:  
**61601**  
**21916**

Night Service:  
**22484**



**A<sup>1</sup>one  
 SIGNS**

of every description

**24054**

**121-17th.AVE.E**

PHONE  
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**Vogue**  
 SIGN STUDIOS

DRIVE-IN  
 TRUCK  
 LETTERING

*Displays*  
 CUT OUT LETTERS  
 WALL & BULLETIN  
 • SIGNS •  
 COTTON SIGNS  
 SHOWCARDS  
 POSTERS ETC.

*Gold Leaf Lettering.*

J. R. CHAPMAN • A. W. MARTINSON  
**1131 11<sup>th</sup> ST. E. CALGARY**





**NEON SALES  
& SERVICE  
LTD.**

*"The Sign of a Good Sign"*

Because . . .

- WE employ skilled, professional craftsmen, co-operating through every phase of production for a better product.
- WE employ top flight Neon designers for outstanding illuminated advertising ideas.
- WE employ modern equipment and methods that make for efficiency and reduced production costs.
- WE employ latest equipment for fast, safe maintenance and service.

NEON SALES & SERVICE LTD., IS THE LARGEST INDEPENDENT NEON MANUFACTURING PLANT IN ALBERTA

**"A CALGARY INDUSTRY"**

**78516**

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— PAONE —

**442909**

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SIGN Co.**

EST'D. - 1919

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GOLD · GLASS · CUT OUT LETTERS  
TRUCK LETTERING SPECIALISTS

SHOWCARDS *and* POSTERS.

ADVERTISING  
DISPLAY  
STUDIOS  
JAMES BIRD PROP.

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CARDS**

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TELEPHONE  
**22333**

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IN LANE

PHONE  
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SIGNS**

REAR  
1710 CENTRE ST.  
NORTH

**BILL'S  
SIGN STUDIO**

**25759**

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76801

**(H) HOOK SIGNS LTD. (H)**

- Outdoor Advertising
- Commercial Sign Studios

**21841  
21851**

4th Ave. & 3rd St. E.



SIGNS—Continued

Color-Print Display Co 424 8 Ave E .....29994  
 Creative Arts 912a 16 Ave NW .....73708  
 Economy Signs rear 1710 Centre St N .....73975  
**HOOK SIGNS CALGARY LTD** .....21841  
 Cor 3 St E & 4 Ave .....21851  
 Howell & Wilson Display Services 920 9 Ave W 66305  
 Hunt H G 333 18 Ave W .....64493  
 Luck Sign Service 110 8 St NW .....872626  
 Morris Signs 1433 17 Ave W .....441888

**NEON DISPLAY CO**  
 COMPLETE NEON SIGN SERVICE  
 Manufactured and Repaired  
 326a 10 St NW .....874272

Neon Products of Western Canada Ltd  
 314 4 Ave W .....21916  
 Sales Dept .....61601  
 Service Dept & Night Calls .....22484  
 (See Advertisement on Page 177)  
 Neon Sales & Service Ltd 1601 Centre St N ..78516  
 Star Signs Co 1302 8 Ave E .....54465  
 Taylor Sign Works 505 8 St W .....23131

**TAYLOR SIGNS**  
 ESTABLISHED 1900  
 23131 - 505-8TH ST W.

Vogue Sign Studio 1131 11 St E .....55707  
 (See Advertisement on Page 177)

**ZEON DISPLAYS** 311 3 Ave W .....694262  
 Illuminated Displays & Lighting

**Signs—Silk Screen Process**

Color-Print Display Co 424 8 Ave E .....29994  
**MODERN BUSINESS ENTERPRISES**  
 2720 5 Ave NW .....873170  
 Northwest Printing & Lithographing  
 601 20 Ave NW .....74947

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 (See Plating)

**Skating Equipment**

**ARN'S BIKE SHOP** 340 16 Ave NW .....74335  
 Premier Cycle & Sports 319 7 Ave W .....21755  
 Sportsman Ltd 1510 14 St W .....448800

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 Buy Christmas Seals

**MORRIS Signs**  
 • SHO - CARDS  
 • OUTDOOR SIGNS  
 PHONE **441888**  
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 (Basement)

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Crystal Swimming Pool & Skating Rink  
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 Glacier Skating Rink 115 18 Ave W .....25965  
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**Full Ski Equipment & Repairs**  
**Ski Instructor To Serve You**

**Premier**  
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29906 319 - 7 Ave. W. 21755

Rocky Mountain Ski Shop 1026 16 Ave NW 892019  
 Russell Sporting Goods 1120 1 St W .....62161  
**SPORTSMAN LTD** 1510 14 St W .....448800

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**PROMISLOW BROS LTD** 135 6 Ave E 27027  
**ROBINSON LITTLE & CO LTD**  
 Cor 8 Ave & 2 St W .....62046

**Smokers Supplies & Sundries**

**ALBERTA BOOK & NOVELTY CO**  
 131 7 Ave E .....29170  
**BILLY'S NEWS & SMOKE SHOP**  
 138 9 Ave W .....22894  
**PROMISLOW BROS LTD** 135 6 Ave E 27027

**Snow Fences**  
 (See Fences)

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**MICHAEL JAREMKO, MGR.**  
 RESIDENCE 875105

For the best in silk screen printing . . .

**TRANSIT ADVERTISING**

**DECAL TRANSFERS**

**POINT OF SALE DISPLAYS**

**METAL SIGNS**

**CRESTS**

**TIES**

**... telephone**  
**29994**

**color print displays**  
 424 EIGHTH AVE. E., CALGARY, ALTA.





GUS KYLE

PHONE

29819



BILL KYLE

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LUGGAGE — TOYS — GUNS AND AMMUNITION

"WHERE SPORTSMEN GATHER"

*A Complete Line of  
Everything in Sporting Goods*

## KYLE BROS.

SPORTING GOODS, LUGGAGE &amp; TOYS

129 - 8 Ave. E.

4 Doors West of Post Office

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(See Associations &amp; Societies &amp; Charitable Institutions)

### Societies

(See Associations &amp; Societies)

### Soft Drinks

(See Beverages)

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(See Water Softening Equipment)

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CENTRE 236 12 Ave W ..... 61953

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Hall Mrs Gwen S 2364 23 St NW ..... 891093

Zafa Voice Developing 2419 14 St SW ..... 447345

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ASHDOWN HARDWARE CO LTD

THE J H 110 8 Ave W ..... 25551

Big Chief Sporting Goods 315a 17 Ave W ..... 23748

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LTD 522 11 Ave W ..... 29541

Foothills Distributors 642 16 Ave NW ..... 74302

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OUTBOARD MOTOR BOATS

MARINE EQUIPMENT - RODS, ETC.

642 16 Ave. N.W. ..... 74302

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134 12 Ave W ..... 27429

Kyle Bros Sporting Goods Luggage &amp; Toys

129 8 Ave E ..... 29819

McFARLANE &amp; WILSON LTD

401 8 Ave W ..... 64807

Mission Cycle Store 2414 4 St W ..... 22278

### MISSION CYCLE STORE

Specializing in

FIGURE SKATING OUTFITS and SUPPLIES  
HOCKEY EQUIPMENT

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### MOTOR CAR SUPPLY CO OF

CANADA LTD 317 6 Ave W ..... 22146

Wholesale Only

NAGLER M 408 Maclean Bldg ..... 62394

(Continued on next page)



FOR

# SPORTING GOODS 448800

- Hardy Bros. Fishing Tackle
- Live Bait
- Wilson Golf Equipment
- Hunting Supplies
- Hockey Equipment
- Ski Shop

Sporting Goods Exclusively

1510 14 St. W.

FREE PARKING

### Snow Removal Equipment

#### CATERPILLAR SNOW REMOVAL EQUIPMENT

Caterpillar Motor Graders equipped with V-type plows and wings for 24-hour-a-day snow removal work. Also dozer equipped track-type tractors, plus matched Allied Equipment, for all highway, ranch and farm needs.

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BICKLE-SEAGRAVE LTD

100 Examiner Bldg ..... 61976

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Gorrie Sales &amp; Service 1804 21 Ave SW ..... 443096

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GREER W E LIMITED 316 1 St E ..... 23312

SNOWDON C G 1810 11 St E ..... 55217

WEST DISINFECTING CO LTD

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WOOD G H &amp; CO LTD 1012 12 St W ..... 447161

WYANT &amp; CO LTD 617 1 Ave W ..... 66680



SPORTING GOODS—Continued

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High Quality Sporting Goods  
**22888**  
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Pioneer Lock & Safe Works 513 8 Ave W .... 25462

**PIONEER**  
**LOCK & SAFE WORKS**  
Guns — Ammunition  
Shooting Accessories  
Blow Bldg., 513 - 8 Ave. W. 25462

Premier Cycle & Sports 319 7 Ave W..... 21755

**"THE PREMIER"**

Calgary's Outstanding  
Sports & Cycle Centre



319 - 7 Ave. W. 21755 - 29906

Ridley's Cycle & Sporting Goods 225 10 St NW 871421

**Ridley's Sporting Goods**

FISHING TACKLE - HUNTING SUPPLIES  
SKATING OUTFITS - HOCKEY EQUIPMENT

225 10 St NW 871421

**RUSSELL SPORTING GOODS**

1120 1 St W ..... 62161

**SAYLES HARDWARE** 315 8 Ave E ... 25863

Sports Centre 115 16 Ave NW ..... 73734

**SPORTS CENTRE**

(Your North Hill Sports Centre)  
LARGE SELECTION OF TOYS

FISHING - HUNTING - CAMPING - GOLFING  
TENNIS - BASEBALL - HOCKEY - SKIING

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Venables Sporting Goods 708 7 St W ..... 23287

Woods S E Ltd 8-115a 8 Ave E ..... 62793

**S. E. WOODS LTD.**

"FALCON BRAND"

Sleeping Robes, Tents, Packsacks, Tarps,  
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Insulated Garments - Wholesale Only  
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L. D. Van Dusen, Mgr. Res 874769 - Bus 62793

Zirk's Cycle Works 1504 Centre St N ..... 73430

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BUY CHRISTMAS SEALS  
EVERY YEAR

**Spraying Equipment**

Golden Arrow Sprayers Ltd 1439 10 Ave E 54848

**Arrow Sprayers**

Golden Arrow Sprayers Ltd.

Manufacturers of

ARROW SPRAYERS and FIELD MARKERS

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**ANDERSON PLUMBING CO LTD**

At Your Service Day and Night  
Heating, Sprinkler and Sanitary Engineers  
1316 Centre St N 78511

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LICENSEE FOR GLOBE AUTOMATIC  
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"Member of National Fire Protection Ass'n"  
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**Stainless Steel**

(See Steel—Stainless)

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STAMP SHOP — PHILATELIC SUPPLIES  
STAMPS BOUGHT and SOLD

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**TACKERS**



**SELF-FEEDING**

**HAMMERS**

**STAPLES**

**WIRE STITCHERS**

SALES & SERVICE



**Ross M. Rodger Ltd.**

921 8th Ave. W. Phone 23314

**Stationers—Manufacturing**

Barber-Ellis of Alberta Limited Renfrew {22274  
Bldg 126 7 Ave W ..... 23010  
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27767

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Reid Mrs Emma J 8-129 15 Ave E ..... 64857

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(See Cleaning Equipment & Service—Industrial)

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ON STORMY DAYS**

Shop by Telephone  
It Will Bring  
The Things You Need  
From Stores and Market



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To Any Port in the World

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### 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**

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Your First Stop On Any Trip  
Night Phone 440577 Day Phone 693791

### Burritt Travel Service LIMITED

511 - 8 Ave. W.  
**STEAMSHIP RESERVATIONS  
CRUISES - TOURS**  
Representing CUNARD - CANADIAN PACIFIC  
and All Major Steamship Lines

Canada Steamship Lines H L Perry Bldg ..... 23820

**COOK THOS & SON (CONTINENTAL  
& OVERSEAS) LTD** 702 2 St W .... {63151  
21517

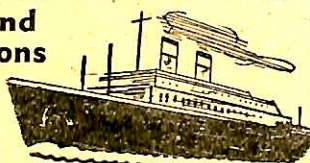
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Steamship  
Reservations  
and Cruises

OUR SERVICES  
ARE FREE

PHONES **HOLIDAY** Nights  
**65276** **21687 TRAVEL SERVICE** 691148  
873808



Lawson P Agencies 108a-110 7 Ave E ..... 22660

**FIGHT T.B. Have a Chest X-Ray  
Buy Christmas Seals**

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Coutts Machinery Company Limited 409 6 Ave E 64702

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803 24 Ave SE ..... 55634  
55013  
55228

Hector Machine Co Ltd 9 Ave & 19 St E ... {54139  
53217

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#### STEEL

Beams, Channels, Reinforcing Plate Sheets,  
Rounds, Flats & Angles & Steel Fabrication

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Oil & Water Well Casing, Standard Pipe,  
Tubing, Line Pipe & Structural Pipe Columns  
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1511 Centre St N ..... {76688

Latta D G Ltd 1-115a 8 Ave E ..... 25662

Mueller Walter Ltd 1111 12 St E ..... {55524  
51279

North Pacific Steel Co Ltd 131 11 Ave W ... 61500

**RIVERSIDE IRON & ENGINEERING  
WORKS LTD** 803 24 Ave SE ..... 55634

United States Steel Export Co 506 8 Ave W .. 65538

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(See Buildings Prefabricated)

### Steel Foundries

(See Foundries)

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Founders and Steel Workers  
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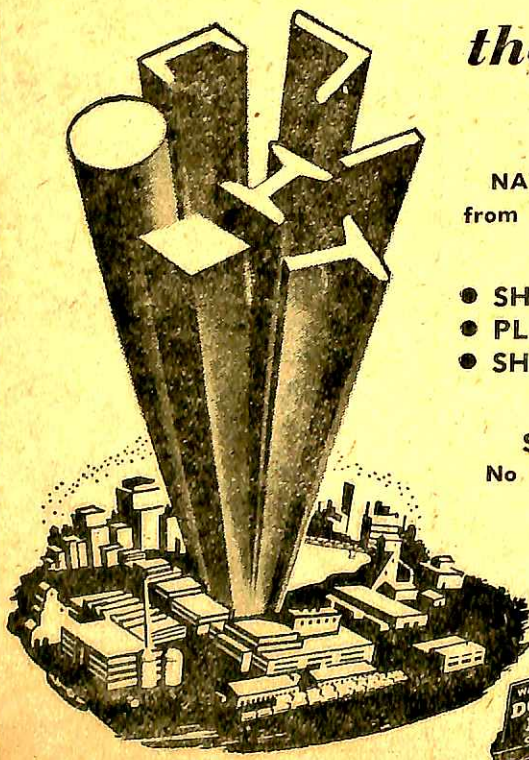
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