

**Grocers—Retail—(Cont'd)**

Farmers' Grocery 717 2AvNE . . . AMhrst 6-1377  
 Favorite Grocery & Confectionery  
 1128 17AvSW . . . CHery 4-3318  
 Fetherston's General Store  
 7401 26StSE . . . BRowng 9-3163  
 Foodland Grocery 2716 21AvSW . . . CHrchl 9-3033  
**FOOD-VALE STORE**

**Quality Fresh Fruit  
 Vegetables & Groceries**

Specializing in Fine Fancy Foods

**Free Delivery — Twice Daily**

PERSONALIZED SERVICE

2508 4StSW . . . AMhrst 2-7412  
 . . . AMhrst 6-2156  
 Britannia Store . . . CHstnt 3-4084  
 819a 49AvSW . . . CHstnt 3-4089

**FOOD WAY** 2923RichmondRd . . . CHrchl 9-4555  
 Foothills Grocery & Confectionery  
 638 16AvNW . . . AVenu 9-7363  
 Forest Lawn General Store  
 4202 17AvSE . . . BRidg 2-3271  
 Forest Lawn General Trading  
 3701 17AvSE . . . BRidg 2-3453

**FRANK'S DRIVE INN**  
 2139KensingtonRd . . . ATlas 3-1898  
 Frank's Grocery 502 7AvSE . . . AMhrst 6-2826  
 Friendly Door Grocery 4302 65StNE CRstvw 7-1246  
 Gene's Grocery 2436 2AvNW . . . ATlas 3-3005  
 General Confect & Groc Store  
 915 1AvNE . . . CHstnt 6-1262  
 Glenmore Grocery 1621 34AvSW . . . CHstnt 3-1846  
 Goosman's Grocery & Confectionery  
 525 17AvSW . . . AMhrst 2-1611  
 Grand View Store 1001 19AvSE . . . BRdwy 3-4278  
 Green-Dell Fruit 2038a 42AvSW . . . CHstnt 3-4567  
**GUY'S GROCERY** 824 3StNE . . . AMhrst 2-6688  
 Half's Self-Serving Grocery  
 1401 14StSW . . . CHery 4-3468  
 Happy Food Store 2105 33AvSW . . . CHery 4-4287  
 Harold's Groceries & Meats  
 1552 9AvSE . . . BRdwy 3-5586  
 Harper Groceteria 2039 34AvSW . . . CHery 4-7766  
 Harry & Sons 602 1AvNE . . . AMhrst 6-1316  
 Harward Confectionery 410 4StSW AMhrst 6-2881  
 Helen's Grocery & Confectionery  
 2707 17AvSW . . . CHrchl 9-1829  
 Henry Grocers 201 19StNW . . . ATlas 3-5264  
 Highland Grocery 116 40AvNW . . . CRstvw 7-4514  
 Hillcrest Grocery 3103EdmontonTr CRstvw 7-5880  
 Hillside Grocery 2718 17StSW . . . CHery 4-2835  
 Home Grocery 525 14AvSE . . . AMhrst 2-1258  
 Hong Grocery 2826MorleyTr . . . AVenu 9-7073  
 Hubalta General Store & Post Office  
 5302 17AvSE . . . BRidg 2-3713  
 Jack's West Grocery & Confectionery  
 1409 11StSW . . . CHery 4-1862  
 Jay-Dee Food Store 4002 16StSW CHstnt 3-2273

**JENKINS GROCERY STORES**



See how you save on all your Food Needs  
 Shop and Save at Your Neighborhood  
 Jenkins Store

WHOLLY CANADIAN OWNED

"WHERE TO SHOP"

- Store No 1 Bowness
- Store No 2 2042 42AvSW
- Store No 3 1319 9AvSE
- Store No 4 5628 45StNW
- Store No 5 RichmondRd&29StSW
- Store No 6 1328 17AvSW
- Store No 7 ElbowDr&49AvSW
- Store No 8 439 14AvSE
- Store No 9 309 16AvNW
- Store No 10 2438KensingtonRd
- Store No 12 Forest Lawn
- Store No 17 824 1AvNE
- Store No 18 1443KensingtonRd
- Store No 19 1031RussetRd
- Store No 21 1436 20AvNW
- Store No 22 637 16AvNW
- Store No 23 1118 35StNE
- Store No 24 2639 17AvSW
- Store No 26 2610 45StNW

**Grocers—Retail—(Cont'd)**

**JENKINS GROCETERIA LTD**  
 MAIN OFFICE & WAREHOUSE  
 1820 9AvSE . . . BRdwy 3-5661  
 Pres Ronald H Jenkins . . . BRdwy 3-5661  
 Treas H C Hilton . . . BRdwy 3-5661  
 Ofc Mgr C S Evans . . . BRdwy 3-5661  
 Credit Mgr R Pearpoint . . . BRdwy 3-5661  
 Merchandise Mgr T H Roysds . . . BRdwy 3-5661  
 Buyer F W McJunkin . . . BRdwy 3-5661  
 NIGHT CALLS AFTER 4:30 PM TO  
 8:00 AM AND SATURDAYS & HOLIDAYS  
 Genl Ofc . . . BRdwy 3-5661  
 Tabulating Division . . . BRdwy 3-5664  
 Shipping Dept . . . BRdwy 3-5665  
 Garage . . . BRdwy 3-5666  
 Auditorium . . . BRdwy 3-5667

**JIM'S FOOD STORE**  
 2016 12AvNW . . . AVenu 9-1785  
 Jimmie's Grocery 1101 8StSE . . . BRdwy 3-1923  
 Johnson's Cash & Carry Grocery  
 1510 1StSW . . . AMhrst 6-2790  
 Katzin's Grocery 2220 7AvNW . . . ATlas 3-1908  
 Killarney Corner Store  
 3001 23AvSW . . . CHrchl 9-2992  
 Kin Sang Co 218CentreStS . . . AMhrst 6-6665

**KING GEORGE GROCERY**  
 AN A. G. FOOD STORE  
 Free Delivery  
 917 20AvNW . . . AVenu 9-3409

Knob Hill Food Store 2103 26AvSW CHery 4-1171  
 Lang Grocery & Confectionery  
 833 17AvSW . . . CHery 4-6240

**LEE GROCERY & CONFECTIONERY**  
 3001 26AvSW . . . CHrchl 9-2212  
 Lee's Food Store 2139 33AvSW . . . CHery 4-5107  
 Lem King Grocery 1221 20AvNW . . . AVenu 9-2627  
 Len's Arcade 840 16AvNW . . . AVenu 9-2823  
 Leo's Food Store 2634 24StSW . . . CHrchl 9-1133  
 Leong Food Store 3413 26AvSW . . . CHrchl 9-1151  
 Leong Grocery 1929 34AvSW . . . CHstnt 3-1020  
 Levine Grocery & Confectionery  
 819 1AvNE . . . AMhrst 6-2405  
 Loblaw Groceterias Co Alberta Ltd JCHery 4-5952  
 902 11AvSW . . . CHery 4-6923

**LOCKHART'S FOOD TERMINAL**  
**PHONE LOCKHART'S  
 FOR YOUR GROCERIES**

SERVING — ELBOW PARK, MOUNT ROYAL,  
 SOUTH CALGARY, ALTADORE, GLENDALE,  
 WILDWOOD, KNOB HILL.

FREE DELIVERY

2037 33AvSW . . . CHery 4-7477

Long Food Store 4813CentreStN . . . CRstvw 7-2105  
 Louise Grocery & Confectionery  
 1028 2StSE . . . AMhrst 2-1024  
 Malsey Groceteria 2405EdmontonTr CRstvw 7-1133  
 Manchester Grocery 6609MacleodTr CHstnt 3-0915  
 Margaret's Grocery & Confectionery  
 201 4AvSE . . . AMhrst 2-9220  
 Mario's Grocery & Confectionery  
 236 4StNE . . . AMhrst 2-9936  
 Marlborough Grocery 508 12AvSW AMhrst 2-5988  
 Martin's Red & White Grocery & Confectionery  
 1903 20AvNW . . . AVenu 9-1438  
 Mary's Grocery & Confectionery  
 1101 8StSE . . . BRdwy 3-3213  
 McIntyre Ed 1830 17StSW . . . CHery 4-4430  
 McWalter's Cash Grocery  
 2141 15StSW . . . CHery 4-1101  
 Mels Grocery 2127 7AvNW . . . ATlas 3-2347  
 Midway Store 702MainStBwns . . . BUtlr 8-2525  
 Millar's Meats & Groceries  
 2005BownessRd . . . ATlas 3-1092

Millican Grocery & Confectionery  
 1920 62AvSE . . . BRowng 9-3003  
 Mod-Econ-General Store  
 4620 17AvSE . . . BRidg 2-4126  
 Model Grocery 713 3StNE . . . AMhrst 2-6676  
 Molly's Confectionery 3105CentreStN CRstvw 7-0831  
 Mount Pleasant Groc & Confect  
 2620 45StNW . . . CRstvw 7-4937

**MOUNTVIEW STORE**  
 2014EdmontonTr . . . CRstvw 7-2225

**NAGLER'S DEPARTMENT STORE**  
 LTD 602-608 2StSE . . . AMhrst 6-3614  
 New Central Grocery 706aCentreStS AMhrst 2-9864  
 New Deal Grocery Store 424 8AvSE AMhrst 9-4641

**Grocers—Retail—(Cont'd)**

**NEW MOON FOOD STORE**  
 GROCERIES, FRESH FRUIT & VEGETABLES  
 MEATS & FROZEN FOODS  
 1210 1StSW . . . AMhrst 2-3086

New Way Store 2633 17AvSE . . . BRidg 2-3393  
 North Balmoral Grocery  
 3423CentreStN . . . CRstvw 7-2555  
 North East Groc & Confect  
 1104 1AvNE . . . AMhrst 6-2868

North Hill Food Store  
 2102CentreStN . . . CRstvw 7-3201  
 North Star Grocery 940 2AvNW . . . ATlas 3-1192  
 North West Grocery 1004 16AvNW AVenu 9-2210  
 Nu-Way Store 1717 17AvSW . . . CHery 4-2425  
 Ontario Grocery 736 3AvSW . . . AMhrst 6-2411  
 Oscar's Grocery & Confectionery  
 1740 11AvSW . . . CHery 4-3124  
 Overton's Confectionery & Grocery  
 133 16AvNW . . . CRstvw 7-1398  
 Palace Grocery 917 17AvSW . . . CHery 4-1094  
 Palm Grocery & Confectionery  
 502 8AvSE . . . AMhrst 6-1707

Park 'N Shop Food Center  
 2504ParkdaleBlvd . . . ATlas 3-2233  
**PARK'S GROCERY & CONFECTIONERY**  
 11SpruceCentre . . . CHrchl 9-1397  
 Parkdale Food Store 3404 3AvNW . . . ATlas 3-5011  
 Parkhill Grocery 3801MacleodTr . . . CHstnt 3-0951  
 Parkhill Groceteria 3616CentreStS CHstnt 3-0317  
 Parkview Grocery 3003CentreStN . . . CRstvw 7-1928  
 Parkway Store 1904 22AvBwns . . . BUtlr 8-2111  
 Peter's Grocery 1319 2StSE . . . AMhrst 2-9177

**PLANIDIN BROS GENERAL STORE** JBUtlr 8-2162  
 436 2AvN Mtgy . . . BUtlr 8-2974  
 Plaza Grocery & Confectionery  
 626 15StNW . . . ATlas 3-1828  
 Premier Grocery 825a 1AvNE . . . AMhrst 6-1387  
 Premier Way Grocery 2915 14StSW CHery 4-4716  
 Prospect Grocery & Confectionery  
 2605 14StSW . . . CHery 4-2547  
 Purvis' Grocery 540 7AvNW . . . ATlas 3-1702  
 Quality Grocery & Confectionery  
 402 13AvSE . . . AMhrst 6-1689  
 Radtke & Sons Grocery 1804 15StNW CRstvw 7-6000  
 Ramsay Grocery & Confectionery  
 703 23AvSE . . . BRdwy 3-5499  
 Rayalta Grocery 902 5AvSW . . . AMhrst 6-1483  
 Rees's Grocery & Confectionery . . .  
 930 17AvSW . . . CHery 4-1169  
 Regal Grocery 1302 3StNE . . . CRstvw 7-2294  
 Rideau Towers Concessions  
 107RutlandHse . . . CHstnt 3-7618

Riverside Cash & Carry Grocery  
 14 4StNE . . . AMhrst 6-1617  
 Rosedale Grocery & Confectionery  
 139 16AvNW . . . CRstvw 7-1168  
 Roseland Confectionery & Grocery  
 501 13AvSE . . . AMhrst 6-1420  
 Rosscarrock Grocery & Hardware  
 1203 40StSW . . . CHrchl 9-2716  
 Roy's Grocery 408 8AvSE . . . AMhrst 2-9021  
**ROYAL GROCERY** 803 17AvSW . . . CHery 4-4596  
 No 2 2039 26AvSW . . . CHery 4-3792  
 Ryan's Red & White 2720 17AvSE . . . BRidg 2-3788  
 Sam Ken Grocery 118 10StNW . . . ATlas 3-1112  
 Sam's Cosy Corner Store 113 14StNW ATlas 3-2010  
 Sandy's Grocery 2523 17AvSW . . . CHrchl 9-2828  
 Save More Store 522 7AvNW . . . ATlas 3-4416  
 Saverud's Grocery & Confectionery  
 2139 4AvNW . . . ATlas 3-2613  
 Service Grocery 4020 16StSW . . . CHstnt 3-0891  
 Shamrock Grocery & Confectionery  
 2433a 2StSE . . . AMhrst 2-3554  
 Sharp's Grocery & Confectionery  
 602 17AvSW . . . AMhrst 2-9754

Shop-Easy Stores Ltd  
 2404CentreStN . . . CRstvw 7-7581

**SHOPRITE STORE**  
 1502-1504 12AvSW . . . CHery 4-3033  
 Meat Dept . . . CHery 4-3034  
 Shuler Grocery 523 4StSE . . . AMhrst 6-6397  
 Silver & Black Store 5012MacleodTr AMhrst 9-9126  
 South East Grocery & Confectionery  
 540 12AvSE . . . AMhrst 6-5129  
 South Hill Grocery & Confectionery  
 8046 26StSE . . . BRowng 9-3122  
 Standard Grocery 226 17AvSW . . . AMhrst 6-6544  
 Stanley Jones Grocery 820 6StNE AMhrst 2-6727  
 Stewart's Groceteria 2135 4AvNW . . . ATlas 3-3148  
 Suey Kee 208CentreStS . . . AMhrst 2-4193  
 Suey Sang Chong Co 216CentreStS AMhrst 6-2362  
 Sunbeam Grocery 1030 18AvNW . . . AVenu 9-2329  
 Sun Grow Store 2308a 4StSW . . . AMhrst 2-9767  
 Sun On Food Store 1503 34AvSW . . . CHstnt 3-1997  
 Sunlight Grocery & Confectionery  
 1921 17AvSW . . . CHery 4-2828

Sunnynook Confectionery & Grocery  
 2002 8StSE . . . BRdwy 3-5372  
 Sunnyside Grocery 802 2AvNW . . . ATlas 3-1025

**Grocers—Retail—(Cont'd)**

Sunset Grocery & Confectionery  
 3501CentreStN . . . CRstvw 7-5769  
 Sunshine Grocery 602 13AvSE . . . AMhrst 2-3254  
 Switzer Grocery & Confectionery  
 112 14AvSE . . . AMhrst 6-3734  
 Tai Lee Co 206CentreStS . . . AMhrst 2-5007  
 Terrace Grocery 5009MacleodTr . . . CHstnt 3-1987  
 Tom's Modern Market 511 33aStNW ATlas 3-2120  
 Town & Country Food Centre  
 734 7AvSW . . . AMhrst 9-2682  
 Tuxedo Meat & Grocery 117 27AvNE CRstvw 7-2141  
 United Grocery 1839 20AvNW . . . AVenu 9-2116  
 Universal Fruit & Grocery Store  
 305 6AvSW . . . AMhrst 6-5522  
 Velvet Groc & Confect 1201 12AvSW CHery 4-3129  
 Verdun Grocery & Confectionery  
 1914 3StNE . . . CRstvw 7-1224  
 Vic's Food Mart 713 14StNW . . . ATlas 3-2081  
 Vienna Grocery 141 32AvNE . . . CRstvw 7-2158  
 Westmont Grocery 116 10StNW . . . ATlas 3-2205  
 Wigwam Grocery & Service Station  
 1926 20AvNW . . . AVenu 9-1423  
 Wong K C 212CentreStS . . . AMhrst 9-2744  
 Wylidman's General Store  
 426BownessRdMtg . . . BUtlr 8-2448  
 Young's Groceteria 1706 35StNE . . . CRstvw 7-5700  
 Yuen's Food Basket 1108RenfrewDr . . . CRstvw 7-5421

**Grocers—Wholesale**  
 Alberta Co-op Wholesale Assn Ltd 1335 9AvSW  
 A F Farquharson Mgr . . . AMhrst 6-5233  
 V C Bratseth Hardwr Buyer &  
 Order Desk . . . AMhrst 6-1901  
 R R Rust Groc Buyer & Order Desk AMhrst 6-1202  
 Receiving & Shipping Ofc . . . AMhrst 2-3396  
**ASSOCIATED GROCERS LTD** JCHery 4-0402  
 Head Ofc 1802 10AvSW . . . CHery 4-8846

**EUROPEAN IMPORT CO**  
 327 7AvSW . . . AMhrst 9-5162

**HORNE & PITFIELD LTD**  
 222 58AvSE . . . CHstnt 3-5581  
 Cash & Carry Depot 1131 11StSE BRdwy 3-1793  
**MACDONALDS CONSOLIDATED LTD**  
 215 42AvSE . . . CHstnt 3-7331  
**PETRIE LOUIS LTD** JBRdwy 3-4267  
 1820 9AvSE . . . BRdwy 3-1155

**WESTERN GROCERS LTD**  
 603 10AvSW . . . AMhrst 6-7471

**Grocery Brokers**  
 See Brokers—Grocery

**Gunite Contractors**  
**CANADA GUNITE CO LTD** JBRdwy 3-1659  
 4140 15aStSE . . . BRdwy 3-1712

**Gunsmiths**  
**PIONEER LOCK & SAFE WORKS**  
 513 8AvSW . . . AMhrst 2-5462

**RUSSELL SPORTING GOODS**

Factory Appointed Gunsmiths  
 for  
**Remington — Winchester**  
**Savage — Stevens**

1120 1StSW . . . AMhrst 6-2161

(Continued Next Page)

**Sayles  
 Hardware**  
**Guns, Antique  
 Firearms**  
**Custom Hand Loads  
 Binoculars, Cameras**  
**AMhrst 2-5863**  
**315 - 8 Ave. S.E.**

**Gunsmiths—(Cont'd)**

Sayles Hardware 315 8AVSE .....AMhrst 2-5863  
(See Advertisement Opposite Page)

**SIMPSON & LEA**

43 Years in Business

**EXPERT GUNSMITHS**

Keys Made-to-Order  
Sporting Goods  
Guns — Ammunition

708CentreStS .....AMhrst 2-5190

**Gymnasium Equipment**

Calgary Aluminum Awnings Ltd  
1577ChinookAvBwns. .BUtlr 8-6710  
**SPORTS & REC'S MANUFACTURING & SUPPLY CO**

Manufacturing of all Gym Equipment

• **BOX HORSES**  
• **SPRING BOARDS**  
• **TUMBLING MATS**  
**OUR SPECIALTY**  
Suppliers of all other  
**SPORTING EQUIPMENT**  
Residence Phone AMhrst 2-5446

829 2AVSW .....AMhrst 9-2331

**Gymnasiums**

**AMERICAN HEALTH STUDIOS INTERNATIONAL**

The world's largest and finest chain of health studios.  
**\$5,000,000** in equipment.  
Supervised Reducing, Weight Gaining, Body Building and Health Conditioning.  
Guaranteed Results - Free Trial



"FOR INFORMATION CALL"

**AMERICAN HEALTH STUDIOS INTERNATIONAL**  
818 49AVSW. .CHstnt 3-7889

**SILHOUETTE FIGURE-FORM INTERNATIONAL**

A part of the world's largest health studios.  
Slenderizing - Spot Reducing  
Figure Contouring - Bust Development  
Reducing or Weight Gaining  
Free Trial & Figure Analysis



"FOR INFORMATION CALL"

**SILHOUETTE FIGURE-FORM INTERNATIONAL**  
818 49AVSW. .CHstnt 3-5947

**Gypsum Products**

**GORMAN'S LTD** 4420 1StSE .....CHstnt 3-3146

**Hair Suppression**

**W R D C MODIFICATIONS CORP** fAMhrst 9-3937  
**LTD** 209-211MacleanBlk. .fAMhrst 9-7493  
Shop 2440aBownessRd .....ATlas 3-0010

**Hairdressers—Ladies**

See Beauty Parlors

**Hairdressers' Supplies**

See Beauty Parlor Supplies & Equipment

**Halls**

Al Azhar Temple A A O N M S  
506 17AVSW. .AMhrst 2-7207  
Maccabees Hall 1113 5AVSW .....AMhrst 2-9779  
Oddfellows Hall  
East Calgary 1435 9AVSE. .BRdwy 3-5550  
Orange Hall (Calgary) 303 19StNW. .ATlas 3-4248  
Days Only—if no answer call .....CHrchl 9-1353  
St Barnabas Church Hall  
Cor12St&7AVNW. .ATlas 3-3035  
St Martin's Parish Hall  
21Av&28StSW. .CHrchl 9-3014

**Handicrafts**

Uncle John's Hobby Shop  
329 7AVSW. .AMhrst 6-4889  
112 7AVSE .....AMhrst 6-3925  
**UNIVERSAL HOBBY SUPPLIES LTD**  
603 8AVSW. .AMhrst 2-4234

**Hardware—Retail**

**ASHDOWN J H HARDWARE CO LTD**  
110 8AVSW. .AMhrst 6-7321  
B M Hardware 3405 26AVSW. .CHrchl 9-3030  
Bayley Hardware 3403 17AVSW. .CHrchl 9-2977  
**BIRD BUILDING SUPPLIES**

**BUILDERS HARDWARE**

PAINTS — GARDEN SUPPLIES

Portable Saws — Everything in Hardware

fBRdwy 3-1146  
1427 19AVSE .....fBRdwy 3-1982

Blackburn's Ltd 827 1AVNE .....AMhrst 2-6358

**BOW VALLEY LUMBER YARDS LTD**

Lumber - Building Materials  
Hardware & Monarch Paints  
Home Improvement Loans

Three Locations to Serve You:

**WEST YARD** fBUtlr 8-2133  
423MainStBwns fBUtlr 8-4021  
**RICHMOND ROAD STORE**  
2919RichmondRd. .CHrchl 9-2319  
**EAST YARD** ChestermereRd. .BRIdg 2-3939

Bowness Hardware 716MainStBwns. .BUtlr 8-2266

Briar Hill Hardware Co Ltd  
2020 12AVNW. .AVenu 9-1388

Britannia Hardware Ltd  
813 49AVSW. .CHstnt 3-4444

**BURNES HARDWARE**  
2308 4StSW. .AMhrst 2-3302

**CALGARY HARDWARE**

**HARDWARE and PLUMBING**

806 3StNE .....AMhrst 2-6838

**HARDWARE-TERIA LIMITED**

*Sells for Less!*

"At the Sign of the Saw"

PHONE

**AMhrst 2-2855**

**AMhrst 2-9855**

122 - 8 Ave. S.E.

**Hardware—Retail—(Cont'd)**

Capital Hardware Ltd  
Cor20Av&18StNW. .AVenu 9-1420  
**CAUSTON HARDWARE**  
920 16AVNW. .AVenu 9-3180  
**CHESNY G L HARDWARE LTD**

**BUILDERS' SUPPLIES**

Paint - China - Gifts

102 16AVNW CRStvw 7-1777—CRStvw 7-7577

**CHINOOK BUILDING SUPPLIES LTD**

520 5AVSE. .AMhrst 6-6211

**COMERY HARDWARE & PAINTS**

632 17AVSW. .AMhrst 2-1278

Crescent Hardware 1108CentreStN CRStvw 7-1717

**CRESCENT LUMBER LTD**

**BUILDING SUPPLIES**

HARDWARE - PAINT

"Everything for the Home"

107 16AVNE .....fCRStvw 7-3823  
fCRStvw 7-3888  
fCRStvw 7-4616

**CURRIE HARDWARE & APPLIANCES**

**CHINA, PAINTS & BUILDERS' HARDWARE**  
Dinky Toys

2449 33AVSW .....CHrchl 9-8555

Despins Hardware 2506 4StSW. .AMhrst 2-6383

**EMPRESS STORES LTD**

702 16AVNW. .AVenu 9-5778

Frenchy's Bargain Centre 902 9AVSE BRdwy 3-1782

Gunther's Building Supplies Ltd  
2102 10AVSW. .CHery 4-0726

**HARDWARE-TERIA LTD** fAMhrst 2-2855

122 8AVSE. .AMhrst 2-9855  
(See Advertisement This Page)

**HARPER HARDWARE & APPLIANCE LTD**

134 12AVSW. .AMhrst 2-7429

Highland Hardware 118 40AVNW. .CRStvw 7-7870

Hillhurst Hardware Ltd 134 10StNW fATlas 3-1705

fATlas 3-1753

Inglewood Hardware 1226 9AVSE. .BRdwy 3-5957

Killarney Hardware 2701 17AVSW. .CHrchl 9-2898

Knob Hill Hardware 2101 26AVSW. .CHery 4-8889

Len's Hardware 10aSpruceDr. .CHrchl 9-6535

Lesik's Hardware 920 17AVSE. .BRdwy 3-4713

Louise Hardware 106 10StNW. .ATlas 3-1133

Macey's Hardware 2506KensingtonRd ATlas 3-5161

**MACLEOD'S LTD** 440 7AVSE. .AMhrst 2-7586

**MANCHESTER HARDWARE LTD**

"WE HAVE IT IN STOCK"

fCHstnt 3-1309  
5518MacLeodTr .....fCHstnt 3-3303

McFarlane & Wilson Ltd  
401 8AVSW. .AMhrst 6-4807

**McINTYRE F J & CO**

"THE HOME OF METAL MOULDINGS"

Builders' Hardware

Household Hardware

CALGARY'S LEADING CHINA SECTION

fCHery 4-8544  
1010 17AVSW .....fCHery 4-5816

McKittrick Hardware 1515 34AVSW CHstnt 3-3335

**McLAREN HARDWARE**  
2040 42AVSW. .CHstnt 3-4484

**McLELLAN HARDWARE**  
311 19StNW. .ATlas 3-2151

**Hardware—Retail—(Cont'd)**

Mel's Lumber & Building Supplies Ltd  
3515EdmontonTr. .CRStvw 7-8566

**MISSION HARDWARE LTD**

2410 4StSW. .AMhrst 2-3897

Moon's Hardware 3607a 17AVSE. .BRIdg 2-3391

**MOUNTVIEW STORE**

2014EdmontonTr. .CRStvw 7-2881

Nagler's Appliance & Hardware fAMhrst 2-1715  
Ltd 1206 1StSW. fAMhrst 9-2224

Northgate Hardware 4819CentreStN CRStvw 7-5484

**NU-WAY HARDWARE**

908 16AVNW. .AVenu 9-2867

**PLANIDIN BROS GENERAL STORE**

436 2AVN Mtgy. .BUtlr 8-2974

**RAEMOR HARDWARE & APPLIANCES**

**Monaseal & Monamel**  
Paints - China  
Builders' Hardware

2107 33AVSW .....CHery 4-8444

Reel Hardware 218 24StNW. .ATlas 3-3366

Riverside Hardware 17-19 4StNE. .AMhrst 6-2272

Ross' Variety Store 2604 4StNW. .CRStvw 7-5626

Sayles Hardware 315 8AVSE. .AMhrst 2-5863

Shepherd's Hardware 3410 3AVNW. .ATlas 3-3154

Sigler's Hardware & Furniture  
402 8AVSE. .AMhrst 2-7289

**WEBBER F G HARDWARE LTD**

HARDWARE & PAINTS  
FRIGIDAIRE DEALER

fCHery 4-7411  
1434 17AVSW .....fCHery 4-4466

West Point Hardware  
1530 16AVBwns. .BUtlr 8-4769

Woodman H E 2603 14StSW. .CHery 4-1241

**Hardware—Wholesale**

Ackland D & Son Ltd 722 11AVSW fAMhrst 2-7318

fAMhrst 2-7418

Manager & Credit Dept. .AMhrst 9-6856

**ASHDOWN J H HARDWARE CO LTD**

240 11AVSW. .AMhrst 6-7321

Atlas Electric & Hardware Co  
601 2StSE. .AMhrst 6-5076

**BRITISH INDUSTRIES LTD**

323 8AVSW. .AMhrst 6-2750

**EMCO LTD** 302-322 11AVSW. .AMhrst 6-7311

**GENERAL DISTRIBUTORS LTD**  
130 9AVSW. .AMhrst 2-9223

**GREAT WEST SADDLERY CO LTD**  
212 9AVSW. .AMhrst 2-7901

**MARSHALL-WELLS LTD**

4040 6StSE. .CHstnt 3-6631

**McINTYRE F J & CO** fCHery 4-8544

1010 17AVSW. .fCHery 4-5816

McLennan McFeely & Prior Ltd  
4508 4aStSW. .CHstnt 3-0904

Merchants' Hardware Ltd  
Ofc 325 10AVSW. .AMhrst 6-4960

Order Desk .....AMhrst 6-6344

Nagler M 409MacleanBlk .....AMhrst 6-2394

**NORTHERN HARDWARE CO LTD**

121 10AVSE. .AMhrst 9-3176

**RIBTOR MANUFACTURING & DISTRIBUTING CO LTD** 603-607 2StSE. .AMhrst 2-2982

Spalding Hardware Ltd (Wholesale)  
929 17AVSW. .CHery 4-5531

Western Canada Importers  
339 10AVSE. .AMhrst 9-4941

**Hardwood Flooring**

See Floors—Material & Laying

**Harness & Saddlery—Retail**

**KENWAY'S WESTERN STORE**

1418 2StSE. .AMhrst 6-4270

Riley & McCormick Ltd 332 7AVSW AMhrst 2-1556

**STOCKMEN'S SUPPLY CO**

1418 2StSE. .AMhrst 6-4270

**Harness & Saddlery—Wholesale**

**GREAT WEST SADDLERY CO LTD**

212 9AVSW. .AMhrst 2-7901

**KENWAY SADDLE & LEATHER CO**

306 15AVSE. .AMhrst 2-2737

North West Leather Co 521 4StSE AMhrst 2-1349

**55 Years of Leadership  
in Serving the Hard  
of Hearing**

**NOW  
YOUR  
OWN  
GLASSES  
CAN  
BE YOUR  
HEARING AID, TOO!**



Only Acousticon scientifically corrects your hearing with its complete series of "hearing lens" receivers.

Batteries, Accessories,  
Repairs for all makes.

**ACOUSTICON HEARING  
AID CLINIC**

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T. M. NISBET, District Manager

**Hat Manufacturers**

**SMITHBILT HATS LTD**  
1208 1st St. W. AMhrst 2-4404  
(See Advertisement This Page)  
Stetson John B Co (Canada) Ltd  
308 Leeson-Lineham Bldg. AMhrst 2-9462

**Hat Renovators  
BOSTON HAT CLEANERS**

**HATS CLEANED & HAND  
BLOCKED**

EVERY JOB GUARANTEED  
SATISFACTION

WE CALL FOR AND DELIVER

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**HATS**

**Factory  
Cleaned  
&  
Blocked  
AT**

**Smithbilt Hats Ltd.**

1208 - 1 St. S.W.  
AMhrst 2-4404

**Hat Renovators—(Cont'd)**

**CALGARY SHOE HOSPITAL**

TAILORING & PRESSING DEPT.

**HATS CLEANED &  
BLOCKED**

Expert Workmanship

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**SMITHBILT HATS LTD**  
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**AGNEW CHICKS LTD**

A GOOD PLACE TO BUY YOUR

Baby Chicks - Turkey Poults  
Ducklings - Poultry Feeds  
& Supplies

1045 8StSE BRdwy 3-4155—BRdwy 3-1721

**ALBERTA HATCHERIES**

Alberta Distributor for the Famous

**WEST LINE STRAIN  
CHICKS & TURKEY POULTS**

2417 1a StSE .....AMhrst 2-2851

Co-op Hatcheries 433 10AvSE ....AMhrst 2-9039

**FOX QUALITY HATCHERY**

**FOX CHICKS  
FOR PROFIT**

1332 9AvSE .....fBRdwy 3-5335  
.....lBRdwy 3-4116

**HALLMAN TURKEY HATCHERIES LTD**

**CALL BRdwy 3-4282  
for TURKEY POULTS**

1414 9AvSE .....BRdwy 3-4282  
Farm .....COlfx 8-5222

**PRINGLE ELECTRIC HATCHERIES CALGARY  
LTD**

Calgary — Edmonton — Chilliwack, B.C.

**BABY CHICKS  
POULTRY FEEDS & SUPPLIES**

228-230 17AvSE .....AMhrst 2-3045  
.....AMhrst 2-3596

Seven Oaks Manufacturing & Sales Ltd  
7315 7StSW. CHstnt 3-2056

**STEWART HATCHERIES & POULTRY  
FARMS LTD**

**DUAL PURPOSE EGG AND  
MEAT STRAIN CHICKS**

Nicholas Bronze Turkey Poults  
Ducklings & Goslings

POULTRY FEEDS & SUPPLIES

602-8 12AvSW .....fAMhrst 2-4159  
.....AMhrst 6-6467

**Hatcheries—(Cont'd)**

**SWIFT CANADIAN CO LTD**  
CREAMERY — EGGS — POULTRY  
& HATCHERY DEPT.  
111 10AvSW .....fAMhrst 2-2446  
.....AMhrst 2-2329

**Hats & Caps—Retail**

**CAMPBELL TOM CO LTD**  
331 8AvSW. AMhrst 6-5410  
**MacLEOD BROS LTD** 1StSE&9Av AMhrst 2-3852  
Smithbilt Hats Ltd 1208 1StSW. AMhrst 2-4404

**Health Food Products  
HEALTHFUL FOODS LTD**

Health Products

**FRESH RAW VEGETABLE  
JUICES**

Health Aids - Health Literature

EVERY-THING-FOR-HEALTH

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**BALANCED FOOD  
SUPPLEMENT**

100% Natural and Organic  
100% Guaranteed

Distributor Territory Available

333 11AvSW .....AMhrst 2-2863

**VITA-THIN DISTRIBUTORS OF ALBERTA**

**VITA-THIN**

The Proven Safe Method  
of Losing Weight  
and Gaining Vitality

THE DON MACKAY AGENCIES LTD.

248 19AvNW .....CRstvw 7-7179

**Hearing Aids**

Acousticon Hearing Aid Clinic  
129 7AvSW. AMhrst 2-3633  
(See Advertisement This Page)  
Ashdown J H Hardware Co Ltd  
110 8AvSW. AMhrst 6-7321  
(See Advertisement This Page)

**AUDIVOX**

Successor to West-  
ern Electric Hear-  
ing Aid Division.  
Complete line of

prescription aids for every type loss. Budget  
priced. AUDIVOX, "the hearing aid your  
doctor knows." Only dealers below are author-  
ized to sell AUDIVOX.

**"WHERE TO BUY THEM"**

Audivox Hearing Service of Alberta  
103 6AvSE. AMhrst 6-6330

Audivox Hearing Service of Alberta  
103 6AvSE. AMhrst 6-6330  
(See Advertisement This Page)

**BELTONE HEARING CENTER**

1-236 8AvSW. AMhrst 2-2839  
After Hours L Atkinson res. ....CHrchl 9-6760  
(See Advertisement Opposite Page)  
(Continued Next Page)

*This is—*  
**THE LISTENER**  
by **Otarion**  
*the little ear*



**The Hearing Aid contained  
in a Pair of Glasses**

Yes, this attractive pair of horn-rimmed glasses contains a complete high-quality OTARION Hearing Aid. Men and women can wear it with greater assurance, ease and pride because The Listener . . .

- CONDUCTS SOUND DIRECTLY INTO THE EAR AT EAR LEVEL; NO CORDS, NO EAR BUTTON (only a small plastic tube leads to the ear canal).
- PERMITS YOU TO WEAR ANY APPAREL—EVEN A BATHING SUIT.
- PERMITS YOU TO WORK NORMALLY—TO ENGAGE IN STRENUOUS SPORTS.

Come In or Phone for Your  
FREE HEARING TEST — DO IT TODAY!

**The J. H. Ashdown  
Hardware Co. Ltd.**

110 - 8 Ave. S.W. ....AMhrst 6-7321  
Saturdays 12 Noon to 5:30 ....AMhrst 6-7396

**The Hearing Aid  
Your Doctor Knows  
WILL HELP YOU  
TO HEAR**

AUDIVOX, successor to Western Electric Hearing Aid Division, now brings hearing help within the reach of thousands. What is the secret of this amazing success in aiding the deafened? *First*, Audivox provides a choice of 1067 different prescription fittings, which insures the right one for your needs. *Second*, Audivox dealers are especially trained to prescribe correctly this versatile range of hearing corrections. That is why you cannot buy Audivox over the counter. *Third*, each Audivox sale is backed by a worldwide dealer organization pledged to a career of service. Try Audivox—the hearing aid your doctor knows — at

**AUDIVOX HEARING  
SERVICE OF ALBERTA**

103 - 6 AVE. S.E.

CALL  
**AMhrst 6-6330**

FOR YOUR FREE PRIVATE  
CONSULTATION, OR FREE  
HOME "TRY-OUT"

**Hearing Aids—(Cont'd)**

**BELTONE QUALITY HEARING GLASSES**

Enable you to hear with BOTH ears. No button in ear. No cord. Nothing to hide in hair or clothes.



Tiny, colorless tube carries sound to ear. We also carry conventional Beltone Hearing Aids. Free hearing analysis and demonstration. No obligation.

"WHERE TO BUY THEM"

**BELTONE HEARING CENTER**  
1-236 8AvSW. AMhrst 2-2839

Macleod Hearing Centre  
221 Alberta Cor. AMhrst 6-5282  
(See Advertisement This Page)

**ZENITH HEARING AIDS**

Enjoyed by more people than any other aid in the world. Highest quality, sensibly priced transistor models include eye-glass type and a tiny aid worn entirely at the ear. By makers of Zenith TV, radios, 10-DAY MONEY-BACK GUARANTEE.



"WHERE TO BUY THEM"

**CENTRAL HEARING AID CENTRE**  
813 1stSW. AMhrst 2-5415  
**MOODY TOM CO (CALGARY) LTD**  
1104 Centre St N. CRstvw 7-0701  
**OPTICAL PRESCRIPTION CO LTD**  
604 Greyhound Bldg. AMhrst 2-1653  
**OPTICAL PRESCRIPTION CO S LTD**  
7 Medical Arts Bldg. AMhrst 2-9836  
**SHAVER SHOP CALGARY LTD**  
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**Heat Exchangers**

Coyuco Products Inc 4646a 25thE. CHstnt 3-7065  
**DOMINION BRIDGE CO LTD**  
Canadian Representatives for  
**GRISCOM RUSSELL CO. AIR COOLED HEAT EXCHANGERS**  
803 24thE. BRdwy 3-5634

**McINTOSH INDUSTRIAL EQUIPMENT LTD**  
BROWN FIN TUBE (CAN) LTD.  
Heat Exchangers & Direct Fired Heaters  
3635 Blackburn Rd. CHstnt 3-4373

**STEEL-CRAFTS (ALBERTA) LTD**  
4202 Macleod Tr. CHstnt 3-3433

**Heaters—Portable**

**CONSTRUCTION EQUIPMENT CO LTD**  
66 Av & 3rd St SW. CHstnt 3-7741  
**HERMAN NELSON—**  
WILKINSON & McCLEAN LTD  
1215 9th SW. AMhrst 2-6146  
Purves Ritchie Ltd 1023 11th SW. CHery 4-0781

**Heaters—Water**

See Water Heaters

**Heating Apparatus**

See also Stoves, Ranges & Heaters  
Aromatic Heating Industries Ltd  
444 1st Ave. N. AMhrst 9-5648

**AIR-WAY FURNACE CLEANERS**

**GIGANTIC POWER SUCTION CLEANER**  
"NO FUSS — NO MUSS"  
Call us.  
216 23rd Ave. CRstvw 7-1217  
If no answer call CRstvw 7-5885

**Heating Apparatus—(Cont'd)**

**ALL APPLIANCES REPAIR SERVICE**  
FURNACE REPAIRS  
AND FILTER SERVICE  
2417 1a StE. AMhrst 6-3743

**AMERICAN-STANDARD PRODUCTS (CANADA) LTD**

GURNEY FURNACES  
Canada's Most Complete  
Line of Oil, Gas, Coal  
Furnaces and Heating  
Boilers



"WHERE TO BUY THEM"

**ALBERTA SHEET METAL PRODUCTS LTD** 1316 Centre St N. CRstvw 7-8511  
**RIVERSIDE PLUMBING** 17-19 4th St E. AMhrst 6-6103  
**STERLING PLUMBING LTD** 2223 10th SW. CHery 4-0066

**AUTOMATIC CONTROL SALES LTD**  
Thermostats & Heat Controls  
SOLD — SERVICED — REPAIRED  
70 Av & Macleod Tr. CHstnt 3-6081

Bartle & Gibson Co Ltd 1439 10th Ave BRdwy 3-4017  
(See Advertisement This Page)  
Bell's Furnace Supplies & Service  
3436 Parkdale Blvd. ATlas 3-0684

**CANWEST INDUSTRIAL PRODUCTS**  
Thermal-Burners, Gas Generators, Gas Heat  
Exchangers, Submerged Combustion  
1210 11th SW. CHery 4-6236

Causton Plumbing & Hardware Ltd  
920 16th NW. AVenu 9-3180

**CHESNEY G L HARDWARE LTD**  
Ward Gas Furnaces - Air Conditioning  
Minneapolis-Honeywell Controls  
102 16th NW. CRstvw 7-1346

**CLARKE H F LTD**  
DARLING BROS. PUMPS & STEAM SPECIALTIES  
WEBSTER HEATING SYSTEMS  
MUELLER CLIMATROL — Boilers, Furnaces and Air Conditioners  
CLEAVER BROOKS CO. — Packaged Boilers  
WALTON LABORATORIES — Humidifiers  
EXPANSION JOINTS — FANS — FILTERS TEMPERATURE CONTROLS  
5220 1st St E. CHstnt 3-5556

Cone Water Heaters Ltd CHstnt 3-6467  
3616 Manchester Rd. CHstnt 3-6468



**AUTOMATIC GAS UNIT HEATER**  
Western Canada Distributor  
**BARTLE & GIBSON Co. Ltd.**  
Wholesale Plumbers Supplies  
BRdwy 3-4017  
BRdwy 3-5961  
1439 - 10 Ave. S.E.

**Heating Apparatus—(Cont'd)**

**CUMMING GALBRAITH LTD**  
American-Standard Products (Canada) Ltd  
1510a 1stSW. AMhrst 9-7791  
Del's Electric Ltd 921 11th SW. CHery 4-0893  
(See Advertisement This Page)  
Dominion Heater & Gas Appliances Ltd  
1312 1stSW. AMhrst 2-5277  
Dunham-Bush (Canada) Ltd  
1137 Bowness Rd. ATlas 3-5669

**FURNACE-AIRE SALES (CALGARY) LTD**  
536 6th Ave. SE. AMhrst 6-4715  
Furnasman Ltd 2006 10th SW. CHery 4-3167  
CHery 4-0569

**GENERAL ELECTRIC HOME HEATING & COOLING**  
G-E Oil & Gas Furnaces for warm air heating for homes, farms and shops. Also G-E Air-Wall system and year-round air conditioning.



"WHERE TO BUY THEM"

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**CANADIAN GENERAL ELECTRIC CO LTD** 1023 11th SW. CHery 4-8983  
DEALERS  
**DEMERS & CHISHOLM SHEET METAL LTD** 1005 14th SW. CHery 4-3936  
**REGGIN ROOFING & METAL WORKS LTD** 106 11th SW. AMhrst 2-3455  
**ROBERTS SHEET METAL** 1163 15th Ave. N. CRstvw 7-3881

**GENERAL EQUIPMENT LTD**  
5-1302 4th SW. AMhrst 9-5005

**GENERAL STEEL WARES LTD**  
16th & 24th Ave. SE. BRdwy 3-1666

**GURNEY FURNACES**  
See American-Standard Products (Canada) Ltd

**FURNACE MOTOR REPAIRS**

New and Exchange Motors For All Furnaces

"Better Than New . . . When We Get Through"

**CHery 4-0893**

**DEL'S ELECTRIC LTD.**  
921 - 11th Avenue S.W.

**COLEMAN GURNEY WESTERN**

Furnaces, Boilers, Space Heaters  
Oil, Coal, Gas, Propane

**Marshall-Wells Ltd.**

4040 - Sixth St. S.E. CHstnt 3-6631

**Heating Apparatus—(Cont'd)**

**HONEYWELL CONTROLS LTD**  
CONTROL SYSTEMS FOR ALL APPLICATIONS  
102 58th SW. CHstnt 3-3428  
Johnson Controls Ltd 1228a 9th Ave. SE. BRdwy 3-5414  
(Continued Next Page)

The **YELLOW PAGES** place your name and telephone number before the Buyer at the very moment he wants what you have to sell.

**DEFEAT DEAFNESS**

Glasses, Barrettes or Pocket Styles

**TELEX — RADIOEAR**  
**AUDIOTONE**  
**GEM — WIDEX**

Accessories and Repairs to all makes.

**AMhrst 6-5282**

**Macleod Hearing Centre**  
221 Alberta Corner  
Your Consultant, H. M. Hunter

ONLY NEW

**Beltone**  
420% SLIMMER  
**HEARING GLASSES**

Taper thin SLIMETTE Model

offer all these exciting features!



- More becoming and attractive.
- Lighter, thinner, far more comfortable.
- Look so natural, nobody would guess you wear a hearing aid.
- Full range hearing with BOTH ears.
- Easier understanding—tell where sounds are coming from.

**FREE BOOK**

Phone, come in or write for exciting new book, free of cost or obligation. Also ask for FREE demonstration of Beltone Hearing Glasses and FREE hearing test.

**Beltone Hearing Center**  
No. 1 - 236 8 Ave. S.W. AMhrst 2-2839  
After Hours CHrchl 9-6760

**Heating Apparatus—(Cont'd)**

**LENNOX AIRE-FLO HEATING SYSTEMS**

More families buy LENNOX than any other make! There is a LENNOX AIRE-FLO Heating System to fit your needs—large or small—for gas, oil or coal. LENNOX dealers are trained experts—always at your service for prompt installation, cleaning and repairing.



**"WHERE TO BUY IT"**

- DEMERS & CHISHOLM SHEET METAL LTD**  
1005 14StSW .. CHery 4-3936
- PARKDALE HEATING CO LTD**  
8ParkdaleCr. . ATias 3-5588
- REGGIN ROOFING & METAL WORKS LTD**  
106 11AVSW .. AMhrst 2-3455
- SZABO SHEET METAL LTD**  
324 39AVSE .. CHstnt 3-0967

Lennox Industries (Canada) Ltd  
5707 4StSE .. CHstnt 3-6691  
Marshall-Wells Ltd 4040 6StSE .. CHstnt 3-6631  
(See Advertisement Preceding Page)

**REZTOR UNIT HEATERS—**  
CRANE LTD 602 11AVSW .. AMhrst 6-3091  
**RHEEM CENTRAL HEATING EQUIPMENT**

RELY ON RHEEM for fully automatic warm air heat. Rheem "Fire-Tested" furnaces, filter and circulate warmth to every room. Available for all gases.



**"WHERE TO BUY THEM"**

DISTRIBUTOR

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Cor53Av&4StSE .. CHstnt 3-7826

**SARCO CANADA LTD—**  
Heating & Industrial Specialties  
STEPHENSON J R LTD  
1132 17AvSW .. CHery 4-3335

**SILVER LINE MANUFACTURING CO LTD**  
Manufacturers and Distributors of  
GAS & OIL HEATING EQUIPMENT  
739 10AVSW .. AMhrst 9-1657

**STEPHENSON J R LTD** JCHery 4-3335  
1132 17AvSW .. JCHery 4-7276

**TRANE CO OF CANADA LTD**  
1504a 14StSW .. CHery 4-7398

**WELLS H MORTON & CO LTD**  
GENERAL - MERCROID - YARWAY  
MASONIELAN - BARBER - COLMAN  
613 11AVSW .. AMhrst 6-5688

**Heating Apparatus—(Cont'd)**

**WESTERN SUPPLIES (CALGARY) LTD**  
121 58AVSW .. CHstnt 3-4691  
**WILKINSON WARES LTD**  
538 11AVSW .. AMhrst 6-6513

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Campbell & Hillier Ltd 1012 17AVSW CHery 4-4260  
**CHEETHAM S & SONS LTD**

Johns-Manville Approved  
Roofers - Smooth Surfaced  
Asbestos Roofs - Felt &  
Gravel Roofs  
Air Conditioning & Hot Air Furnaces  
JAMhrst 2-7227  
510 9StSW .. AMhrst 6-6765

Deeves Fred & Sons Ltd  
1314 17AVSW .. CHery 4-8951  
Galen Goodfellow Ltd 3103 37StSW CHrchl 9-1222  
Hansen K W 211a 10StNW .. ATias 3-5234  
Home Plumbing & Heating  
202 30AVSE .. AMhrst 2-5983

Industrial Plumbers Ltd  
2011 21AVNW .. AVenu 9-1527  
Lockerbie & Hole Western Ltd  
711 1AVSW .. AMhrst 9-5288

Master Sheet Metal Products  
2511 3StNE .. CRstvw 7-4800  
Rogers J B Ltd 916 5AVSW .. AMhrst 6-5368  
Trotter & Morton Ltd 204 5StSW JAMhrst 2-7355  
AMhrst 6-3442

**WESTERN HEATING LTD**  
50AV&2StSE .. CHstnt 3-6681  
Whyte Thomas D Co 7847 25StSE .. BRowing 9-3297  
WRIGHT A R Rear 514 25AVSW AMhrst 2-4844  
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**Hemstitching**

**REGAL BUTTON CO**  
— HEMSTITCHING —  
114 7AVSE .. AMhrst 2-3464

**Herbalists**

King Lee Herbs 201 2StSE .. AMhrst 9-6019  
Ming Yee Yet 615 1StSE .. AMhrst 6-2934  
Powlan F Y 336 6AVSE .. AMhrst 2-7850  
Tai Lee Co 206CentreStS .. AMhrst 2-5007  
Vienna Clinics Ltd 303AlbertaCor .. AMhrst 2-2385  
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**Hides, Raw Furs & Skins**

**LOVE J E & SONS LTD**  
**We Buy**  
**Cattlehides & Horsehides**  
**Wool**

HORSEHAIR - SHEEPSKINS - RAW FURS  
Est. 1905  
JAMhrst 6-2996  
403 4StSE .. AMhrst 2-2825

**Hides, Raw Furs & Skins—(Cont'd)**

**SIMPSON & LEA**  
EST. 1914  
The Oldest Firm in Western Canada  
**Hides - Pelts - Raw Furs**  
**Wool and Horsehair**  
708CentreSt .. AMhrst 2-5190

**High Fidelity Equipment**

Dominion Electrohome Industries Ltd  
2ndFlr 321 10AVSW .. AMhrst 9-6295  
Isis Hi-Fi 1108 1StSW .. AMhrst 2-9315  
(See Advertisement This Page)  
Jensen Radio & Television Co Ltd  
912CentreStN .. AMhrst 2-6494  
**LITCHINSKY S** 1221KensingtonRd .. ATias 3-2759  
MacMillan Auto Radio Ltd  
Cor1Av&6StSW .. AMhrst 6-3939

**Hobby Supplies**

**CALGARY HOBBY SHOP**  
**Ceramic Supplies**  
**Aeroplane Kits**  
**Shellcraft & Leathercraft**  
**Metal Tooling**  
207 16AVNW .. CRstvw 7-2698

**DON'S HOBBY SHOP**

**HO TRAINS**  
**MODEL AEROPLANES**  
**HANDICRAFT SUPPLIES**  
624 3StSW .. AMhrst 2-5717

**HOBBYLAND**

"Your Friendly Hobby Shop"  
**RADIO CONTROL KITS**  
**HO & HO KITS**  
COMPLETE HOBBY SUPPLIES  
1207 1StSW .. AMhrst 9-8193

P M S Camera Shops 1734 14AVNW .. AVenu 9-3675  
**UNCLE JOHN'S HOBBY SHOP**

**H.O. KITS — TRAINS**  
**LEATHERCRAFT — TOYS**  
**SHELLCRAFT — BOATS**  
**AEROPLANES — CLAY**  
**GAS MODELS**  
329 7AVSW .. AMhrst 6-4889  
112 7AVSE .. AMhrst 6-3925

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

**Hobby Supplies—(Cont'd)**

Universal Hobby Supplies Ltd  
603 8AVSW .. AMhrst 2-4234  
(See Advertisement This Page)  
**WESTERN CYCLE WORKS**  
TRAINS - AEROPLANES - BOATS  
**HOBBY CRAFT**  
AUTHORIZED LIONEL SERVICE  
We Carry a Complete Line  
of Toys the Year 'Round  
1514 14StSW .. CHery 4-4044

**Hoisting Apparatus**

**FARWIL CORPORATION**  
1510a 1StSW .. AMhrst 9-7791  
**GORMAN'S LTD** 4420 1StSE .. CHstnt 3-3146  
**INTERNATIONAL EQUIPMENT CO LTD**  
4646 2StSE .. CHstnt 3-2561  
**PIONEER MACHINERY LTD**  
1139 9AVSW .. AMhrst 6-5318  
**WILKINSON & McCLEAN LTD**  
1215 9AVSW .. AMhrst 2-6146

**Hoists—Dump Truck—Hydraulic**

**BRANTFORD ANTHONY HOISTS & DUMP BODIES**  
Your Local Truck Dealer Sells and Recommends Brantford Anthony Dump Bodies & Hydraulic Hoists.  
  
**"FOR PARTS & SERVICE CALL"**  
WESTERN DISTRIBUTOR  
**COCKSHUTT FARM EQUIPMENT LTD**  
1010 42AVSE .. CHstnt 3-6041

**GAR WOOD INDUSTRIES—**  
JACKSON'S WELDING (CALGARY) LTD  
814-816 9AVSW .. AMhrst 2-1996

**MARKIN & SON**  
**HARSH HYDRAULIC HOISTS**  
WESTERN DISTRIBUTORS  
**Commercial & Agricultural**  
SIZES 3 TO 20 TONS  
126 1AVSE .. AMhrst 9-3808

Perfection Machine Works Ltd  
34AVSE&BlackburnRd. . CHstnt 3-4601  
**WOOD (PHIL) INDUSTRIES LTD—**  
COUTTS MACHINERY CO LTD  
4636 1StSE .. CHstnt 3-4618

**Home Laundry Equipment**

See Washing Machines  
**Hose—Flexible & Metal**  
**CANADIAN FAIRBANKS-MORSE CO LTD**  
727 11AVSW .. AMhrst 6-4061  
**CUMMING GALBRAITH LTD**  
1510a 1StSW .. AMhrst 9-7791  
**DISHER EQUIPMENT (ALTA) LTD**  
1203 2StSE .. AMhrst 6-4502  
**JAMES PETROLEUM EQUIPMENT LTD**

STRATOFLEX MEDIUM & HIGH PRESSURE  
HOSE & REUSABLE FITTINGS  
HYDRAULIC LINES — AIR LINES  
70Av&MacledTr .. CHstnt 3-6081



**HI - FI**  
**TAPE RECORDERS**  
Headquarters in Calgary  
**ALTEC LANSING**  
**NORTHERN ELECTRIC**  
**ISIS HI-FI**  
1108 - 1 St. S.W.  
**AMhrst 2-9315**

**UNIVERSAL HOBBY SUPPLIES LTD.**

"The Hobby Centre of the West"

**TRAINS - AEROPLANES & BOATS**

Complete Line of Leathercraft Supplies  
Metal Tooling - Petit Point

PHONE  
**AMhrst 2-4234**

603 - 8 Avenue S.W.

**Hose—Rubber**

**GOODRICH B F (CANADA) LTD**  
3500 75<sup>th</sup> SE .. CHstnt 3-6621

**GUTTA PERCHA & RUBBER LTD**  
2Av&7StSW .. AMhrst 2-5854

**McINTOSH INDUSTRIAL EQUIPMENT LTD**  
HEWITT-ROBINS INC.  
INDUSTRIAL & PETROLEUM HOSES  
FOR ALL APPLICATIONS  
3635BlackburnRd .. CHstnt 3-4373

**PARDEE EQUIPMENT CO LTD**  
520 24<sup>th</sup> NE .. BRldg 2-3440

**WILSON & COUSINS CO LTD**  
Niedner's Linen Fire Hose - Forestry Hose  
Brass Couplings & Fittings  
CHstnt 3-7480  
3501 18<sup>th</sup> StSW .. CHstnt 3-4456

**Hosiery—Manufacturers**

Caldwell Knitting Co Ltd  
2ndFlr 127 7AvSE .. AMhrst 2-3133

**Hosiery—Retail**

Bennett Jane 816 49AvSW .. CHstnt 3-7512  
Hosiery Specialty Co 621 8AvSW .. AMhrst 6-3390

**Hospital & Medical Service Plans**

**BLUE SHIELD HEALTH PLANS**  
F G Hembroff Agency  
131a 6AvSW .. AMhrst 2-3200

Medical Services (Alberta) Inc  
1132KensingtonRd .. ATlas 3-0711

**Hospital Supplies**

**CASSIDY-BUSCOMBE LTD**  
MezzFlrGreyhoundBldg .. AMhrst 9-1070

**CUTTER LABORATORIES INTERNATIONAL**

HUMAN BIOLOGICAL  
and  
PHARMACEUTICAL SPECIALTIES

106 11AvSE .. AMhrst 2-9808

**ELECTRICAL WHOLESALERS LTD**

602 3AvSW .. AMhrst 6-6201

**FISHER & BURPE LTD**  
96HendonDr .. CRstvw 7-4345

**GREER W E LTD** 522 11AvSW .. AMhrst 2-3312  
Ingram & Bell Ltd 519CentreStS .. AMhrst 2-4741  
AMhrst 6-4707

**NORTHWEST WHOLESALE FURNITURE (CALGARY) LTD**

Wholesale Distributors of  
**HOSPITAL  
HOTEL  
HOME  
OFFICE  
INDUSTRIAL**  
Furniture & Furnishings

fAMhrst 9-5705  
321 10AvSW .. AMhrst 9-3446

**RUSSELL FOOD EQUIPMENT (CALGARY) LTD**

1401 17AvSE .. BRdwy 3-2202

Sick Room Equipment Rentals  
2704 1AvNW .. ATlas 3-2994

**STANDARD METAL PRODUCTS**

1111 11StSW .. CHery 4-0055

**STANDARD SURGICAL SUPPLY LTD** 110 11AvSE .. AMhrst 9-5182

**STEVENS ALBERTA CO LTD**

527 7AvSW .. AMhrst 2-2468

**Hospitals, Homes & Sanatoriums**

See also Social Service Organizations

Alberta Crippled Children's Hospital  
1820RichmondRd .. CHery 4-2111

Engineer 2101 17AvSW .. CHery 4-4436

Argyle Nursing Home 1141 19AvSW .. CHery 4-6155

Ashelwood Private Hospital  
1712 13AvSW .. CHery 4-1225

Baker Memorial Sanatorium—Calgary BUTr 8-2311

Bengtsson Mrs L 607 23AvSW .. AMhrst 2-3116

**Hospitals, Homes & Sanatoriums—(Cont'd)**

Bethany Chronic Hospital  
916 18aStNW .. AVenu 9-7550

Nurses Station .. AVenu 9-7528

Bethany Home 920 18aStNW .. AVenu 9-7556

Blunt's Private Nursing Home  
1120 6AvSW .. AMhrst 9-4128

Bungalow Nursing Home 2426 1StSE .. AMhrst 2-7544

Calgary General Hospital  
MurdockRd&8StNE .. AMhrst 6-7541

Col Belcher Hospital DVA  
4StSW&12Av .. AMhrst 6-7001

Cozy Corner Nursing Home  
1239 12AvSW .. CHery 4-8228

Godfrey Private Hospital  
720 14AvSW .. AMhrst 2-2065

Hilltop Rest Home 1705 25AvSW .. CHery 4-7773

Holy Cross Hospital 2StSW&22Av .. AMhrst 6-7231

King (Ex Sheriff) Home  
7aSt&9AvNW .. AVenu 9-5969

Lawlor Nursing Home 2211 2StSW .. AMhrst 6-2910

McGuffin Physical Medicine Clinic  
220 12AvSW .. AMhrst 2-1413

McManamen Nursing Home  
1202WestmountBlvd .. ATlas 3-4694

McRae Convalescent Home  
602 27AvNW .. AVenu 9-5742

Molnar J 7215 22StSE .. BRowng 9-3622

Mount Royal Private Hospital  
1730 10aStSW .. CHery 4-0355

Ogden Hostel 6808 24StSE .. BRowng 9-3157

Old Folks' Home 699 20AvSW .. AMhrst 2-5671

Our Lady of Providence  
1811CentreStS .. AMhrst 6-1158

Parkview Convalescent Home  
2433 1StSE .. AMhrst 6-6627

Pearleen Rest Home 1932 11AvSW .. CHery 4-4650

Rest Haven Bradley's Nursing Home  
221 7aStNE .. AMhrst 6-5160

Rundle Lodge United Church of Canada  
Matron & Ofc 12Av&6StSE .. AMhrst 2-7662

Main Bldg .. AMhrst 2-9694

South Bldg .. AMhrst 2-7630

West Bldg .. AMhrst 2-7597

Salvation Army  
Booth Memorial Children's Home  
Cor17Av&29StSW .. CHrchl 9-2792

Sunset Lodge for Aged Women  
1302 8AvNW .. AVenu 9-7546

Grace Maternity Hospital  
1402 8AvNW .. AVenu 9-5541

Scottish Nursing Home  
2410 5aStSW .. AMhrst 2-6982

**SUNALTA NURSING HOME**  
M Skeen Matron 1811 12AvSW .. CHery 4-3547

Sunningdale Nursing Home  
1647 21AvSW .. CHery 4-7511

Trinity Private Hospital  
1306 11AvSE .. BRdwy 3-4482

Tuxedo Nursing Home  
2417 14aStSW .. CHery 4-5415

Windsor Nursing Home 529a 13AvSW .. AMhrst 2-2334

Wood's Christian Home ParkRDBwns BUTr 8-2144

**Hotel Supplies**

**CASSIDY-BUSCOMBE LTD**  
MezzFlrGreyhoundBldg .. AMhrst 9-1070

**GREER W E LTD** 522 11AvSW .. AMhrst 2-3312

**KLEEN LTD** 1822 10AvSW .. CHery 4-2766

**NORTHWEST WHOLESALE FURNITURE (CALGARY) LTD**

Wholesale Distributors of  
**HOTEL  
OFFICE  
HOME  
HOSPITAL  
INDUSTRIAL**  
Furniture & Furnishings

fAMhrst 9-5705  
321 10AvSW .. AMhrst 9-3446

**Russell Food Equipment (Calgary) Ltd**

1401 17AvSE .. BRdwy 3-2202

**SANITARY SUPPLIES LTD**

HOTEL — HOSPITAL — INSTITUTION  
and  
JANITOR SUPPLIES

915 9AvSE .. BRdwy 3-4991

**SOMMERVILLE CO** 4040 6StSE .. CHstnt 3-6631

**Hotels**

**ALEXANDRA HOTEL (CALGARY) LTD**  
224 9AvSE .. AMhrst 2-4671

Balmoral Hotel Ltd 128 7AvSE .. AMhrst 6-1856

**BEACON HOTEL LTD**  
16Av&CentreStN .. CRstvw 7-7531

**BOWNESS HOTEL LTD**  
604MainStBwns .. BUTr 8-4421

Braemar Lodge 215 4AvSW .. AMhrst 2-7986

**CARLTON HOTEL** 9AvSW .. AMhrst 2-4651

Cecil Hotel Calgary Ltd 4Av&3StSE .. AMhrst 6-2982

**COLONIAL HOTEL**  
CLEAN, QUIET & COMFORTABLE ROOMS  
WITH OR WITHOUT BATH

Centrally Located  
Temperance Hotel

REASONABLE RATES

209 7AvSE .. AMhrst 2-2822

**CROSSROADS MOTOR HOTEL**  
16AvNE&20St .. CRstvw 7-0161

Dominion Hotel 120 9AvSW .. AMhrst 2-1805  
AMhrst 6-2798

Empire Hotel of Calgary Ltd  
118 9AvSE .. AMhrst 2-1131

**EMPRESS HOTEL**  
217-219 6AvSW .. AMhrst 2-1141

**GEORGIA APARTMENT HOTEL**  
1, 2 or 3 Room Apartments  
Beautifully Furnished - Quiet  
Weekly or Monthly Rates

717 14AvSW .. AMhrst 2-7885

**GRAND HOTEL** 316 9AvSE .. AMhrst 2-7093

**HOTEL BEACON LTD**  
16Av&CentreStN .. CRstvw 7-7531

Hotel Royal 2StSW&8Av .. AMhrst 2-9595

**HOTEL ST REGIS (CALGARY) LTD**  
124 7AvSE .. AMhrst 2-4641

Hotel Stampeder Co Ltd  
3828MacleodTr .. CHstnt 3-5531

**Hotels—(Cont'd)**

**HOTEL WALES** 709 2StSW .. AMhrst 6-1031

**HOTEL YORK LTD** 7Av&CentreStS .. AMhrst 2-5585

Imperial Hotel 304 9AvSE .. AMhrst 2-2556

King Edward Hotel 9Av&4StSE .. AMhrst 2-1680

Milton Hotel 318 4AvSE .. AMhrst 9-9391

National Hotel 10Av&11StSE .. BRdwy 3-5717

Noble Hotel Co (Calgary) Ltd  
1StSW&13Av .. AMhrst 9-7796

Oxford Hotel 214 9AvSE .. AMhrst 6-3233

**PALLISER HOTEL (CPR)** 9AvSW .. AMhrst 2-3971

Queen's Hotel 8Av&2StSE .. AMhrst 2-6887

St Louis Hotel Ltd John W Starchuk Mgr  
8Av&4StSE .. AMhrst 2-6341

Shamrock Hotel 2101 11StSE .. BRdwy 3-5446

**VICTORIA HOTEL** 121a 8AvSE .. AMhrst 2-3971

**YALE HOTEL** opp CPR Station .. AMhrst 2-4604  
(See Advertisement This Page)

**Houses—Portable**

**UNITED TRAILER CO LTD**  
3715EdmontonTr .. CRstvw 7-8576

**YALE**  
The Family Hotel  
AMhrst 2-4604

Finest Sleeping  
Accommodation in Calgary  
Opposite CPR Station

**Purity Dairy**  
Home of  
"COUNTRY CHARM ICE CREAM"  
4439 Edmonton Trail

CRstvw 7-8013

# GRAHAM INSULATION



**Certified Applicator**

Insulation Can Only Be Highly Efficient When Properly Applied.

**BE SURE . . . Call GRAHAM FOR SATISFACTION AMhrst 6-2250**  
815 3 Ave. S.W.

## Inso-Mineralized Wool

**Loose Fill Insulation Fire Retardant Vermin Proof**

**Best for NEW Construction and EXISTING Homes Better Insulation Qualities Modern Blowing Methods**

**AFTER HOURS CALL**

Factory Approved Applicators  
Martinus Andersen . . . . . CRstvw 7-0690  
J. D. Chisholm . . . . . CHstnt 3-0152  
Elwin Jensen . . . . . Atlas 3-4709  
W. Selbstaedt . . . . . AMhrst 9-8462

**FREE ESTIMATES**

Manufactured by

**Home Importing Co. LTD.**

**BRdwy 3-4213**  
903 - 23 Ave. S.E.

### Humidifiers

**CLARKE H F LTD**  
Domestic—Commercial—Industrial  
5220 1aStSE. .CHstnt 3-5556

### Hydraulic Machinery

**JAMES PETROLEUM EQUIPMENT LTD**  
HYDRECO & DUDCO  
HYDRAULIC PUMPS  
Stratoflex Medium & High Pressure Hose  
& Reusable Fittings  
Hydraulic & Air Lines  
70Av&MacLeodTr . . . . . CHstnt 3-6081

Ribtor Manufacturing & Distributing Co Ltd  
603-607 2StSE. .AMhrst 2-2982

### SPROULE BEARING SUPPLY

**O - RINGS**  
**Leather and Teflon Back-Up Washers**  
**V - RINGS**  
Res. Phone CRstvw 7-1183  
809 17AvSW . . . . . CHery 4-5541

### Ice—Carbonic

See Dry Ice

### Ice Cream

**ALPHA JERSEY DAIRY (CALGARY)**  
704 11AvSW . .AMhrst 2-5426  
**BIG DIPPER ICE CREAM COUNTER**  
728 17AvSW. .AMhrst 6-5488  
**CAMPBELL & GRIFFIN LTD**  
Velvet Ice Cream  
348 11AvSW. .AMhrst 6-1026  
**CRYSTAL DAIRY LTD**  
Crystal Ice Cream  
130 5AVSE. .AMhrst 2-2003  
Dairy Maid Milk Bar 1015 16AvNW AVenu 9-6451  
Dairy Queen Store 2508RichmondRd CHrchl 9-1833  
Store No 2 2004 4StSW . . . . .AMhrst 9-4797  
Store No 3 1518CentreStN . . . . .CRstvw 7-4912  
**DARI-RICH STORE** 118 10StNW . .Atlas 3-1177  
Del's Dairy Bar 223 16AvNW . . .CRstvw 7-1235  
Dilly Dilly Ice Cream Bar  
132a 17AvSE. .AMhrst 6-2998  
Exclusive Dairy 1403a 9AvSE . . .BRdwy 3-5177  
Island Milk Bar 1233 9AvSE . . .BRdwy 3-5197  
Kensington Road Dairy Queen  
1916KensingtonRd. .Atlas 3-1994  
Lawson Dairy Bar 906 3StNE . . .AMhrst 2-6868  
**MODEL DAIRIES** 308 17AvSW . . .AMhrst 2-2311  
P & M Dairy Bar 220 24StNW . . .Atlas 3-3285  
**PALM DAIRIES LTD**  
1104 8StSW. .AMhrst 9-4991  
**PURITY DAIRY** 4439EdmontonTr . .CRstvw 7-8013  
(See Advertisement Preceding Page)

**Ice Cream Freezers**  
McLaren George Distributors Ltd  
2040 42AvSW. .CHstnt 3-4484  
**SWEDEN SPEED FREEZERS—**  
McLAREN GEORGE DISTRIBUTORS LTD  
New Automatic Fountain System  
Frozen Custard—Soft Ice Cream—Shakes  
2040 42AvSW. .CHstnt 3-4484

# CORK

**MANUFACTURERS ENGINEERS**

**and Application Contracts**

**CORKBOARD INSULATION AND PIPE COVERING**

**ARMSTRONG CORK (CANADA) LTD.**

3808 - 7 St. S.E. CHstnt 3-7731

### Ice Cream Parlors

See Confectioners—Retail

### Ice Dealers

**ALBERTA ICE CO LTD**  
RiversideBlvd&6aStNE. .AMhrst 2-2633

### Ice Making Equipment

**KOLD-DRAFT AUTOMATIC ICE CUBE MACHINES—**  
**WILSON ELECTRIC SUPPLIES LTD**  
1024 10AvSW. .CHery 4-0731

### Importers

**C & L Importing & Exporting Ltd**  
203-714 1StSE. .AMhrst 9-4723

### EDWARDS & FALGER IMPORTING CO LTD

**EXCLUSIVE**

**LADIES' FASHIONS**

**Wholesale and Retail**

Showroom 810 2StSW . . . . .AMhrst 9-7156

Office 715 29AvSW . . . . .CHstnt 3-5344

### EUROPEAN IMPORT CO

327 7AvSW. .AMhrst 9-5162

**HOLLAND SHOP** 327 7AvSW . . .AMhrst 9-5162  
Inter Continental Trading Ltd

326a 8AvSW. .AMhrst 2-7481

**SPRINGER DORATHEE**  
348 14AvSW. .AMhrst 9-4141

### Income Tax Consultants

**CALGARY TAX CONSULTANTS LTD**  
PROCEDURES - PRACTISE  
& GENERAL ADVICE  
914-915LancasterBldg . . . . .AMhrst 9-3989

### MAJOR F L

**AUDITOR and ACCOUNTANT**

**INCOME TAX CONSULTANT**

405 8AvSW . . . . .AMhrst 6-2339

**MOON F A LTD** 2440 7AvNW . . . . .Atlas 3-1520  
Reniff's Accounting 1CentralBldg . .AMhrst 2-4153  
Williams Claude F & Co 1403 3StNE CRstvw 7-4790  
Wiltse & Co 114-115BurnsBldg . . .AMhrst 6-4472  
{AMhrst 2-6420

### Industrial Consultants

**HARRIS HU & ASSOCIATES**  
Economic Consultants  
817LancasterBldg. .AMhrst 9-6023

### Industrial Supplies

Sealand Products Ltd 1015 10AvSW. .CHery 4-2517

### Industrial Music

See Music—Wire Transmitted

### Information Bureaus

Tourist & Information Bureau  
810CentreStS. .AMhrst 6-2316

### Insecticides

**ALLIED CHEMICAL SERVICES** {CHstnt 3-1498  
LTD 5507 1StSE. .{CHstnt 3-3158

**GREEN CROSS PRODUCTS DIVISION OF SHERWIN-WILLIAMS CO OF CANADA LTD**

INSECTICIDES - FUNGICIDES - WEED KILLERS - SEED DRESSINGS - ETC.

Everything for Modern Pest Control

738 11AvSW . . . . .AMhrst 9-3860

### WEST DISINFECTING CO LTD

215 10AvSW. .AMhrst 6-8881

### Instruments—Scientific

**BRISTOL CO OF CANADA LTD**  
4420 1StSE. .CHstnt 3-7603

**BROWN INSTRUMENTS** Industrial Div—  
HONEYWELL CONTROLS LTD  
102 58AvSW. .CHstnt 3-3428

Calgary Instrument Technical Service Ltd  
4thFlr 522 11AvSW. .AMhrst 2-9421

### CAMERA CRAFTS LTD

Spencer & Leitz

**MICROSCOPES**

**PHOTOGRAPHIC SUPPLIES**

607a 1StSW . . . . .AMhrst 2-9930

### CAMERA & INSTRUMENT REPAIR

**SERVICE** 1026 16AvNW. .AVenu 9-3844  
Canadian Marconi Co 1710 3StNE . .CRstvw 7-7571  
**ENGINEERED ENTERPRISES**

THE COMPLETE

**Scientific Service Centre**

REPAIRS TO

**Precision Instruments Survey Equipment & Dazor Lamps**

1105a 14StSW . . . . .CHery 4-4744

### FOXBORO CO LTD—

PEACOCK BROS LTD  
1029 11AvSW. .CHery 4-8901

### HUDSON OPTICAL LABORATORIES LTD

**Bausch & Lomb, E. Leitz & A. O. Spencer**

Medical, School, Petroleum and Laboratory  
Microscopes, Balopticons, Spectroscopes,  
Refractometers, and Other Scientific  
Instruments

112-116a 7AvSW . . . . .AMhrst 2-9828

### MASON-NEILAN REGULATOR CO

613 11AvSW. .AMhrst 6-5688

### PRECISION OILFIELD SERVICES LTD

**BARTON METERS**  
Expert Repairs to All Types of Instruments  
1441KensingtonRd . . . . .Atlas 3-1650

### TAYLOR INSTRUMENT COMPANIES OF CANADA LTD

INDICATING - RECORDING - CONTROLLING  
Instruments for Temperature, Pressure,  
Humidity, Flow and Liquid Level  
Etched Stem Thermometers, Hydrometers &  
Pyrometers

2920 13AvNW . . . . .AVenu 9-3477

Van Iffland D 2408 34StSW . . . . .CHrchl 9-2979

### Insulation

Armstrong Cork (Canada) Ltd  
3808 7StSE. .CHstnt 3-7731  
(See Advertisement This Page)

### BEAVER (ALBERTA) LUMBER LTD

Cor10Av&11StSW. .CHery 4-2889

### BURGESS BUILDING & PLUMBING SUPPLIES LTD

725 8AvSW. .AMhrst 6-1061

### CALGARY BUILDERS' SUPPLY LTD

INSULATION PRODUCTS  
PLASTER SUPPLIES

2402 10AvSW . . . . .CHery 4-0741

### CANWEST INDUSTRIAL PRODUCTS

GILSULATE

UNDERGROUND INSULATION

1210 11AvSW . . . . .CHery 4-6236

### CROWN LUMBER CO LTD

Rock Wool—Fiberglass & Zonolite  
927 10AvSW. .CHery 4-0701

### DEEVES FRED & SONS LTD

BOILER AND PIPE  
INSULATION APPLIED

1314 17AvSW . . . . .CHery 4-8951

(Continued Next Page)

**Insulation—(Cont'd)**  
FIBERGLAS BUILDING INSULATION

Fiberglas Building Insulation is rot-proof, fire-moisture proof, fire-resistant and easy to install. It is permanent and will give fixed insulating service for the life of the building.

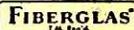


**"WHERE TO BUY IT"**  
DEALERS

- ATLAS LUMBER CO LTD  
418 3AvSE . . . AMhrst 6-2975
- CALGARY BUILDERS' SUPPLY LTD  
2402 10AvSW . . . CHery 4-0741
- CHINOOK BUILDING SUPPLIES LTD  
520 5AvSE . . . AMhrst 6-6211
- HOME LUMBER CO LTD  
Riverside Blvd & 6StNE . . . AMhrst 6-1407
- REVELSTOKE SAWMILL CO LTD  
(WEST OF STOCKYARDS)  
2303 11StSE . . . BRdwy 3-5651

**FIBERGLAS INDUSTRIAL INSULATION**

Insulation for low temperature structures. Pipe and Boiler Covering. Rigid and Flexible Duct Insulation. Acoustical Tile. Roof Insulation. Light-weight Thermal and Acoustical Insulation.



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INDUSTRIAL INSULATION DISTRIBUTOR  
BRUCE ROBINSON ELECTRIC LTD  
Cor 10Av & 9StSW . . . CHery 4-8971

- Foothills Rockwool Co Ltd  
290 ExamIner Bldg . . . AMhrst 2-3151
- Graham Insulation 815 3AvSW . . . AMhrst 6-2250  
(See Advertisement Opposite Page)
- Home Importing Co Ltd 903 23AvSE BRdwy 3-4213  
(See Advertisement Opposite Page)
- Ideal Insulation Co 1612 16StSW . . . CHery 4-6413  
(See Advertisement This Page)

**INSULATION INDUSTRIES (CALGARY) LTD**

Manufacturers of  
**ZONOLITE**  
Insulation Products

- 1235 10AvSW . . . . . CHery 4-2141
- Plant 1240 10AvSW . . . . . CHery 4-2641

- Kearl Bros Ltd 3203 5StNW . . . . . AVenu 9-5744
- MANNING EGLESTON LUMBER CO LTD  
920 9AvSW . . . AMhrst 2-6141
- McCready-Campbell Ltd  
1411 40AvSE . . . BRdwy 3-2025  
(See Advertisement This Page)

**MONEY GEORGE & SON LIMITED**  
VESSELS - PIPE - BOILER  
INSULATION APPLIED  
Residence George Money AMhrst 2-5906  
3628 15aStSE . . . . . BRdwy 3-1612

**NORTHERN ASBESTOS & BUILDING SUPPLIES LTD**  
J-M INSULATIONS  
DOW-STYROFOAM INSULATIONS  
840 26AvSE . . . . . BRdwy 3-1211

Nu-Way Insulation Co 216 23AvNE CRstvw 7-1217  
(See Advertisement This Page)

Premier Industrial Ltd  
3620 8aStSW . . . CHstnt 3-0476

REVELSTOKE SAWMILL CO LTD  
(WEST OF STOCKYARDS)  
2303 11StSE . . . BRdwy 3-5651

STANDARD BUILDING SUPPLIES LTD  
1335 10AvSW . . . CHery 4-2565

STRAMIT CORP (ALBERTA) LTD  
2708 6StSE . . . BRdwy 3-2002

Western Asbestos (Alberta) Ltd  
5319 4StSE . . . CHstnt 3-2531  
(See Advertisement This Page)

Westroc Industries Ltd  
822 11AvSW . . . AMhrst 6-1472  
(See Advertisement This Page)

**Insurance Adjusters**

See Adjusters

**Insurance Business—Accident, Sickness & Casualty**  
Alberta Fire & Accident Ins Co Ltd  
200a Grain Exchg Bldg . . . AMhrst 2-1446

**BLUE SHIELD HEALTH PLANS**  
F G Hembroff Agency  
131a 6AvSW . . . AMhrst 2-3200

British Pacific Insurance Co  
507a 17AvSW . . . AMhrst 6-2367

**CAMBRIAN INSURANCE CO LTD**  
514 7StSW . . . AMhrst 6-8651

**CANADA HEALTH & ACCIDENT ASSURANCE CORP**  
525a 7AvSW . . . AMhrst 2-1878  
Connolly J P Agency  
1130 Kensington Rd . . . ATlas 3-2005

**CONTINENTAL CASUALTY CO**  
1-507 3StSW . . . AMhrst 2-1521

Federated Mutual Implement & Hardware  
Insurance Co 2815 31StSW . . . CHrchl 9-5430

**GENERAL ACCIDENT ASSURANCE CO**  
608 Grain Exchg Bldg . . . AMhrst 9-6161

**GUARDIAN ASSURANCE CO LTD**  
514 7StSW . . . AMhrst 6-8651

**GUARDIAN INSURANCE CO OF CANADA**  
514 7StSW . . . AMhrst 6-8651

**HART R L M AGENCIES**  
202 Toronto General Trusts Bldg . . . AMhrst 2-1373  
Hartford Accident & Indemnity Co  
11-231 8AvSW . . . AMhrst 2-6084

**MUTUAL BENEFIT HEALTH & ACCIDENT ASSOCIATION**  
202 Toronto General Trusts Bldg . . . AMhrst 2-1373

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202 Toronto General Trusts Bldg . . . AMhrst 2-1373  
North American Life & Casualty Co  
815 6StSW . . . AMhrst 9-1411

**PHOENIX ASSURANCE CO LTD OF LONDON**  
330 9AvSW . . . AMhrst 6-2724  
Royal Insurance Co Ltd  
5th Flr Grain Exchange Bldg . . . AMhrst 2-2171

Russell N W 2815 31StSW . . . . . CHrchl 9-2224  
Transportation Insurance Co  
305-229 8AvSW . . . AMhrst 9-1873  
AMhrst 2-4204

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Travelers Insurance Co of Hartford  
11 Michael Bldg . . . AMhrst 9-3717

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326 9AvSW . . . AMhrst 9-8221

Whitney-White Stringer Ltd  
11 Michael Bldg . . . AMhrst 6-5748

Zurich Insurance Co  
402 Grain Exchange Bldg . . . AMhrst 2-4997

**Insurance Business—Agents & Brokers**  
Abernethy R M (Alberta) Ltd  
838 11AvSW . . . AMhrst 9-6711

Ackland W A Agencies  
14 Michael Bldg . . . AMhrst 2-4010

Active Realty Co Ltd  
Mezz Flr Greyhound Bldg . . . AMhrst 6-2183

**ADAMS E D LTD**  
Dominion Bank Bldg . . . AMhrst 2-2727

Allan James L 4-525a 7AvSW . . . AMhrst 6-3261

Allan Agencies 411 5AvSW . . . . . AMhrst 6-2933

Allstate Insurance Co 214a 7AvSW . . . AMhrst 9-3550  
Claim Ofc 1606 Centre St N . . . . . CRstvw 7-0111  
Br Ofc 1616 14AvNW . . . . . AVenu 9-6611

Anderson Realty 201 4StSW . . . . . AMhrst 2-1364

**Insurance Business—Agents & Brokers—(Cont'd)**

Bannerman & McClelland Ltd  
529 17AvSW . . . AMhrst 9-6111  
Barnes & Bakalar 2620 Centre St N . . . CRstvw 7-8734

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AMhrst 2-3867

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AMhrst 2-1521

Bishop Agencies Ltd  
5-225a 8AvSW . . . . . AMhrst 2-1080

Bolin Vincent 405a 8AvSW . . . . . AMhrst 2-1065  
AMhrst 2-4410

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1620 Centre St N . . . CRstvw 7-0911  
(Continued Next Page)

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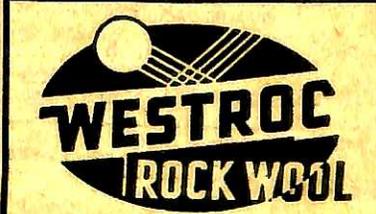
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24 Royal Bank Bldg. AMhrst 2-4332  
 City & Suburban Realty Co Ltd

Bragg Creek Rd. CHrchl 9-1616  
 Clay-Robinson Ltd fAMhrst 2-2510  
 712-713 Lancaster Bldg. AMhrst 2-7561

**COLBORNE FRED AGENCIES**  
 1315 1StSW .. AMhrst 2-5344

Collins Floyd Agencies 231 25AVSW AMhrst 2-9175  
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 119 11AVSE ..... AMhrst 9-3058

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 131 11AVSW .. AMhrst 2-9753

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 Donovan Realty 1115a-b 3StNE ... CRstvw 7-0141

**DUCKETT AGENCIES LTD**  
 307 Grain Exchange Bldg. AMhrst 2-3458

**Insurance Business—Agents & Brokers—(Cont'd)**

**EDELSON INSURANCE AGENCIES**  
 116a 8AVSE .. AMhrst 2-1988  
**ELVES F GORDON INVESTMENTS LTD**  
 330 9AVSW .. AMhrst 9-5851

Empire Insurance Agency  
 634a Main St Bwns. BUtlr 8-2230

**ENGLAND AGENCIES LTD** fAMhrst 2-4935  
 510 8AVSW .. AMhrst 6-6825

Farish Insurance Service fAMhrst 6-5321  
 318 8AVSW .. AMhrst 6-4203

**FEDERAL AGENCIES LTD**  
 227 8AVSW .. AMhrst 2-5511

Flock H S & Co Ltd  
 Main Flr Elks Bldg. AMhrst 2-4284

Flood (Russell) & Co 1501 1StSE .. AMhrst 2-1608  
 Foley T A Ltd 3012 4StSW ..... CHstnt 3-0055

Ford R P 802 5AVSW ..... AMhrst 9-6650  
**FREEZE FRANK CO LTD**  
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**FROMSON & LICHTSTEIN AGENCIES**  
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General Realty 602 7AVSW ..... AMhrst 2-4965  
**GILLENDER & CO** Union Bldg. AMhrst 2-7789

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 605a 8AVSW .. AMhrst 2-9772

Graveley V B & Co  
 35 Hollinworth Bldg. AMhrst 2-2626

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 837 17AVSW .. CHery 4-7944

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 611a Centre St S. AMhrst 2-5315

Hornbrook & Powles fAMhrst 2-5066  
 608 Herald Bldg. AMhrst 2-2577

AMhrst 9-6254  
 AMhrst 2-5635  
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**HUNT H E & CO LTD**  
 536 8AVSW .. AMhrst 9-5124

**HUTCHINSON & SCOTT LTD**  
 535 5AVSW .. AMhrst 9-7721

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**JOHNSON STEVE AGENCY** fAMhrst 2-5072  
 11-810 3StSW .. AMhrst 9-3717

**JOHNSON WALTON B L (ALTA) LTD** fAMhrst 6-3696  
 805 1StSW .. AMhrst 6-6447

Jones R B 1140 16AvNW ..... AVenu 9-2227  
**JONES & RUSK INSURANCE AGENCIES**  
 LTD 818 2StSW .. AMhrst 2-5620

**JOYCE B H INSURANCE AGENCIES** fAMhrst 2-3428  
 624 7AVSW .. AMhrst 2-1871

**JOYCE-JONES AGENCIES**  
 Upstrs 1442 17AVSW .. CHery 4-7680

**JUSTASON AGENCIES LIMITED** fAMhrst 9-5944  
 5-339 7AVSW .. AMhrst 9-2192

Katinka Agencies Ltd 1-332 7AVSW AMhrst 6-3639  
 Ketchum George W 7-704 Centre St S AMhrst 9-2434

Lamont A & Co 411a 6AVSW ..... fAMhrst 2-5921  
 AMhrst 9-4084

Lane Chas E & Son  
 305 Insurance Exchg. AMhrst 2-1573

Legal & General Assurance Society Ltd  
 615 Bamlett Bldg. AMhrst 9-4206

**LESLIE J C & CO LTD**  
 919 8AVSW .. AMhrst 2-1852

Liberty Mutual Insurance Co's  
 1-231 8AVSW .. AMhrst 6-6430  
 Lockert Realty Ltd 2033 26AVSW ... CHery 4-1871

**Insurance Business—Agents & Brokers—(Cont'd)**

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 "Specializing in Insurance for the Home"

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Imperial Bank Chambers ..... AMhrst 2-5033

Macdonald H B Co Ltd fAMhrst 2-1949  
 624 7AVSW .. AMhrst 6-1949

**MACKID AGENCIES LTD**  
 529 17AVSW .. AMhrst 9-6111

**MARSH & McLENNAN LTD**  
 4th Flr 140 6AVSW .. AMhrst 9-2551

Massie & Renwick Ltd fAMhrst 2-5842  
 414 Maclean Bldg. AMhrst 2-1752  
 AMhrst 9-6034

Mayson Insurance Agency  
 3flr Dominion Bank Bldg. AMhrst 9-3646

**McKAY H N & CO LTD** fCHery 4-6747  
 1403a 11StSW .. CHery 4-1701

**MELVIN & CO** 514 7StSW ..... AMhrst 2-3192

Merrill K R Agencies  
 305-311-313a 8AVSW .. AMhrst 6-4256

Mid West Realty Sales Service  
 407 Grain Exchange Bldg. AMhrst 2-1844

Miller & Beazley Ltd fAMhrst 2-4010  
 14 Michael Bldg. AMhrst 2-4920  
 AMhrst 9-2248

**MITCHELL INSURANCE SERVICES** fAMhrst 2-3458  
 307 Grain Exchg. AMhrst 6-5363

**MORRISON GEO R INSURANCE AGENCIES**

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AMhrst 9-2363

624 7AVSW ..... AMhrst 9-2363

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 318 Burns Bldg. AMhrst 2-6273

Nissen Agencies 1514 23AVSW ..... CHery 4-0549  
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Mezz Flr Greyhound Bldg ..... AMhrst 9-3048

Orr B C Upstrs 1609 14StSW ..... CHery 4-1206

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 512 8AVSW .. AMhrst 2-7941

**PARTIN AGENCIES** 112 Harlow Av CRstvw 7-6704  
 Pemberton Insurance Ltd fAMhrst 9-6233  
 506 4StSE .. AMhrst 6-5106

**TOOLE PEET & CO. LTD.**

**INSURANCE**  
**ALL CLASSES**

809 - 2 St. S.W.

AMhrst 6-1041

**Insurance Business—Agents & Brokers—(Cont'd)**

Quigley Agencies Ltd  
 305 Insurance Exchg. AMhrst 2-4454

Ranaghan & Gould Ltd 308 8AVSW AMhrst 2-2202  
 Realty Service Ltd 1105a 14StSW .. CHery 4-4067

**RICH & JACKSON REAL ESTATE LTD** 826 16AvNW .. AVenu 9-2264

**SAMUELSON INSURANCE AGENCIES**  
 1433 5StNW .. AVenu 9-6056

**SKINNER MANAGEMENT CO LTD** fCHery 4-7955  
 837 17AVSW .. CHery 4-5317  
 Smith & de Forest Ltd fAMhrst 2-1057  
 1122 8AVSW .. AMhrst 2-5157

Sparrow Miss Janet H  
 109-134 8AVSE .. AMhrst 9-7856

Stewart Green & Company  
 601 1StSW .. AMhrst 2-2431

Swift Agencies Ltd 608 1AvNE ... AMhrst 9-7481  
 Toole Peet & Co Ltd 809 2StSW .. AMhrst 6-1041  
 (See Advertisement This Page)

**TOPLEY & SANDERS** fAMhrst 2-2834  
 1008 8AVSW .. AMhrst 2-2604

**TOWER REALTY & INVESTMENTS LTD** 929 17AVSW .. CHery 4-8961

**TRI-ALTA SECURITIES LTD** fAMhrst 2-9972  
 204 Lougheed Bldg. AMhrst 2-9814

Tyndale-Austin Agencies Ltd fAMhrst 2-2510  
 712-713 Lancaster Bldg. AMhrst 2-7561

Tyndale Insurance Services  
 122 17AVSE .. AMhrst 6-2141

**VALENTINE & CO LTD**  
 515 8AVSW .. AMhrst 2-3790

Van Helden Agencies Ltd fAMhrst 2-2306  
 200 Lougheed Bldg. AMhrst 2-5257

Webster F R & Co Ltd  
 1 Webster Bldg. AMhrst 2-6923

**WELLS & PERKINS** 1538 17AVSW CHery 4-5116  
 Westcan Mortgage & Ins Brokers Ltd  
 11-735 8AVSW .. AMhrst 9-1097

Western Agencies Ltd  
 717 Lancaster Bldg. AMhrst 9-5020

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Residence Phone AVenu 9-2500

Main Branch 122 16AvNE ... CRstvw 7-7556  
 Southwest Br 1136a 8AVSW .. AMhrst 2-6023

Young R L & Co fAMhrst 9-8423  
 Main Flr 612 8AVSW .. AMhrst 9-3892

Zurich Insurance Co 1724 29AVSW .. CHery 4-7212

**Insurance Business—Automobile**

Liability, Fire, Theft, Property Damage & Collision

Allstate Insurance Co 214a 7AVSW AMhrst 9-3550  
 (See Advertisement This Page)

Bannerman Agencies 1704 4StSW .. AMhrst 6-1161

British America Assurance Co  
 203-126a 16AVNE .. CRstvw 7-0191

Canadian General Associates Ltd  
 718 5StSW .. AMhrst 2-5811

Cook AI Agencies 122a 10StNW ..... fATlas 3-2500  
 fATlas 3-4810

CO-OPERATIVE FIRE & CASUALTY CO 119 11AVSE .. AMhrst 2-4163  
 AMhrst 9-3058  
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CLAIMS: 1606 Centre St N ..... CRstvw 7-0111

**Insurance Business—Automobile—(Cont'd)**

Dale & Co Ltd 208A 8AVSW ..... fAMhrst 2-9480  
 {AMhrst 6-2725

Edelson Insurance Agencies  
 116A 8AVSE . . . . . AMhrst 2-1988  
 601 1StSW . . . . . AMhrst 2-2431

**ELLIOTT FRED A EMPLOYERS' LIABILITY ASSURANCE CORP'N LTD**  
 302-239 8AVSW . . . . . AMhrst 2-3504

**ENGLAND AGENCIES LTD**  
 510 8AVSW . . . . . AMhrst 2-4935  
 Claims Upstrs1442-17AVSW . . . . . CHery 4-4450

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 2815 31StSW . . . . . CHrchl 9-5430

Freeze Frank Co Ltd 229 8AVSW . . . . . AMhrst 9-7961  
 Fromson & Lichstein Agencies fAMhrst 2-1498  
 6-405A 8AVSW . . . . . AMhrst 2-9793

**GENERAL ACCIDENT ASSURANCE CO**  
 608GrainExchangeBldg. . . . . AMhrst 9-6161

**GENERAL EXCHANGE INSURANCE CORPORATION** 1008 7AVSW . . . . . AMhrst 9-6121  
 Godfrey & Jolin Ltd 605A 8AVSW . . . . . AMhrst 2-2584  
 Guy Gordon L 2004 20AVNW . . . . . AVenu 9-1424  
 Hartford Accident & Indemnity Co  
 11-231 8AVSW . . . . . AMhrst 2-6084

Hawkes Doug & Associates  
 611a CentreStS . . . . . AMhrst 2-3749

**JESPERSEN INSURANCE SERVICES**  
 510 8AVSW . . . . . AMhrst 2-9387  
 Kerr Agencies 2520MorleyTr . . . . . AVenu 9-2091  
 Leslie J C & Co Ltd 919 8AVSW . . . . . AMhrst 2-6235

**LIBERTY MUTUAL INSURANCE COMPANIES**  
 1-231 8AVSW . . . . . AMhrst 6-6430  
 Morrison Geo R Insurance fAMhrst 9-2363  
 Agencies 624 7AVSW . . . . . AMhrst 9-3317

**NORTHWESTERN MUTUAL INSURANCE CO** MezzFlrGreyhoundBldg. . . . . AMhrst 2-5649  
 Ockermueller Insurance Services  
 MezzFlrGreyhoundBldg. . . . . AMhrst 9-3048  
 Partin Agencies 112HarlowAv . . . . . CRstvw 7-6704

**PRUDENTIAL ASSURANCE CO LTD OF ENGLAND** Genl Br  
 809 8AVSW . . . . . AMhrst 6-1880

**RANCHMEN'S INSURANCE SERVICES LTD**  
 Subsidiary of  
**GENERAL SUPPLIES LTD.**  
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Sinclair Insurance Agencies  
 3203 27StSW . . . . . CHrchl 9-2877

Snowdon Agencies 1801 33AVSW . . . . . CHery 4-5724

**STEWART GREEN & COMPANY**  
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 601 1StSW . . . . . AMhrst 2-2431

United States Fidelity & Guaranty Co  
 326 9AVSW . . . . . AMhrst 9-8221

**WAWANESA MUTUAL INSURANCE CO**  
 Claims Ofc Upstrs1442 17AVSW . . . . . CHery 4-4450  
 Agt England Agencies Ltd  
 510 8AVSW . . . . . AMhrst 2-4935  
 Agt Orr BC Upstrs1609 14StSW . . . . . CHery 4-1206

**WESTERN AGENCIES LTD**  
 717LancasterBldg. . . . . AMhrst 9-5020

Wilson A E Service Ltd 809 4StSW AMhrst 9-3027  
 Zurich Insurance Co  
 402GrainExchangeBldg. . . . . AMhrst 2-4997

**Insurance Business—Casualty**  
 See Insurance Business—Accident, Sickness & Casualty

**Insurance Business—Fire**  
**ALBERTA GENERAL INSURANCE CO**  
 105 8AVSE . . . . . AMhrst 9-6665  
 Beaver Insurance Co fAMhrst 2-6010  
 Br Ofc 201RoyaliteBldg. . . . . AMhrst 9-2627

**Insurance Business—Fire—(Cont'd)**

British America Assurance Co  
 203-126A 16AVNE . . . . . CRstvw 7-0191

British Traders Insurance Co Ltd fAMhrst 2-6010  
 Br Ofc 201RoyaliteBldg. . . . . AMhrst 9-2627

Brown Hugh 619MainStBwms . . . . . BUlfr 8-4383

**CAMBRIAN INSURANCE CO LTD**  
 514 7StSW . . . . . AMhrst 6-8651

Canada Security Assurance Co  
 809 8AVSW . . . . . AMhrst 2-5166

Canadian Fire Insurance Co  
 610 3StSW . . . . . AMhrst 6-6091

Canadian Mercantile Insurance Co fAMhrst 9-2952  
 307-511-519 8AVSW . . . . . AMhrst 6-6651

**CLARKE C N AGENCY**  
 103-105 8AVSW . . . . . AMhrst 2-7883

Commerce General Insurance Co  
 307-511-519 8AVSW . . . . . AMhrst 9-2952

Commercial Union Assurance Co Ltd  
 210BlowBldg. . . . . AMhrst 6-1832

**COOK AL AGENCIES** 122a 10StNW fAtlas 3-2500  
 fAtlas 3-4310

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 PARKING FACILITIES  
**Calgary Branch**  
 fAMhrst 2-4163  
 119 11AVSE . . . . . AMhrst 9-3058

Derrick Agencies 528 9AVSW . . . . . AMhrst 2-2029

Eagle Star Insurance Co Ltd  
 604-5GrainExchangeBldg. . . . . AMhrst 9-3828

Edelson Insurance Agencies  
 116A 8AVSE . . . . . AMhrst 2-1988

**EMPLOYERS' LIABILITY ASSURANCE CORP'N LTD**  
 302-239 8AVSW . . . . . AMhrst 2-3504

**ENGLAND AGENCIES LTD**  
 510 8AVSW . . . . . AMhrst 2-4935  
 Claims Upstrs1442 17AVSW . . . . . CHery 4-4450

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 CHrchl 9-2224  
 2815 31StSW . . . . . CHrchl 9-5430

Fire Underwriters Investigation Bureau of Canada  
 Inc 2406 23AVNW . . . . . AVenu 9-2784

**FIREMAN'S FUND INSURANCE CO** 4-227 7AVSW . . . . . AMhrst 9-2337

**FROMSON & LICHTSTEIN AGENCIES**  
 6-405A 8AVSW . . . . . AMhrst 2-1498

Gemroy H F 1331 1StSW . . . . . AMhrst 2-9398

General Insurance Co of America fAMhrst 6-2805  
 309-513 8AVSW . . . . . AMhrst 6-4946

General Realty 602 7AVSW . . . . . AMhrst 2-4255

**GODFREY & JOLIN LTD**  
 605A 8AVSW . . . . . AMhrst 2-2584

Gore District Mutual Fire Insurance Co  
 2ndFlrCondonBldg. . . . . CHery 4-4920

**GUARDIAN ASSURANCE CO LTD**  
 514 7StSW . . . . . AMhrst 6-8651

**GUARDIAN INSURANCE CO OF CANADA**  
 514 7StSW . . . . . AMhrst 6-8651

Hartford Fire Insurance Co  
 11-231 8AVSW . . . . . AMhrst 2-6084

Hawkes Doug & Associates  
 611aCentraStS . . . . . AMhrst 2-9412

**HOME INSURANCE CO—HOME INSURANCE CO**  
 Fire Automobile Marine  
 301 8AVSW . . . . . AMhrst 2-4237

Insurance Co of North America  
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Lyle Bros Ltd ImperialBankChmbrs AMhrst 2-5033  
 Sales Dept & Salesmen . . . . . AMhrst 6-1778

Mathison Agencies 1101KensingtonRd fAtlas 3-2094  
 Menzies D L 1609KensingtonRd . . . . . fAtlas 3-3069

**MORRISON GEO R INSURANCE AGENCIES**  
 624 7AVSW . . . . . AMhrst 9-2363

New York Underwriters Insurance Co  
 5-308 8AVSW . . . . . AMhrst 9-7424

North American Life & Casualty Co  
 BarkerBldg. . . . . AMhrst 9-1411

North British & Mercantile Ins Co Ltd  
 205InsuranceExchgBldg. . . . . AMhrst 2-2957

Northern Assurance Co Ltd fAMhrst 2-1215  
 211RoyaliteBldg. . . . . AMhrst 6-1612  
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**NORTHWESTERN MUTUAL INSURANCE CO**  
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Norwich Union Fire Ins Society Ltd  
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 200GreyhoundBldg. . . . . AMhrst 2-3009

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Saskatchewan Mutual Insurance Co  
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 Br Ofc 201RoyaliteBldg. . . . . AMhrst 9-2627

Springfield Insurance Co's  
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 Provincl Mgrs Fire & Automobile  
 Toole Peet & Co Ltd  
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 Casualty Marine & Multi Peril fAMhrst 2-6010  
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 4thFlr HollinsworthBldg. . . . . AMhrst 9-3708

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 131a 6AVSW . . . . . AMhrst 2-3200

Commercial Life Assurance Co fAMhrst 2-9709  
 of Canada 514MacleanBlk. . . . . AMhrst 2-5727

Confederation Life Association  
 3rdFlr 239 8AVSW . . . . . AMhrst 2-7021  
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Mortgage Dept . . . . . AMhrst 2-4007

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Continental Life Ins Co fAMhrst 2-1744  
 1304 4StSW . . . . . AMhrst 6-2596

Crown Life Insurance Co fAMhrst 2-7390  
 Branch Ofc 239 6AVSW . . . . . AMhrst 2-9212

Group Dept . . . . . AMhrst 6-2441

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 330 9AVSW . . . . . AMhrst 2-9071  
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Mortgage Mgr . . . . . AVenu 9-5337

Empire Life Insurance Co fAVenu 9-7004  
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Equitable Life Insurance Co of Canada  
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**EXCELSIOR LIFE INSURANCE CO**  
 214FitzpatrickBldg. . . . . AMhrst 9-3131

Fidelity Life Assurance Co  
 3rdFlr DominionBankBldg. . . . . AMhrst 9-3646

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 2ndFlr 505 8AVSW Bldg. . . . . AMhrst 2-4626

Mortgage & Investment Dept . . . . . AMhrst 2-9492

Imperial Life 239 8AVSW . . . . . AMhrst 6-6281

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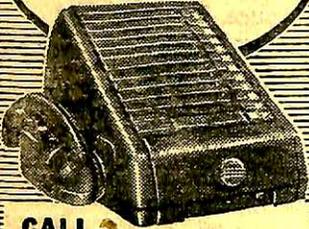
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Society 809 8AvSW . . . . . {AMhrst 9-2416  
Occidental Life Insurance Co of California  
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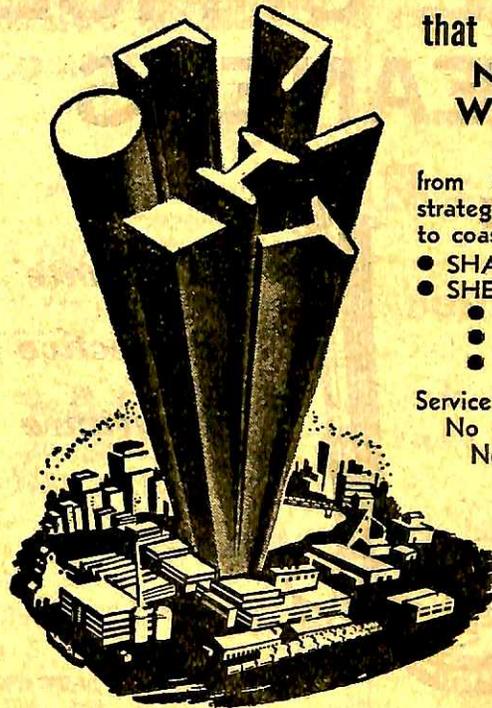
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- SHEETS ● BARS
- BAR SHAPES
- REINFORCING
- SHAFTING

Service When You Need It!  
No Order too Small!  
None too Large!



**BRdwy 3-  
5634**

**DOMINION BRIDGE Co. Ltd.**

803 - 24 Ave. S.E. — CALGARY

**HECTORS LTD.**



**PIPE & STEEL MERCHANTS**

With our new warehouse facilities to serve you better

**STEEL**

BEAMS — CHANNELS — REINFORCING  
PLATE — SHEETS — ROUNDS — FLATS &  
ANGLES & STEEL FABRICATION

**PIPE**

OIL & WATER WELL CASING — STANDARD  
PIPE — TUBING — LINE PIPE & STRUCTURAL  
PIPE

2020 - 17 Ave. S.E.

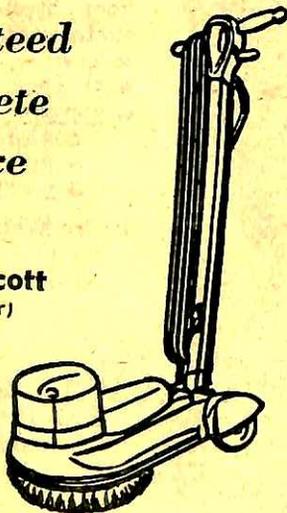
At the New Cushing Bridge

**BRdwy 3-4981**

# ACME OFFICE CLEANERS

*Guaranteed  
Complete  
Service*

**M. L. Scott**  
(Manager)



*Adequate  
Protective  
Insurance*

**ATlas 3-3802**

**11-17th St. N.W.**

*IT'S GOOD . . .*

## RAYSHINE JANITOR SERVICE LTD.

R. TAYLOR, Mgr.

Liability & Property Damage Insurance  
— BONDED EMPLOYEES —

Your building maintenance  
worries are over when you call  
**CHrchl 9-1116.**

Res Phone Evenings CHrchl 9-7692

**Specialists in Window & Janitor Service**

Only First Class Materials Used  
Credentials on Request

**NO JOB TOO LARGE**

**2827 - 33 St. S.W.**

### **Ironers**

See Washing Machines

### **Irrigation**

**ALLIED CHEMICAL SERVICES LTD**  
WADE RAIN  
SPRINKLER IRRIGATION  
5507 1StSE ..... [CHstnt 3-1498  
[CHstnt 3-3158

Coutts Machinery Co Ltd  
4636 1StSE.. CHstnt 3-4618

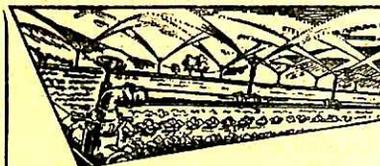
**LYNN PLASTICS LTD**  
Pipe Tubing & Ditch Liners  
106 11AvSE.. AMhrst 9-1078

**SPRINKLER IRRIGATION & EQUIPMENT  
CO LTD** 767 9AvSE.. AMhrst 2-4989  
(See Advertisement This Page)

### **Janitor Service**

Acme Office Cleaners 11 17StNW... ATlas 3-3802  
(See Advertisement This Page)

Alco Cleaning Service  
28SevenOaksCrt.. BRdwy 3-1045



"DON'T PRAY FOR RAIN — PLAN FOR IT"

## Sprinkler Irrigation & Equipment Co. Ltd.

**AMhrst 2-4989**

767 9Ave. S.E.

## ALWOOD ENTERPRISES LTD.

Specialists in:

- OFFICE JANITOR SERVICE
- WINDOW CLEANING
- CONTRACTORS CLEAN-UPS

— Free Estimates —

Insured & Bonded Personnel  
SUPERVISION OF ALL WORK

References Supplied on Request

NO JOB TOO LARGE  
OR TOO SMALL

**AMhrst 2-9719**

534 - 9 Ave. S.E.

### **Janitor Service—(Cont'd)**

Alwood Enterprises Ltd  
534 9AvSE.. AMhrst 2-9719  
(See Advertisement This Page)  
Bickmann G 3912 31StSW ..... CHrchl 9-8281  
**CALGARY HOME SERVICE**

### **Bonded Janitor Service**

**Top Quality Workmanship**

4225ElbowDr ..... CHstnt 3-1384

### **CENTRAL OFFICE CLEANERS**

FOR A JOB WELL DONE . . .

**Phone Chery 4-0164**

Bonded and Liability Insured

S. Pearson, Manageress

2226 33AvSW ..... CHery 4-0164

### **Deere Janitor Service R-710 4AvSW AMhrst 6-1716 DIAL WINDOW CLEANERS**

A Complete Line of  
**BUILDING MAINTENANCE  
STEAM CLEANING OUR  
SPECIALTY**

825McKayRd Montgomery .... BUlli 8-4703

Easy-Glide Interior Cleaners  
2339 21AvSW.. CHery 4-6998

Floor Maintenance Ltd  
1132 18AvNW.. AVenu 9-2338  
(See Advertisement Opposite Page)

### **HARRISON'S WALL WASHING SERVICE**

Our Process Washes, Cleans, Deodorizes  
and Disinfects.

We Specialize In:

**HOMES - OFFICES - SHOPS  
SERVICE STATIONS  
and DAIRIES**

A Fast, Efficient Service at low cost.

3007a 34StSW ..... CHrchl 9-4441

Kleenway Office Cleaners  
617a 5AvSW.. AMhrst 9-5433

**MAYFAIR DOMESTIC SERVICES**  
108RutlandHse.. CHstnt 3-6767

Modern Building Cleaning Service of Canada Ltd  
623 6AvSE.. AMhrst 9-2446

(See Advertisement This Page)

Peerless Office Cleaners  
715 29AvSW.. CHstnt 3-5344  
(See Advertisement Opposite Page)

Rayshine Janitor Service Ltd  
2827 33StSW.. CHrchl 9-1116  
(See Advertisement This Page)

Sager's Window & Janitor Service (Calgary) Ltd  
218a 8AvSE.. AMhrst 9-3404  
(See Advertisement Opposite Page)

(Continued Next Page)

### **SUPERVISED JANITORIAL SERVICE by COMPETENT SPECIALISTS**

Comprehensive Insurance and  
Bonding Protects you against  
Claims.

**PERPETUAL CONTRACT  
MAINTENANCE ELIMINATES  
YOUR PROBLEMS.**

### **MODERN BUILDING CLEANING SERVICE OF CANADA LTD.**

623 6 Ave. S.E. AMhrst 9-2446  
Subsidiary of Dustbane  
Associated Companies



**Jewellery & Watches—Retail—(Cont'd)**

**STROHAN'S JEWELLERY STORE**  
China - Watches - Diamonds  
EXPERT WATCH REPAIRS  
ENGRAVING  
**A Venu 9-2093**  
1006 16AvNW ..... AVenu 9-2093

**SWITZER'S JEWELLERY**  
213 8AvSW .. AMhrst 6-6764  
Trainer Frank J ElbowDr&49AvSW CHstnt 3-7607

**METAL SALVAGE DEPOT**

DEALERS IN:

**SCRAP**  
STEEL  
CAST-IRON  
COPPER  
BRASS  
RADIATORS  
BATTERIES

**SALVAGE**  
PIPE CABLE  
MACHINERY  
EQUIPMENT  
STRUCTURAL  
REINFORCING  
IRON

**BRidg 2-3821**  
4617 - 17 Ave. S.E.  
FOREST LAWN

**Jewellery & Watches—Retail—(Cont'd)**

**UREN'S LTD** 223 8AvSW ..... AMhrst 2-9141  
**WATCH REPAIR SERVICE CO**  
JEWELLERY  
WATCHES - DIAMONDS  
Watch Repairs Electronically Tested  
CAR DASH CLOCKS REPAIRED  
ALL WORK GUARANTEED  
117b 11AvSW ..... AMhrst 6-3375

**WEDELL'S CHINA & JEWELLERY**  
403 8AvSW .. AMhrst 6-5286  
Wilton L G 511MacleanBlk ..... AMhrst 6-4330

**Junk Dealers**

See also Scrap Metal  
**ACE SALVAGE LTD**  
ALWAYS Buying Scrap  
Used Parts - Machinery  
Structural and Pipe  
Alberta's Largest and Only One Stop Yard  
Get Weighed and Paid In One Shot  
Night Phone CHery 4-6019  
1602 9AvSW ..... AMhrst 2-3113  
AMhrst 6-4755

Alberta Scrap Metal Co 500 4StSE AMhrst 6-2605  
Calgary Metal Co 608 6StSE ..... AMhrst 2-3588

**USE LONG DISTANCE**

**Junk Dealers—(Cont'd)**

**FEDERAL METAL WORKS (ALBERTA) LTD**  
All Scrap Irons & Metals  
CALGARY'S NEWEST — WE MUST SATISFY  
Pipe, Structural Steel, Etc.  
Scales for your Convenience  
BRdwy 3-4598  
2204 14aStSE ..... BRdwy 3-2097

Metal Salvage Depot 4617 17AvSE BRidg 2-3821  
(See Advertisement This Page)

**RUEGER R K**  
CASH PAID FOR SCRAP  
CARS & TRUCKS  
333 5AvN Mtgy ..... BUTlr 8-6932

**Kennels**

Avandale Kennels 20St&82AvSE .. BRowng 9-3520  
Foothill Kennels 209 60AvSW ... CHstnt 3-1720  
Lewis Kennels ..... COIfx 8-6433

**SUNAWAGOLD KENNELS**

**BOARDING — BREEDING**

COMPLETE DOG CARE IN  
NEW MODERN KENNELS

Enquiries Welcome for All Breeds

BanffHwy RR4 ..... AVenu 9-4651

**Kindergartens**

See Colleges & Schools

**Kitchen Equipment**

**GERDES A E & CO LTD**  
EXCLUSIVE DISTRIBUTORS OF  
**DWYER**  
COMPACT KITCHENS  
Cor 53Av&4StSE ..... CHstnt 3-7826

**YOUNGSTOWN STEEL KITCHENS**



A complete line of Cabinet Sinks, Base and Wall Cabinets, Jet Tower Dishwasher Electric Sink and Food Waste Disposer . . . made by the world's largest manufacturer of steel kitchens.

**"WHERE TO BUY THEM"**

DISTRIBUTOR  
**BURGESS BUILDING & PLUMBING SUPPLIES LTD**  
725 8AvSW .. AMhrst 6-1061

**Knit Goods—Wholesale & Manufacturers**

Canadian Knit-King Ltd ..... AMhrst 2-2925  
Bsmr 1410 4StSW .. AMhrst 2-3004  
Kirby-Knit-Kraft Ltd 525a 7AvSW AMhrst 6-3532  
Venwater Knitting Co 624 4StSE .. AMhrst 9-7663  
White Ram Sweaters  
Bsmr 329 8AvSE .. AMhrst 9-3542

**Labels**

Kimball A Ltd  
MezzFlrGreyhoundBldg .. AMhrst 6-1287

**Labor Organizations**

Amalgamated Civil Servants of Canada  
308LaborTemple .. AMhrst 9-5885  
Amalgamated Meat Cutters Union Local 373  
LaborTemple .. AMhrst 6-4587  
Bakery & Confectionery Workers International  
Union of America Loc 252  
205-229 11AvSE .. AMhrst 2-4414  
Beverage Dispensers Local 265  
229 11AvSE .. AMhrst 9-1866

**Labor Organizations—(Cont'd)**

Brick Layers Masons Tile Setters & Terrazzo  
Workers Loc 2  
309LaborTemple .. AMhrst 6-6606  
Brotherhood of Painters & Decorators Local 583  
229 11AvSE .. AMhrst 9-1522  
Calgary & District Council United Brotherhood of  
Carpenters & Joiners of America  
229 11AvSE .. AMhrst 9-3005  
Canadian Labor Congress  
229 11AvSE .. AMhrst 9-3324  
International Brotherhood of Electrical Workers  
LU 254 303LaborTemple ..... AMhrst 2-9713  
LU 348 304LaborTemple ..... AMhrst 9-3014  
International Brotherhood of Teamsters Chauffeurs  
Warehouse Men & Helpers of America  
227 11AvSE .. AMhrst 6-5138  
International Union of Mine Mill & Smelter  
Workers 213BurnsBldg .. AMhrst 2-1600  
International Union of Operating Engineers  
Local 933 229 11AvSE .. AMhrst 2-6204  
Ironworkers Local 725  
307-229 11AvSE .. AMhrst 2-2755  
Labor Temple 229 11AvSE ..... AMhrst 2-1759  
Labourers Local 1111  
306-229 11AvSE .. AMhrst 2-5060  
National Union of Public Employees Local 37  
229 11AvSE .. AMhrst 9-3324  
Retail Clerks Union Local 397  
307-229 11AvSE .. AMhrst 6-4770  
Sheet Metal Workers Local 254  
229 11AvSE .. AMhrst 6-4839  
Teamsters Union Local 987  
227 11AvSE .. AMhrst 6-4294  
United Assn of Plumbers & Pipe Fitters LU 496  
229 11AvSE .. AMhrst 9-2496  
United Brotherhood of Carpenters & Joiners of  
America Loc 1779 229 11AvSE .. AMhrst 6-5872  
United Brotherhood of Carpenters & Joiners of  
America LU 2103 6-218a 8AvSE .. AMhrst 2-2962  
United Mine Workers of America  
101-102BurnsBldg .. AMhrst 6-3666  
Welfare Fund 400BurnsBldg .. AMhrst 2-3769  
United Packinghouse Workers of  
America CIO-CCL ..... AMhrst 2-7084  
112BurnsBldg .. AMhrst 9-1848  
United Steelworkers of America  
113BurnsBldg .. AMhrst 9-8411

**Laboratories**

**MATERIALS TESTING LABS LTD**  
27 6aStNE .. AMhrst 9-1114  
McLatchie Dr Lola  
504GreyhoundBldg .. AMhrst 2-9016

**Labor Consultants**

Summers B G & Associates  
1-704CentreStS .. AMhrst 6-4305

**Ladies' Tailors**

See Tailors—Ladies'

**Ladies' Wear—Retail**

Bargain Shop 230 8AvSE ..... AMhrst 6-6645  
Belgium Stores Ltd 328 8AvSW .. AMhrst 2-1330  
**BENNETT JANE** 816 49AvSW ... CHstnt 3-7512  
**BETTY SHOPPE** 120a 8AvSW .. AMhrst 2-9644  
North Hill Store  
CentreSt&16AvNW .. CRstvw 7-8904  
(See Advertisement Opposite Page)

**BINNINGS LADIES' WEAR**

Suits — Coats — Dresses

SPORTSWEAR - MILLINERY

LINGERIE & ACCESSORIES

118 8AvSW ..... AMhrst 2-5250  
AMhrst 2-5061

Blue Bonnet Ladies Wear  
2404 4StSW .. AMhrst 2-9261  
Bryden Winifred Dress Shoppe  
803 3StSW .. AMhrst 6-5080  
Cameo Ladies' Ready-to-Wear  
1213 9AvSE .. BRdwy 3-5149  
Cathayan Silk Shop 812 1StSW .. AMhrst 2-5611  
Cherub Shop 134 7AvSW ..... AMhrst 2-4302  
Cruikshank L G 2203 4StSW ..... AMhrst 2-6938  
Currie Shop 2443 33AvSW ..... CHRchl 9-8585  
D'Alaird's Ltd 218 8AvSW ..... AMhrst 6-5038  
Darrel Dress & Alterations Shop  
2129a 33AvSW .. CHery 4-1064  
(Continued Next Page)

**Emiles' Fashions**

FOR THE MOST DISCRIMINATING

SUITS

COATS

DRESSES

SPORTSWEAR



310 - 7 AVENUE S.W.

Phone AMhrst 2-2600

**Ladies' Wear—Retail—(Cont'd)**  
**DAYTONS FASHIONS LTD** (AMhrst 6-6335)  
 310 8AvSW... (AMhrst 9-4626)  
 (See Advertisement This Page)  
 Debutante Ladies Ready-to-Wear  
 114a 8AvSE... AMhrst 2-2702  
 Dorlen's Ladies' & Children's Wear  
 2917 Richmond Rd. CHrchl 9-1643

**EDWARDS & FALGER IMPORTING CO LTD**

IMPORTED MODES  
 EXCLUSIVE  
 LADIES' FASHIONS

810 2StSW ..... AMhrst 9-7156

Economy Dress Shop 240 8AvSE... AMhrst 2-5831  
 Emile's Fashions 310 7AvSW... AMhrst 2-2600  
 (See Advertisement Opposite Page)

**EMPRESS STORES LTD**  
 702 16AvNW... AVenu 9-5779  
 Fashion Dress Shop 116 8AvSE... AMhrst 6-4511  
 Florabelle Shop 1005 1StSW... AMhrst 6-6751

**FROCK TOWN LTD** 106 16AvNW CRstvw 7-4735

**HOLLINSWORTH & CO LTD**  
 Hollinsworth Bldg. AMhrst 6-6307

Holt Renfrew & Co Ltd  
 225-7 7AvSW... AMhrst 9-7341  
 (See Advertisement This Page)

Jaques A E & Sons 1312 9AvSE... BRdwy 3-5260

**JUILLIARD'S LADIES WEAR** (AMhrst 2-3835)  
 205 8AvSW... (AMhrst 2-5395)

La Boutique 331a 8AvSW... AMhrst 6-4896

**LENELDA'S-KAYE LEACH LTD**  
 224-226 7AvSW... AMhrst 2-5721

Louise Style Shop 111 10StNW... Atlas 3-2725

Lynn's Casuals Ltd 1422a 17AvSW... CHery 4-1654

Mademoiselle Specialty Shop  
 219 8AvSW... AMhrst 2-6312

Martha Silk Shops Ltd 201a 8AvSW AMhrst 6-1911

McGregor Edward F 818 1StSW... AMhrst 2-5327

McNaughton's 2206 4StSW... AMhrst 2-4972

**MILADI STYLE SHOPPE LTD**  
 2204a 4StSW... AMhrst 2-6605

Ornell's Ladies Wear 1410 4StSW AMhrst 9-3075

**PARISIAN** 106 8AvSE... AMhrst 2-6187

**PETITE FASHION CENTRE**

**LADIES' WEAR**  
 All Sizes  
 COATS - SUITS - DRESSES  
 SPORTSWEAR

Located Opposite Post Office

**AMhrst 6-6688**

208 8AvSE ..... AMhrst 6-6688

**RENFREW FURS LTD** 106 7AvSW AMhrst 2-5456  
 (See Advertisement This Page)

Sally Shops Ltd No 1 201 8AvSW AMhrst 2-2004  
 No 2 Store 334 8AvSW ..... AMhrst 2-6263  
 No 3 Store 209 8AvSW ..... AMhrst 2-9672

Shaw Margaret 1406 17AvSW ..... CHery 4-4277

Silhouette Ladies' Wear  
 1103a 4StSW... AMhrst 6-2380

**SILVER'S BARGAIN CENTRE & BARGAIN BASEMENT** 221a 8AvSE... AMhrst 6-5819

Simone Fashions 705 Centre StS... AMhrst 6-5288

Smart Shop 323 7AvSW ..... AMhrst 2-1505

Snell Miss L M Arcade ..... AMhrst 2-9167

Sobie Silk Shop Ltd 139 8AvSW... AMhrst 6-5813

Suzette Style Shoppe 1607 14StSW CHery 4-4647

Sweet Sixteen Ltd 140 8AvSE... AMhrst 9-2779

Vogue Dress Shop 226 8AvSE... AMhrst 2-9812

**WAILENE'S LADIES' CHILDREN'S WEAR & YARD GOODS** 1209 1StSW... AMhrst 9-2088

Williams R H Co Ltd 15Av&4StSW AMhrst 2-7462

P W Haycock Mgr & Ofc ..... AMhrst 2-9368

**Ladies' Wear—Wholesale**  
 Edwards & Falger Importing Co Ltd  
 810 2StSW... AMhrst 9-7156

**HATCHWEAR CO LTD**  
 607 11AvSW... AMhrst 2-2804

**PROMISLOW BROS LTD**  
 135 6AvSE... AMhrst 2-7027

**ST LAWRENCE (WESTERN) CO**  
 217 7AvSE... AMhrst 2-4547

**Lamps**  
 Coleman Lamp & Stove Co Ltd  
 1020 2StSE... AMhrst 6-5380

Electric Shop Ltd 396 7AvSW... AMhrst 2-1766

Fry's Lampland Ltd 124 16AvNE... CRstvw 7-1941  
 (See Advertisement This Page)

Jordans Ltd Cor4Av&9StSW ..... AMhrst 2-1202

**SUPERIOR ELECTRIC**  
 Don't Throw Away That Old Floor Lamp

**Electric Lamps  
 Made-to-Order**

From a "Keepsake"  
 Old Oil Lamps, Vases, Etc.

1116 3StNE ..... CRstvw 7-7070

**Land Consultants**  
 Bray Leasing Service 718 5StSW... AMhrst 9-6414

**Land Development Companies**  
 Kelwood Corporation Ltd (AMhrst 9-2297)  
 204-818 8AvSW... (AMhrst 2-2832)

Meadowlark Park Corp Ltd  
 Upstns 1202 1StSW... AMhrst 9-2601

Westage Land Development Ltd  
 Douglas W Keough Gen Mgr  
 11-620 8AvSW... AMhrst 9-3505

**Landscape Gardeners**  
 Greenway Landscaping 735 55AvSW CHstnt 3-4129  
 431 52AvSW ..... CHstnt 3-5820

Haddock Frank & Son  
 Old Banff Coach Rd... CHrchl 9-5747  
 (See Advertisement This Page)

**JIPP KARL**

LANDSCAPING GARDENERS  
 Complete Landscaping - Rock Gardens  
 Maintenance Work

Box 435 Forest Lawn

2026 37StSE ..... BRldg 2-3832

**KAIL E CO**

**LANDSCAPE CONTRACTORS**

Box 2435 Bowness

1801 Chinook Av Bwns ..... BUtlr 8-2946

Peter's Landscaping 302 30AvNE... CRstvw 7-5110

**PETTIT RAY E**

**A Complete Landscape Service**  
 PREFERTILIZED LAWNS OUR SPECIALTY  
 Ploughing - Rototilling - Tractor Work  
 & Maintenance

VIRGIN LOAM - WELL ROTTED MANURE

Banff Hwy ..... AVenu 9-3314

Rasmussen K & Sons Banff Hwy... AVenu 9-2826

**Frank Haddock & Son**  
 CHrchl 9-5747



**A Complete Landscape  
 & Tree Service**  
 Mailing Address:  
 40 - 29 Ave. S.W.

**Nursery Located 1 Mile West  
 & 1 Mile North of Lone Pine  
 Supper Lounge.**

**Specializing In  
 REGULAR, TALL  
 and HALF SIZES**

★ *Sportswear*  
 ★ *Dresses*  
 ★ *Suits*  
 ★ *Coats*

**AMhrst 2-5456**

**Renfrew Furs Ltd.**  
 LADIES WEAR ON 7TH AVENUE AT CENTRE STREET

**Fry's** LAMPLAND LTD.

**Largest Selection of Quality  
 — LAMPS — SHADES —  
 — FIXTURES —  
 in Western Canada  
 REPAIRS & ALTERATIONS**

124 - 16 Ave. N.E.  
 CRstvw 7-1941

*Daytons* BRING YOU  
**A WORLD OF FASHION**



IN EXCLUSIVE

★ SUITS  
 ★ COATS  
 ★ DRESSES  
 ★ SPORTSWEAR  
 ★ FURS

*friendly credit terms!*

**Daytons** FASHIONS LIMITED



810 EIGHTH AVE. W. CALGARY...

(Next Door to Birks)

**AMhrst 6-6335**  
**AMhrst 9-4626**

**BETTY SHOPPE**

**Complete Line  
 Of Ladies' Wear**

•

**2 STORES TO SERVE  
 YOU BETTER**

**Downtown Store**  
 120a - 8 Ave. S.W.  
**AMhrst 2-9644**

**North Hill Store**  
 Beacon Hotel Bldg.  
 Centre St. & 16 Ave. N.  
**CRstvw 7-8904**

**TR**

**HOLT, RENFREW  
 AND CO., LIMITED**

•

**Canada's Leading  
 Fashion  
 Specialty Shops**

•

**Telephone: AMhrst 9-7341**

•

**Opposite the Parkade  
 227 Seventh Ave. S.W.**