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Apartments

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PHONE
51234

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- Free Estimates

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870505

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1502 11 Ave SW 443532
NORTH HILL AUTO BODY WORKS
1715 Centre St N 74841
Phil's Alignment & Brake Service
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Automobile Wreckers

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Calgary Auto Parts

211 - 10th St. N.W.

NEW and Phone **871446**
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CLARKE'S AUTO PARTS

NEW & USED PARTS **29777**
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Diamond Auto Wreckers 4304 Macleod Trail... 31712
Empire Auto Parts Portland St & 27 Ave E . 54313

EMPIRE AUTO PARTS

Used Parts for All Cars
and Trucks

Portland St. and 27 Ave. E. 54313
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Empire Auto Wreckers Forest Lawn 583310
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Hubalta Auto Wreckers

SUCCESSORS TO

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Miller Auto Wreckers

"YOU WRECK 'EM — WE BUY 'EM"

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24143

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583322

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FORD MOTOR CO OF CANADA LTD
PARTS & ACCESSORIES DIVISION
CALGARY ZONE 902-910 11 Ave W
Office 442106
Order Desk 442108
FORD & MONARCH DIVISION
1609 14 St W 440761
MERCURY LINCOLN & METEOR DIVISION
116 8 Ave W 26116
GENERAL MOTORS PRODUCTS
OF CANADA LIMITED Wholesale Parts
Warehouse Cor 42 Ave & 6 St SE 34621
Midwest Kenworth Sales Ltd 4106 Macleod Trail 34495
Studebaker-Packard of Canada Ltd
1003 F R Webster Bldg 66553

Aviation

(See Air Services—Chartered & Airline Companies)

Aviation Instruction

Calgary Flying Club Municipal Airport {74048
74808}

Awnings, Tents, Etc.

Alberta Tent & Awning Co 713 14 St NW 871413

Alberta Tent & Awning Co.

- TOURIST and WALL TENTS
- WATERPROOFING
- TRUCK COVERS
- MADE TO MEASURE
- TARPAULINS OF ALL SIZES

HOUSE AND
STORE AWNINGS } **871413**
713 - 14 St. N.W.

Alum Window Products 1802 1 St NW 71828

Alum Window Products

Manufacturers and Distributors

ALUMINUM AWNINGS - Made to Order
Free Estimates - Terms

1802 - 1 St. N.W.

71828

Aluminum Builders Ltd 423 6 Ave E 691855

(Continued on Next Page)

WESTERN TENT & AWNING LTD.

Manufacturers of

- HOUSE & STORE AWNINGS
- TOURIST TENTS
- WATERPROOF TARPAULINS
- CONSTRUCTION TENTS

Mill Agents for Ounce and Wide Ducks

22573

Est. 1903

133 - 10 Ave. E.

AWNINGS, TENTS, ETC.—Continued

Burnaby Venetian Blinds Ltd 602 Maclean Blk 692072

CALGARY ALUMINUM AWNINGS LTD

4020 15a St SE 51234
(See Advertisement on Opposite Page)

Calgary Tent & Awning 614a 17 Ave W 27606

A Friendly Service For

- House & Commercial Awnings
- Garden Canopies
- Lawn Furniture

Calgary Tent & Awning

Drop In **27606** For Free Estimates
or Call & Prompt Service
614a - 17 Ave. W.
"Just a Shade Better"

FRASER H A AGENCIES

KOOLSIDE-LIFETIME METAL AWNINGS
That Open and Close from Inside.
6-520 17 Ave W 27175

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



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See them today!
the new **Flexalum.**
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4 styles to choose from for windows, patios, carports, and porches. Over 100 color combinations. Easy to Install... or let us do it for you. **FREE ESTIMATE.**



FLEXALUM "AURORA"

Burnaby Venetian Blinds Ltd.

602 Maclean Blk. 692072

AWNINGS, TENTS, ETC.—Continued

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OF AWNING
SATISFACTION
Sales & Service

RON-DEL

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Superior Awnings 1240 Kensington Rd 870505
Shop 1907 Bowness Rd 871427
(See Advertisement on Opposite Page)

Western Tent & Awning Ltd 133 10 Ave E 22573
(See Advertisement on Opposite Page)

Baby Accessories

(See Children's Wear)

Baby Care Service

Babs' Baby Sitting Agency 1311 14 Ave W 448340
PLEASANT BABY-SITTING BUREAU
836 25 Ave NW 75611

Baby Chicks

(See Hatcheries)

Baby Equipment

Baby Safety Equipment 3121 Portland St 51173

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GENERAL DISTRIBUTORS LTD

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Baggage Transfer

A A Auto Baggage Transfer 315 3 Ave W 23292
Anderson Delivery & Transfer 14 Hatfield Court 25320
COMMERCIAL CARTAGE 131 2 Ave W 25355
Globe Transfer 417 6 Ave E 27288
MACGOSHAM STORAGE & DIST CO
(CALGARY) LTD 215 10 Ave W 27991
Snappy Delivery Service 324 12 Ave SW 27696
Sullivan's Cartage Ltd 129 17 Ave SE 29676

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QUICK SERVICE

Main Flr 214 15 Ave SW 66848



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Demonstration
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Server"**

for
**BABY'S
SAFETY**

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51173

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54789}

BONAR & BEMIS LTD.

Manufacturers of
Jute, Cotton, Paper & Plastic Bags
2235 15 St. E.

Phones 55152 and 54789

Modern Packaging Co Ltd 601 2 St E 692955

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Manufacturers of
Jute, Cotton and Multiwall Paper
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1902 11 St SE Phone: 55466-55896

Bags - Transparent

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H L Perry Bldg 64041

Bonar & Bemis Ltd 2235 15 St SE {55152
54789}

Modern Packaging Co Ltd 601 2 St E 692955

Modern Packaging Co. Ltd.

Creators of **MODERN PAK** Products
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Manufacturers of Polythene and Cellophane Bags
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601 - 2 St. E. 692955

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Bowness Bakery 617 Main St Bowness {882655
886594}

City Bakery 906 1 Ave NE 62279

Crescent Bakery Store No 1 303 16 Ave NW 71065

Store No 2 317a 19 St NW 872853

Store No 3 2915 Richmond Rd 491370

Daffodil Bake Shoppe 2607 14 St SW 445040

Em's Bakery 11A Spruce Centre 492874

Golden Topper Bakery 2703a 17 Ave W 492922

Harrison's Bakery 142a 10 St NW 872385

Linda's Bakery 4014 16 St SW 32369

Store No 2 2208a 4 St SW 25676

Mac's Bakery 230 7 Ave SE 62948

National System of Baking Ltd {29969

No 2 Store 710 Centre St 27470

No 3 Store 1604 Centre St N 71683

No 4 Store 724 17 Ave W 26485

Store Office 78196

General Office 1604 Centre St N 75522

Olde Country Bakery 101 9 St NE 62172

Palmetto Bakery 224 8 Ave E 21563

Patricia Bakery 2614 4 St NW 73757

Poppy Cake Shop 1419 11 St W 441650

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GUARANTEED SATISFACTION — HUNDREDS OF RECOMMENDATIONS

We will pick up your cake and deliver to reception after decorating.
Fruit Cakes supplied on order.

C. RIVERS 3502 Parkdale Blvd.

Scotch Bakery 1213 1 St W 26317

(Continued on Next Page)

BAKERS—RETAIL—Continued

Snowwhite Bakery 1438a 17 Ave SW	442942
Spudnut Shop 838 16 Ave NW	893052
Stewart's Bakery 726 3 St NE	26644
Victoria Cake Shop 1018 2 St E	22726
Willman's Mrs Cakes & Cookies 2903 13 Ave NW	892815
Wooden Shoe Dutch Pastry Shop 817 49 Ave SW	33267

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Bakers' Supplies

Standard Brands Ltd 2201 15 St SE	54937
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Bakers—Wholesale

CANADIAN BAKERIES LTD

12 Ave & 11 St W	442731
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FOUREX BAKERIES 12 Ave & 11 St SW	442731
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HANNAH BREAD LTD	30136
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4014 Macleod Trail	30631
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HONEY BOY BAKING CO LTD	61939
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629 10 Ave SW	61939
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MARTIN'S BAKERY 338 4 Ave E	61820
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McGAVIN LTD 325 10 St NW	875555
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Palace Bread Calgary Div of General Bakeries	
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Ltd 203 58 Ave SE	34611
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"The Freshest Thing in Town"

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Weston Bakeries Ltd 640 14 Ave E	694335
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Bread**

Phone 694335

Famous Quality Cakes and Sweet Goods

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640 - 14 Avenue East

Baking Powder

Standard Brands Ltd 2201 15 St SE	54937
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Banks

Bank of Canada The 121 8 Ave W	21689
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Bank of Montreal 8 Ave & 1 St W	28391
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	64834
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Fifth St West Branch 604 8 Ave SW	64876
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	64841
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	64272
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Elbow Park Branch 2412 4 St W	23894
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Manager	61517
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Macleod Trail Branch 4108 Macleod Trail	33389
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North Hill Branch 1615 Centre St N	71306
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Manager	71714
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Seventeenth Ave West & Seventh Street Branch	
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811 17 Ave W	440002
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Stock Yards Branch East Calgary	55117
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Manager	54464
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BANKS—Continued

Bank of Nova Scotia 125 8 Ave W	29566
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Eighth Avenue West Branch 607 8 Ave W	29049
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	27163
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First Street West & Sixth Ave Branch	
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1 St W & 6 Ave	692650
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R M Shaw Manager	692652
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	441630
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	444453
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West End Branch 17 Ave & 14 St SW	440996
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	440027
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Manager's Office	442436
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	72582
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North Hill Branch 1220 Centre St N	77063
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Manager's Office	71309
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Thirty-Third Ave SW Branch 2131 33 Ave SW	440639
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Manager's Office	447996
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Canadian Bank of Commerce The	
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309 8 Ave SW	67251
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Centre St & Eighth Ave W Branch	
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101 8 Ave W	63001
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Eighth Ave W & Fifth St Brch 620a 8 Ave W	66381
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First St West Branch 1202 1 St W	21823
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Macleod Trail Branch 5010 Macleod Trail	30219
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Fourteenth St W & Sixteenth Ave Branch	
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1601 14 St W	448594
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Sixteenth Ave North East & Third Street Branch	
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Cor 16 Ave & 3 St NE	72939
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Imperial Bank of Canada 102 8 Ave E	21136
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	55204
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East End Branch 1230 9 Ave SE	52010
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	25600
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Eighth Ave West Branch 407 8 Ave W	894433
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North Hill Branch 634 16 Ave NW	
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Centre St N & Twenty-Third Ave Branch	
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2318 Centre St N	76056
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Royal Bank of Canada	
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Main Branch 4th St SW & Eighth Ave	28791
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8th Ave & Centre St Branch	28791
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	691157
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	691266
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	691195
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7th Ave & 2nd St West Branch	
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	72665
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Crescent Heights Branch 117 16 Ave NW	72661
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	871030
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	871314
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Hillhurst Branch 10 St & Blvd NW	875889
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	870549
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Bowness Branch Hotel Bowness	886119
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Supervisor's Dept 409 8 Ave SW	28791
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Toronto-Dominion Bank 114 8 Ave W	695541
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	23436
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	24835
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8 Ave & 4 St W Branch	691612
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	691613
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8 Ave & 1 St E Branch	22524
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2933 Richmond Rd Branch	493333
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Barbers

Beaudet's Barber Shop & Beauty Parlor

1002 17 Ave W	444244
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Broadway Barber Shop 820 Centre St	21074
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Conn's Barber Shop 3411 17 Ave W	491703
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Currie Garrison Barber Shop Currie Barracks	448779
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Hotel Wales Barber Shop Hotel Wales	694656
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Hotel York Barber Shop Centre St & 7 Ave	65765
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Hub Beauty Parlor & Barber Shop	
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229a 8 Ave W	29751
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Ideal Barber Shop 1009a 1 St W	23566
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Joe's Barber Shop 404 Centre St	26333
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Mount Royal Barber Shop 626 17 Ave W	61162
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Peters P P 1203 1 St E	65474
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Petroleum Building Barber Shop 310 9 Ave W	64308
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PETROLEUM BUILDING BARBER SHOP

310 9 Ave W

64308

BARBERS—Continued

Royal Hotel Barber Shop Royal Hotel	64949
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Uptown Barber Shop 631 8 Ave W	692770
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Werner's Hairstyling Salon & Barber Shop	
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120 16 Ave NW	75059
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Workman Barber Shop 324 9 Ave E	64758
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Barbers' Supplies

Terry Supply House Ltd 1229 18 Ave NW	893227
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"Wholesale Barber & Beauty Supplies & Equipment"

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PEDLAR PEOPLE LTD THE	442050
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Adams S H QC 31-36 Union Bldg	21616
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Allen MacKimmie Matthews & Wood	
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436 Lougheed Bldg	22116
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Anderson & Cooper 210 Toole Peet Bldg	692311
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Bowness Branch 641 Main St Bowness	882646
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Arnold Crawford & Prothro	21420
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Lower Flr 326 9 Ave SW	692917
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	22340
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Barron & Barron 603 Herald Bldg	64786
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Bessemer Arthur D 204 Oil Exchange Bldg	691042
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Blanchard & Iredale 600-602 Bamlett Bldg	24461
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Boyd John 70 Union Bldg	24541
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Bryenton Percy R 304 Maclean Bldg	27627
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	23387
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Burnet & Duckworth 709 Lancaster Bldg	65066
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Burns & Mavor 412 Grain Exchange Bldg	21718
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Burns R C QC 412 Grain Exchange Bldg	21718
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Chambers E J QC 600-603 Lancaster Bldg	21171
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Cohen J 205 Leeson-Lineham Bldg	27379
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Collier E C 231 8 Ave W	25475
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Cooney V A 400-401 Leeson-Lineham Bldg	694887
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Crawford J W 23 Hollinsworth Bldg	27377
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	65323
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Cromarty & Walsh 317 Lancaster Bldg	61341
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	61325
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Crowle H E 332 Alberta Corner	692845
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Cush Harold H 904 Lancaster Bldg	29296
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Dawson J Lorne 301 Examiner Bldg	62364
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Dickie Wm D 803 Lancaster Bldg	27275
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Dingle Norman D QC 612 Grain Exchange Bldg	23197
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Edmunds George W 214 Burns Bldg	65058
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	23422
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Farthing & Tavender 47 Hollinsworth Bldg	26495
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Fenerty Fenerty McGillivray & Robertson	24681
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5th Floor Insurance Exchange	22161
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Fisher & Fisher 201 Lancaster Bldg	26618
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Fitch & Lindsay 31-36 Union Bldg	27148
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Fradkin L M QC 301 Grain Exchange Bldg	66940
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Freeze & Harradence 302 Foothills Bldg	65911
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	21819
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German & McLeod 1-332 7 Ave SW	63639
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Ginsberg & Dworkin 817 Lancaster Bldg	22040
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Goodman Yale 116a 8 Ave E	23190
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Greenan & Cooney	25835
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400-401 Leeson-Lineham Bldg	694887
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BARRISTERS & SOLICITORS—Continued

Helman Barron & Head	21040
800, Lancaster Bldg	21240
Hobbs A W 31 Hollinsworth Bldg	21384
Jones Maclean E 600-603 Lancaster Bldg	21171
Justason Watkins & Co 229 Examiner Bldg	62753
Lane D Austin 510-511 Leeson-Lineham Bldg	22028
Laven & Laven 202 Grain Exchange Bldg	61359
Levine Lawrence B 227 7 Ave W	65216
Lipsett & McKnight 310 Grain Exchange Bldg	23416
Livergant Morris B 612-13 Leeson-Lineham Bldg	691445
Low Robert A 404 Lancaster Bldg	22050
Low William A 404 Lancaster Bldg	65194
Ludwig Albert W 31 Hollinsworth Bldg	26874
Macdonald James D Mezz Flr Greyhound Bldg	63604
MacDonald John A 201 Grain Exchange Bldg	63544
Macleod Riley McDermid Dixon & Burns	695026
62 Hollinsworth Bldg	27784
Mahaffy & Howard 900 Lancaster Bldg	62041
Mahony John J 7-308 8 Ave W	694981
Mann Dawson & Co 201 Grain Exchange	692670
Mavor John S QC 412 Grain Exchange Bldg	21956
Mayhood & Cumming Imperial Bank Chmbrs	21761
McCaffery & McCaffery 502 Grain Exchange	21718
McCormick Edward J 102 Ward Bldg	21118
McDonald & Stuart 100 Pacific Bldg	63443
McGuire & Sinclair 53 Hollinsworth Bldg	692545
McLaws McLaws Bancroft & Deyell	64168
25-301 8 Ave SW	29487
McLaws Wm 1-332 7 Ave SW	64066
McNeill N John QC	61342
6th Flr Anglo American Bldg	692708
Might O H E QC 600-603 Lancaster Bldg	21171
Millard & Johnson	23323
4th Flr Can Bank of Commerce Bldg	694710
Miller Leo H QC 402 Maclean Bldg	21377
Millican & Snowdon 906 Lancaster Bldg	64258
Milner Steer Martland & McNeill	25379
6th Flr Anglo American Bldg	692708
Milvain & MacDonald 55 Hollinsworth Bldg	693167
Morrison J A 509 8 Ave W	22330
Nesbitt Robert M 810 Lancaster Bldg	66451
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
O'Keefe T L 1 Kresge Bldg	23020
Patterson H S Patterson & MacPherson	25754
218 Greyhound Bldg	23825
Patterson Ward & Miles	21920
632 Grain Exchange Bldg	23173
Petrie & Petrie 809 Lancaster Bldg	23375
Power W Kent QC 517 7 Ave W	65072
Quigley Frank H 305 Insurance Exchange Bldg	22460
Sanford & Dickie 803 Lancaster Bldg	691595
Saper Sol 504-5 Grain Exchange Bldg	22998
Saucier J J QC 600-603 Lancaster Bldg	62364
Scott Gregg Hopwood & Scott	64772
513 Herald Bldg	21171
Sellar & Densmore 111 8 Ave SW	63086
Shannon M E 913 Lancaster Bldg	65025
Shumiatcher & Shumiatcher 603 Grain Exch Bldg	692047
Skene & Gorman 203 Executive Bldg	21717
Smith C E 500 Lancaster Bldg	22255
Snider Edward C 301 Grain Exchange	66790
Staples M H QC 735 8 Ave W	22141
Steeves Miss Helen 628 15 Ave W	24187
Townsend & Boyd 510 Lancaster Bldg	65355
Vallance Vallance & Gill 2-328a 8 Ave SW	24875
Walsh Thomas J 317 Lancaster Bldg	65749
Webb Walter K 1603a Centre St N	695258
Whetham J D QC 209-10 Lancaster Bldg	23130
Williamson Mackay & Thomson	65122
500 Lancaster Bldg	65323
Wooliams E M	77501
404 Toronto General Trusts Bldg	21890

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ALBERTA BATTERY Co. Ltd.

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3 TIMES A YEAR
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CALGARY BATTERY CO 111 12 Ave W 27744

Commercial Tire Ltd 1139 9 Ave SE54170

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AUTO — FARM LIGHT — RADIO
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Globelite Batteries Ltd 4524 1 St SE33568

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HART BATTERY 126 12 Ave W 63108

Hart Battery 126 12 Ave W 63108

Hutton's Ltd 131 11 Ave SW 693725

HUTTON'S LTD.

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BATTERY SALES and SERVICE

PHONE 693725 PHONE

131 - 11 Ave. S.W.

Industrial Batteries Ltd 126 12 Ave SW 25822

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BATTERIES—Continued

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The Amazing New
Prest-o-lite
"HI-LEVEL
BATTERY"
Needs Water Only
3 Times a Year in
Normal Car Use

Prest-o-lite
hi-level

"Where to Buy Them"

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111 12 Ave W27744

Prest-O-Lite Battery Co Ltd

58 Ave & 4 St SE34631

WILLARD STORAGE BATTERY CO

OF CANADA LTD

FACTORY 104 58 Ave SE34656

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Motor Car Supply Co of Canada Ltd

317 6 Ave W

City Orders24633

Country Orders24631

North Hill Branch 1614 Centre St N75894

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for more than four million chest
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Complete Battery

SALES and SERVICE

Featuring

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EASY BUDGET
TERMS

GOODYEAR TIRES

COMPLETE

- VULCANIZING
- RECAP SERVICE

TIRES and BATTERIES54170

APPLIANCES54204

FARM EQUIPMENT54322

51919

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Bearings

B C BEARING ENGINEERS LTD {447159
1218 11 Ave W {446617

BENNETT & EMMOTT LTD 62629
715 11 Ave W

CANADIAN S K F CO LTD {440044
1331 16 Ave W {443366

Federal-Mogul Service Ltd 701-703 11 Ave W {65955
..... {66736

NEW DEPARTURE & TIMKEN BEARINGS
MOTOR CAR SUPPLY CO OF CANADA LTD
317 6 Ave W 24633

SPROULE BEARING SUPPLY {64205
816 6 St SW {694683

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Red Deer - Calgary - Medicine Hat

Your Bearing Requirements

Timken, SKF, Hyatt, Torrington

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TRANSMISSION SUPPLIES LTD

A COMPLETE BEARING SERVICE
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Buy Christmas Seals . . . Every Year



- FEDERAL BALL BEARINGS
- FISCHER BEARINGS
- BOWER TAPER and ROLLER BEARINGS
- MCGILL NEEDLE ROLLER BEARINGS
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Emerald Beauty & Barber Supply 514 17 Ave W 29663
Helene Curtis Industries 1-306a 10 St NW 874420
Mid-West Beauty & Barber Supply
207a 7 Ave SE 27573

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Distributors for

WONDERWAVE

COLD - WAVE LOTION

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Monarch Beauty Supply Co 605a 1 St SE 21078

MONARCH

Beauty & Barber Supply Co.

Exclusive Distributors of the

"Rayette Beauty Products"

ROUX - CLAIROL - SILHOUETTE

Dryers and Furniture

COMPLETE LINE OF BARBER SUPPLIES

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ONTARIO BEAUTY SUPPLY CO LTD

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Terry Supply House Ltd 1229 18 Ave NW 893227

THE TERRY SUPPLY HOUSE LTD.

"Wholesale Beauty & Barber Supplies & Equipment"

"Everything for the Beautician
and Beauty Salon"

1229 18th Ave. N.W.

Bus. 893227 — Phones — Res. 892386

"WE DELIVER ANYWHERE"

Windsor Specialty Co 229 7 Ave E 24761

Windsor Specialty Co.

Formerly Western Barber & Beauty Supply

Roux Tints — Miss Clairol — Rilling

and Caryl Richards Cold Waves

Wahl Electric Clippers and Vibrators

La Jolie Cosmetics

"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

Adrian Beauty Salon 514 17 Ave W 24429

ADRIAN BEAUTY SALON

Madame McGrandle - Phyllis McGrandle
HARPER METHOD SALON

Facials

514 17 Ave. West

BEAUTY PARLORS—Continued

Al's Beauty Shop 911 Ida Ave Montgomery 882586
Altadore Beauty Shoppe 2034a 42 Ave SW 34466
American House of Beauty 202-225a 8 Ave W 61125
(See Advertisement on Opposite Page)
Annalene Beauty Salon 2503 4 St W 25747
Arcade Beauty Parlor 126 8 Ave W 23847
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

Bamboo House of Beauty 7405 26 St SE 563566

Beaton Beauty Parlor 207 8 Ave W 62153

Harper Method

BEATON BEAUTY PARLOR

PHONE

EXPERT

62153

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ONLY

207 - 8 Ave. S.W.

BEAUDET'S BARBER SHOP & BEAUTY PARLOR

Experienced Operators in
ALL LINES OF BEAUTY CULTURE
1002 17th Ave W 444244

Bell Beauty Parlor The 1004 2 St E 62382

(Continued on Next Page)

PETER PAN

BEAUTY SALON

"Your Personal Stylists"



213 Lougheed Building
(Same Building as Grand Theatre)

27742

Open Wednesdays - Closed Mondays

BEAUTY PARLORS—Continued

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Bluebird Beauty Parlor

A. J. Porter, Prop.

FOR HAPPY HAIR CARE
ALL LINES OF BEAUTY CULTURE
32 - 4 St. N.E. 22529

Bobette Beauty Shop 2035 34 Ave SW 448492

Bon Ton Barber & Beauty Shop 708 1 St E ... 63806

Bowness Beauty Salon 623 Main St Bowness .. 882447

Bowness Beauty Salon

All Lines of
HAIR STYLING & BEAUTY CULTURE

Experienced Operators
623 Main St. Bowness 882447

Braaz Otto Hair Styles 607 1 Ave NE 25653

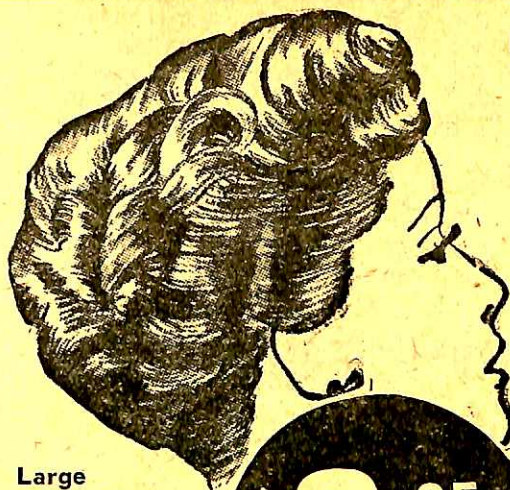
Budget Beauty Bar 4 Sheldon Blk 66694

**BUDGET
BEAUTY BAR**

MACHINE WAVES
as low as --- \$4.50
COLD WAVES \$6.00 up
GUARANTEE
WITH EVERY WAVE
No Appointment Necessary
4 Sheldon Blk 214a 8 Ave E
J. Gretsinger, Prop 66694



(Continued on Next Page)



"Life Curl"

*Cold Wave
Machineless*

PERMS

The "LIFE CURL" permanent has been made possible by a scientific discovery—a new neutralizing process that oxidizes, de-swells and hardens the hair to its normal size in minutes, where it ordinarily takes days. LIFE CURL WILL STAY IN YOUR HAIR FOREVER.—Until it grows out or is cut off. This process is exclusive at The American House of Beauty.

LIFE CURL PERM is complete with Creme Shampoo. Personalized Pin Curl Hairdo and artistic "Portrait" haircut to your desired length by expert male barbers.

NO EXTRAS.

NOTHING ELSE TO BUY.

Large
Professional
Staff

Business Girls After
5:00 p.m.

ALL HAIR CUTS
BY EXPERT
MALE BARBERS.

\$3.95
COMPLETE
and
GUARANTEED



Open Mondays— No Appointment Necessary

Phone **61125** For After 5
Appointments

225A - 8th Ave. West

(Over White Lunch)



Favorite of Thousands!
STABER'S FAMOUS
GUARANTEED

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CREAM PERMANENT
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ONE LOW PRICE **\$4.95** WHY PAY MORE

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

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CARLTON HOTEL, CALGARY

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Your Riverside Hair Stylist

OTTO BRAAZ

Hair Styles



*Language Spoken in English
and German*

Personalized Beauty Care in Hair
Styling, Fashions and Permanent
Waving. Natural looking Cold-
waves on short and long hair.

Lowest Prices & Highest Quality Work.
You Will Be Pleased.

Conveniently Located at Bridgeland Bus Stop

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25653

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and
Jean
Harris

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Harper Method Salon

Discriminating Women Prefer . . .

Harper Method Beauty Care

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SOFT WATER USED WITH ALL SHAMPOOS

"Our Permanent Waves Make Permanent Friends"

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

Carl's Beauty Salon 236 8 Ave SW 22383

CARL'S BEAUTY SALON

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Above Kresge's

Phone 22383

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Haircutting - Permanent Wave - Scalp Treatment
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CHARM Beauty Shoppe

Modern Beauty
Service
The New Short Haircut

71335

213 - 16 Ave. N.W.



Connaught Beauty Parlour 1413 11 St W 441701

(Continued on Next Page)

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Leroy Beauty Salon

Experts In

Permanent Waving

Hair Styling - Hair Coloring and Hair Conditioning



All Permanent Waves priced according to your hair condition. Shampoo, Plain Cream or Oil. All one price to assure proper protection for your hair.

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GUARANTEED

Cold Wave

Machine or Machineless

PERMANENTS

SCALP TREATMENTS

and TINTING

WIGS & TOUPEES

Made to Order

Reasonable Prices—

Personal Service

SUNNY

**Beauty Parlor
and Barber Shop**

Open All Day Wednesday

PLEASE PHONE

872433

306 - 10 St. N.W.

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Dannewald Hairdressing & Gift Shop
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**Dannewald Hairdressing
& Gift Shop**

Professional Ladies' Haircutting
Styling and Coloring

"The Best in Perms"

908a Centre St. N. 62350

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Diana Beauty Salon 305a 10 St NW 875301

Diana Beauty Salon

Specializing in
COLD WAVES and BEAUTY CULTURE

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Dorothee Mae Beauty Salon 211 Underwood Blk 64905

Eaton Co Canada Ltd (The T) 8 Ave W bet
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Call This Handy Neighborly Shop
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Grainger's Hairdressing 1122 1 St W 23530

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Helen's Beauty Salon 812 16 Ave W 29734

Helene's Beauty Shop 613 3 Ave SW 694608

(Continued on Next Page)

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about a telephone number, please
look it up in the Directory.

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Hairdressing Schools**

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

Write for Free Catalogue
and Information

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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**

Home of the Famous

**Vita-Sheen Shampoo
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209 Leeson-Lineham Blk.

8 Ave. West (Across from Hudson's Bay Co.)

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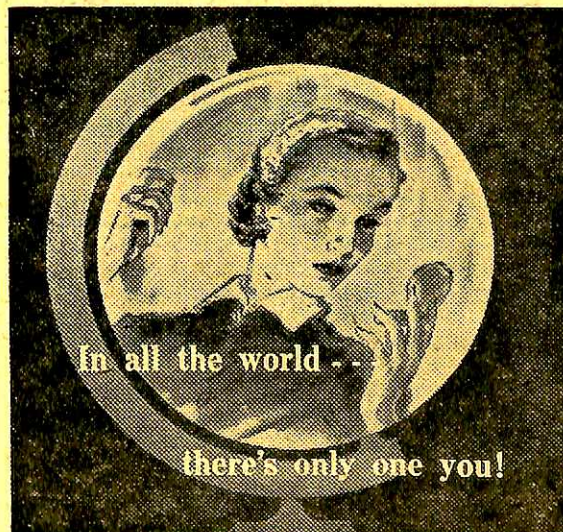
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TODD**

Designed and
Patented

**Professional
Hair Brush**

With Staggered
"feather touch"
Bristles



**Townhouse
Beauty
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"The Finest"

SUPERVISED BY JEANNE HENDERSON

- Personalized Beauty Care that only Trained Specialists can provide.
- Where Beauty is individual and the individual is made Beautiful.

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& BARBER SHOP**

The Home of Fashionable Hairdressing

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Opposite Capitol TheatreJacobson's Hairdressing Salon & Beauty {24219
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and BEAUTY ACADEMY**

Individual Hair Styling

24219 - 22783

128a 8 Ave. W.—Upstairs

JEANNE'S BEAUTY SALON

824 16 Ave NW891436

(See Advertisement on Page 28)

Johnston's Barber Shop & Beauty Parlor

1403 11 St W441247

Keen-Kurl Beauty Parlor 1910 8 St E54461

Kensington Barber & Beauty Shop

1134a Kensington Rd870690

**KENSINGTON BEAUTY
& BARBER SHOP**

Brush Cut a Specialty

EXPERIENCED BEAUTICIANS

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

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Color Shampoos

"STYLING AT ITS BEST"

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widely advertised products are
listed in the **YELLOW PAGES.****FRANZ SCHMIDT**Phone
27236Phone
27236**INTERNATIONAL
HAIR STYLIST**Diplomas from London, England,
Zurich, Switzerland and Canada

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Salon for Appointments

Prop. LAURIE HARKLEY

2919 Centre St. N. 70096

LEE'S BEAUTY SALON 2013 18 St NW 891074

Leroy Beauty Salon Kraft Bldg {22002

222a 8 Ave W {23377

(See Advertisement on Page 28)

Lillie's Beautyette 112a 8 Ave E692414

**LILLIE'S
BEAUTYETTE**

L. GRETSINGER

Specializing in Permanent
Waving - Cold Waves and
Hair Styling

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6
9
2
4
1
4

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

Lucille Beauty Salon 2-2039 26 Ave SW440521

Mac's Beauty Parlor & Barbershop

3705 17 Ave SE583462

Marda Beauty Salon 3409 20 St SW445333

Marie's Beauty Salon 2805 14 St SW442060

Marvel Beauty Schools 202-326a 8 Ave SW ..29841

(See Advertisement on Page 29)

Mary Anne Beauty Parlor 1338 9 Ave E.....54093

Millie's Hairstyling Studio 631 16 Ave NW73514



Hair Cutting & Hair Styling

631 - 16 Ave. N.W. 73514

Mission Beauty Shoppe 2208 4 St W27616

Miyo's Beauty Salon 814 16 Ave NW891402

Neil's Beauty Salon 912a 16 Ave NW892963

NEIL'S BEAUTY SALON

Specializing in

Permanent Waving & Beauty
CulturePHONE **892963** PHONE

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New Day Beauty Parlor & Barber Shop

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Norman's Beauty Salon 628 17 Ave W29748

Norman's Beauty Salon

NORMAN SPANKIE Prop

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PERMANENT WAVINGSOFT WATER
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Palliser Hotel Hairdressing Parlor Palliser Hotel 21947

Paulyne's Hair Styling Studio 318 16 Ave NW 72430

**PAULYNE'S
HAIR STYLING STUDIO**Specializing in
Hair Styling and Hair Coloring**318 - 16 Ave. N.W. 72430**

Peter Pan Beauty Salon Douglas Doherty Prop

213 Loughheed Bldg27742

(See Advertisement on Page 26)

Renfrew Beauty Parlor 1025a Russet Rd71383

Reo Beauty Parlour 125 7 Ave E61450

Richmond Beauty Salon 2921 Richmond Rd ...492760

Schmidt Franz Upstrs 131 8 Ave SW27236

Staber Leila Beauty Salon Carlton Hotel22234

(See Advertisement on Page 27)

Star Beauty Parlor 1024 2 St E26577

Sunalta Beauty Parlor & Barber Shop

1506 12 Ave W441667

Sunny Beauty Parlor & Barber Shop

306 10 St NW872433

(See Advertisement on Page 28)

Todd Nels 209 Leeson-Lineham Bldg {22979

(See Advertisement on Page 29)

Townhouse Beauty Salon Ltd {25956

Auditorium Falcon Bldg 211 6 Ave W {61370

(See Advertisement on Page 29)

Trail Beauty Parlor 2010 3 St NE72249

Van Den Berg's Beauty Salon 4006 16 St SW .30594

**VAN DEN BERG'S BEAUTY
SALON**

EXPERT HAIR STYLING

4006 16 St. S.W. 30594

Vanity Beauty Shoppe 510b 9 St W29029

Vera's Beauty Salon 2616 4 St NW78092

Werner's Hairstyling Salon & Barber Shop

120 16 Ave NW75059

**Werner's Hairstyling
Salon & Barber Shop**

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Specialist in Modern Hairstyling

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Open All Day Wednesday

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(See Schools—Beauty Culture)**Alberta Government
Telephones Teletype**Reduces chance of error and
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service to clients . . . fixes
responsibility.

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695192
Globe Bedding Co Ltd 11 St & 17 Ave E 55183
Parkhill Bedding Ltd 915 9 Ave E 51627
Simmons Ltd 610 5 Ave SE 65050

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715 11 Ave SW 62629
GUTTA PERCHA & RUBBER LTD
521a 8 Ave W 25854

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Coutts Machinery Company Ltd 4636 1 St SE 34618
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212 9 Ave W 27901

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CALGARY BREWING & MALTING CO
LTD 9 Ave & 15 St E 55681
Canada Dry Ltd 830 16 Ave W 61477
Coca-Cola Ltd 123 3 Ave W 64826
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LIMITED 129 3 Ave E {29161
29600
SICKS' LETHBRIDGE BREWERY
LTD 218 11 Ave SW 22111

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Fisk Tire Service Co Ltd 342 7 Ave W 22536
Forest Lawn Cycle Shop 3610 17 Ave SE 583369
Killarney General Repair & Appliance Shop
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KILLARNEY GENERAL REPAIR & APPLIANCE SHOP

REPAIRS TO ALL MAKES OF BICYCLES
Also Complete Machine Sharpening Service
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ANY ARTICLE OR SERVICE

you may need, you will
most likely find listed
under the proper head-
ings in these

YELLOW PAGES

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Mission Cycle & Sports 2310 4 St SW 22278

MISSION

CYCLE & SPORTS
Raleigh, Rudge
& C.C.M.
Repairs & Accessories
Phone **22278**



2310 4 St. S.W.

North Hill Cycle Store 822 3 St NE 29789

North Hill Cycle Store

Expert Work on
BICYCLES OF ALL MAKES

822 - 3 St. N.E. 29789

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29906

Premier for . .

C.C.M. — RUDGE — RED WING
Bicycles — Tricycles
Parts & Accessories



319 - 7 AVE. W. 21755 - 29906

(Continued on Next Page)

Bicycles...

RUDGE & RALEIGH

Frejus-Torpado Pro. Racing Machines
Specializing in Three Speed Hubs

REPAIRS TO ALL MAKES

41 Years of Experience
Enables Us
To Guarantee All Repairs
KEYS CUT TO SAMPLE

Calgary Cycle Store

Barney Wolthuis

"THE CYCLE MAN"

PHONE

— **61246** —

Residence Phone 440883

— 709a - 1 St. E. —

—WESTERN— CYCLE WORKS

C
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R
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BICYCLES

Expert Repairs to All Makes
LAWN MOWERS SOLD,
REPAIRED and
MACHINE SHARPENED

WE CUT KEYS

Phone **444044**

1514 14th St. W.

"fresh up"
with



You like it.. It likes you!

SEVEN-UP BOTTLING CO.

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29161

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RIDLEY'S

CYCLE & SPORTING GOODS

C.C.M. & RALEIGH
BICYCLE SALES and SERVICE

Repairs to All Makes of Bicycles
225 10 St NW 871421

Sid's Cycle Works 315 17 Ave W 25777

SID'S CYCLE WORKS

REPAIRS TO ALL MAKES OF BICYCLES

315 - 17 Ave. S.W. 25777

Western Cycle Works 1514 14 St W 444044
(See Advertisement on Page 31)

Zirk's Cycle Works 1504 Centre St N 73430

Bicycles—Wholesale & Manufacturers

BRITISH INDUSTRIES LTD

323 8 Ave SW 62550
Canada Cycle & Motor Co Ltd 1210 11 Ave W 443413
Deeley Fred Ltd 921a 9 Ave E 55780

MOTOR CAR SUPPLY CO OF

CANADA LTD 317 6 Ave W 24635
City Orders 24633
Country Orders 24631

ZIRK'S

Cycle Works

HEADQUARTERS FOR ALL MAKES OF BICYCLES

Raleigh - Rudge - Sunshine - C.C.M.

PHONE 73430 PHONE

LOCK and KEY WORKS
C.C.M. and Sunshine Tricycles
SKATES SOLD and SHARPENED

1504 Centre St. N.

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SOMETHING AND YOU

- Have no particular firm in mind.
- Can't remember the firm's name or address.
- Want to find a certain firm quickly.

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(See Advertising—Outdoor)

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Capitol Billiard Parlor 131 8 Ave SE 691651
Central Billiards Basement Maclean Bldg 699-137
Exchange Billiard Parlor 815 1 St W 25288
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BRUNSWICK-BALKE-COLLENDER CO OF
CANADA LTD Manufacturers
BILLIARD TABLES AND SUPPLIES
Billiard Table Repairing
110 4 St NE 29829

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(Manufacturers & Jobbers)

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Dad's Cookies Ltd 1317 9 Ave E 54774
Gold Star Candies & Pastries 1329 1 St SW 22396
Independent Biscuit Co Ltd 11 Ave & 4 St E 26127
Marven's Biscuits Ltd 106 11 Ave E 23319
Paulin Chambers Co Ltd 1208 11 Ave W 441442
Scott-Bathgate Ltd 2nd Flr 305 10 Ave E 29747

WESTON GEORGE LTD

Manufacturers of
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2309 Osborne Cres A. Gillies, Rep. 447277

Bits—Geophysical

CANADIAN SEISCO LTD
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Bits—Oil Well

(See Oil Well Tools)

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Kidd George 5120 17 Ave SE 583753
Murray's Blacksmith Shop 321 6 Ave E 22417

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AYERS LIMITED—
Manufacturers (Sell Wholesale & Retail Trades Only)
HARPER W H CO
201-2 Willson Bldg 61437

Bleaching Fluid

Savage Products Co Cor 38 Ave & 15 St SE 55287

SAVAGE PRODUCTS CO.

Manufacturers of Savage Water and Sal Soda
SAFEST and SUREST for BLEACHING
DISINFECTING and STERILIZING

55287

Have You Sent in the Money
For Those

CHRISTMAS SEALS?

Remember — Only Those That
Are Paid for Help to Fight
Tuberculosis

Blinds

(See also Venetian Blinds and Window Shades)

HOLMES FRANK A

Levolor - Lorentzen Venetian Blind

SOLVE DUST PROBLEM

THE NEW AMAZING
LINEN FRESH BRAND VENETIAN

1613 15 Ave SW 446923 or 61433

Blocks & Buildings

(See Apartments Blocks & Buildings)

Blowers & Fans

(See Fans & Blowers)

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COMMERCIAL BLUEPRINTING
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Wigwam The 334 12 Ave SW 61867

The YELLOW PAGES place
your name and telephone num-
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moment he wants what you
have to sell.

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CALGARY TENT & AWNING

Chris Craft Dealers - Boats and Boat Kits
Marine Hardware - Boat Covers
614a 17 Ave W 27606

Chris-Craft Sales & Service (Alta) Ltd
614a 17 Ave W 694131

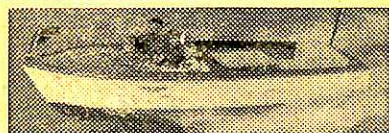
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642 16 Ave NW 894437

Foothills (Mdze.) Distributors LTD.

Alberta Distributors for
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Evinrude Motors, Marine Hardware
and Life Preservers
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Standen's Ltd 24 Ave & 2 St SE 693736

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BOATS
"Feather Craft"
ALUMINUM BOATS
10-Year Warranty
Boat Trailers - Marine Equipment
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CALGARY



Boat Kits — Boat Trailers
Marine Supplies — Outboard
Motors

See Your . . .

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DEALER TODAY

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the name of a
business concern

... Look in the
YELLOW PAGES

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Alchem Ltd 1029 11 Ave W 447421
Bird-Archer Co Ltd 105 12 St NE 63357
Dearborn Chemical Co Ltd 510 9 Ave SW 63209

HELMER CHEMICAL CO LTD

BOILER WATER CHEMICALS
Industrial Water Treatment Engineers
38 Union Bldg 63465

SNOWDON C C 1810 11 St E 55217

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A P Green Fire Brick Co Ltd 2122 8 Ave E 51134

A. P. Green Fire Brick Co. Ltd.

REFRACTORY ENGINEERING SERVICE
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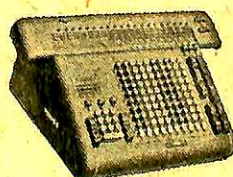
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