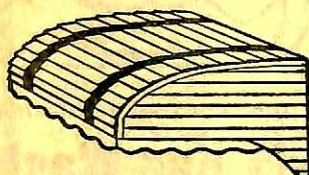
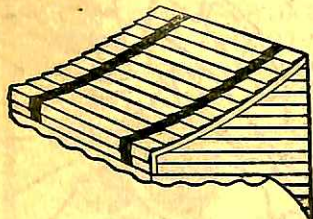


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Aluminum or Fibreglass
"VENTILATED" AWNINGS,
DOOR CANOPIES, CARPORTS
& PATIOS

Designed and Colored to Suit
Your Home or Business

ALUM WINDOW PRODUCTS

1802 - 1 St. N.W.

CRstvw 7-1828

Res. CRstvw 7-4944



FLEXALUM "PANORAMA"
See them today! . . . the new

Flexalum.

Aluminum Awnings

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**
ESTIMATES.



FLEXALUM "AURORA"

**Burnaby Venetian
Blinds Ltd.**

321b - 19 St. N.W. - ATlas 3-4440

Alberta Tent & Awning Co.

LTD.

- Tourist & Wall Tents
- Water Proofing
- Truck Covers Made to Measure
- Camping Equipment.
- Tent Rentals
- Tarpaulins

House & Store Awnings

ATlas 3-1413 or ATlas 3-2601
713 - 14 St. N.W.

ALSCO

LIMITED

- Aluminum Awnings
Permanent Beauty — Baked-on Finish
- Roll-Up Aluminum Awnings
Operating Type — Built to Last



AMhrst 9-6181

1602a - 9 Ave. S.W.

Automobiles & Trucks— Manufacturers

GENERAL MOTORS PRODUCTS OF CANADA

LTD.
Zone Ofc Cor42Av&6StSECHstnt 3-4621
Wholesale Parts WarehouseCHstnt 3-4621
General Motors Parts
Order Desk Only . . .CHstnt 3-2551
Studebaker-Packard of Canada Ltd
307 6AvSW . .AMhrst 6-6553

Aviation

See Air Services—Chartered & Airline Companies

Aviation Instruction

Calgary Flying Club
Municipal Airport . .CRstvw 7-4048
W W Smith MgrCRstvw 7-4808
Instrument Flight Training
1-120a 16AvNE . .CRstvw 7-3989

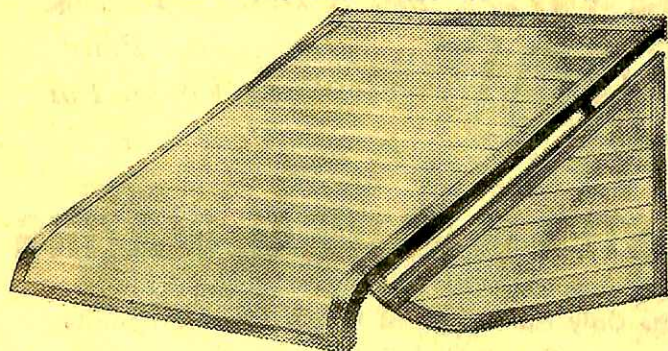


A Friendly Service for
**HOUSE & COMMERCIAL
AWNINGS
GARDEN CANOPIES
LAWN FURNITURE**

Free Estimates & Prompt Service
"ALWAYS A SHADE BETTER"

DROP IN OR CALL
3624 Manchester Road
CHstnt 3-4984
CHstnt 3-0767

"The Shadiest Deal in Town"



FIBERGLAS and ALUMINUM AWNINGS

PATIOS — CAR PORTS — LAWN SHADES

ADD BEAUTY TO ANY HOME
FREE ESTIMATES

ATlas 3-0505 ATlas 3-1427
SUPERIOR AWNINGS

LIMITED

1907 BOWNESS ROAD

W. A. Richardson, Residence BUtlr 4-4222

COOL SHADE

VENTILATED

ALUMINUM

and FIBERGLAS

AWNINGS

GIVE A
LIFETIME
of
Beauty
Comfort
Economy



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PHONE OR WRITE

CALGARY ALUMINUM AWNINGS LTD.

1565 Chinook Ave., Bowness
Post Office Box 907, Bowness

24 HOUR SERVICE

PHONE

BUtlr 8-6710

"AWNINGS"

- IT'S NEW — IT'S TERRIFIC
- THE AWNING WITH THE CONTROLLED VISION MAKES ALL OTHERS OBSOLETE
- SEE "IT" BEFORE BUYING ANYWHERE
- ECONOMICALLY PRICED

ALpin 5-7422

70 Ave. & Macleod Trail

**EDRO WINDOW
PRODUCTS LTD.**

FORMERLY
RUSCO WINDOWS (CALGARY) LTD.

WESTERN TENT & AWNING LTD.

Manufacturers of

- House & Store Awnings
- Tourist Tents
- Waterproof Tarpaulins
- Construction Tents

Mill Agents for Ounce and
Wide Ducks

Est. 1903

AMhrst 2-2573

133 - 10 Ave. S.E.

Awnings, Tents, Etc.

Alberta Tent & Awning Co Ltd (Atlas 3-1413)
713 14StNW (Atlas 3-2601)
(See Advertisement Opposite Page)
ALBERTA (McCREADY) DISTRIBUTORS
Distributors for
McCREADY PRODUCTS
ALUMINUM AWNINGS — CANOPIES —
SIDING — ROOFING
Also
ALUMINUM
WINDOWS & DOORS
413 10StNW (Atlas 3-0507)

Alco Ltd 1602a 9AvSW (AMhrst 9-6181)
(See Advertisement Opposite Page)
Alum Window Products 1802 1StNW CRstvw 7-1828
(See Advertisement Opposite Page)
Burnaby Venetian Blinds Ltd
321b 19StNW (Atlas 3-4440)
(See Advertisement Opposite Page)
Calgary Aluminum Awnings Ltd
1565ChinookAvBwns (Butlr 8-6710)
(See Advertisement Opposite Page)
Calgary Tent & Awning Ltd (CHstnt 3-0767)
3624ManchesterRd (CHstnt 3-4984)
(See Advertisement Opposite Page)
Canadian Alpine Equipment Co Ltd
1315 14StNW (AVenu 9-7633)
Edro Window Products Ltd
70Av&MacleodTr (ALpin 5-7422)
(See Advertisement Opposite Page)
Home Comfort Application Service
8003 7StSW (ALpin 5-4588)
Superior Awnings Limited
1-1139BownessRd (Atlas 3-0505)
Shop 1907BownessRd (Atlas 3-1427)
(See Advertisement Opposite Page)

WARD-WAY DISTRIBUTORS
The Home of
**RON-DEL FOLDING
ALUMINUM AWNINGS**
S. Donaldson, Mgr., res. (AMhrst 3-8936)
514 4StE (AMhrst 3-4027)

Western Tent & Awning Ltd
133 10AvSE (AMhrst 2-2573)
(See Advertisement Opposite Page)

Baby Care Service
Babs' Baby Sitting Agency
1311 14AvSW (CHery 4-8340)
Dependable Baby Sitting Bureau
514 11AvNE (CRstvw 7-6871)
Reliable Baby Sitting Bureau
419 25AvNE (CRstvw 7-5609)
Reliable Baby Sitting Service
2432 4AvNW (Atlas 3-4405)

Baby Equipment
Weir Robert H & Son 1001 10AvSW CHery 4-6337
Western Canada Rentals
419 27AvNE (CRstvw 7-7779)

Baggage
GENERAL DISTRIBUTORS LTD
130 9AvSW (AMhrst 2-9223)

Baggage Transfer
A A Auto Baggage Transfer
315 3AvSW (AMhrst 2-3292)
Globe Transfer 417 6AvSE (AMhrst 2-7288)
SWIFT DELIVERY

ALpin 5-6733
NIGHT PHONE — CHrchl 9-5051
7209MacleodTr (ALpin 5-6733)

Bags—Paper
BONAR & BEMIS LTD
Manufacturers of
Jute, Cotton, Paper &
Plastic Bags
2235 15StE (BRdwy 3-5152)
2235 15StE (BRdwy 3-4789)

Bags—Paper (Cont'd)
CROWN ZELLERBACH CANADA LTD
Grocery - Checkstand - Notion
Millinery & Specialty Bags -
Waxed Garbage - Lunch and
Sandwich Bags
505HeraldBldg (AMhrst 3-5690)

Bags—Paper (Cont'd)
ROBINSON E S & A (Canada) Ltd
206-326a 8AvSW (AMhrst 2-6626)

Bags—Paper (Cont'd)
ST REGIS PAPER CO (CANADA) LTD
Manufacturers
MULTI-WALL HEAVY DUTY BAGS
POLYETHYLENE COATED PAPER
AUTOMATIC BAG FILLING & WEIGHING
MACHINERY
WIRE TIES
511LoughheedBldg (AMhrst 3-7431)

Bags—Paper (Cont'd)
WOODS-DRYDEN PAPER BAGS LTD
Rear 1902 11StE (BRdwy 3-1531)

Bags—Textile
BONAR & BEMIS LTD
Manufacturers of
Jute, Cotton, Paper &
Plastic Bags
2235 15StE (BRdwy 3-5152)
2235 15StE (BRdwy 3-4789)

Bags—Textile (Cont'd)
WOODS BAG & CANVAS CO LTD
Manufacturers of
JUTE & COTTON BAGS
TENTS, TARPAULINS, SLEEPING ROBES
Rear 1902 11StE (BRdwy 3-1531)

Bags—Transparent
BONAR & BEMIS LTD 2235 15StE (BRdwy 3-5152)
(BRdwy 3-4789)
CROWN ZELLERBACH CANADA LTD
Specialty Packaging Division
Glue Sealed - Heat Sealed
CELLOPHANE BAGS
Single Wall & Duplex
Plain & Printed Polythene
Wraps & Bags
505HeraldBldg (AMhrst 3-5690)

Bags—Transparent—(Cont'd)

MODERN PACKAGING CO LTD
Creators of MODERN PAK
Products — Printed & Plain
Manufacturers of Polyethylene & Cellophane
Bags & All Types of Plastic Packages
5319 3StE (CHstnt 3-6811)
(CHstnt 3-6812)

ROBINSON E S & A (CANADA) LTD
206-326a 8AvSW (AMhrst 2-6626)

Bakers—Retail
BONNIE DEL BAKE SHOP
Home-Made Bread - Cakes
Pies & Pastries
Our Specialty - Wedding &
Birthday Cakes
We'll Decorate Your Own Birthday
or Wedding Cake
Have You Tried Our Pork Pies?
708 16AvNW (AVenu 9-1477)

Bakers—Retail (Cont'd)
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Bakers—Retail—(Cont'd)

Em's Bakery Limited No 1
11aSpruceCentre (CHrchl 9-2874)
No 2 7702ElbowDr (ALpin 5-4242)
Frank's Bakery 809 1AvNE (AMhrst 6-5362)
Plant 2020 36StSE (BRidg 2-4028)
French Bakery 6622 20aStSE (BRowng 9-3619)

FRENCH PASTRY SHOP
SPECIALISTS IN FINEST
FRENCH BREAD PASTRY
WEDDING AND BIRTHDAY
CAKES
MARZIPAN &
FANCY COOKIES
You want to be different — call us first
Store No. 2 1910 37StSW (CHrchl 9-2924)
120 10StNW (Atlas 3-3773)

GEORG'S BAKERY
Home-made Bread & Pastries
WEDDING CAKES DECORATED BY EXPERTS
716 2StE (AMhrst 6-3370)

Golden Topper Bakery 2703a 17AvSW CHrchl 9-2922
Harrison & McLuckie Bake Shop Ltd
142a 10StNW (Atlas 3-2385)
Store No 2 1520 16aStBwns (Butlr 8-6717)
Holland Shop 327 7AvSW (AMhrst 3-5755)
National System of Baking Ltd (AMhrst 2-9969)
Downtown Store 222 7AvSW (AMhrst 2-7470)
North Hill Store (CRstvw 7-1683)
1604CentreStN (CRstvw 7-8196)
Westend Store 724 17AvSW (AMhrst 2-6485)
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Harrison & McLuckie Bake Shop Ltd
142a 10StNW (Atlas 3-2385)
Store No 2 1520 16aStBwns (Butlr 8-6717)
Holland Shop 327 7AvSW (AMhrst 3-5755)
National System of Baking Ltd (AMhrst 2-9969)
Downtown Store 222 7AvSW (AMhrst 2-7470)
North Hill Store (CRstvw 7-1683)
1604CentreStN (CRstvw 7-8196)
Westend Store 724 17AvSW (AMhrst 2-6485)
Genl Ofc 1604CentreStN (CRstvw 7-5522)
Olde Country Bakery 101 9StNE (AMhrst 6-2172)
(See Advertisement This Page)
(Continued Next Page)

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Olde Country Bakery 101 9StNE (AMhrst 6-2172)
(See Advertisement This Page)
(Continued Next Page)

**CITY
BAKERY**
AMhrst 6-2279

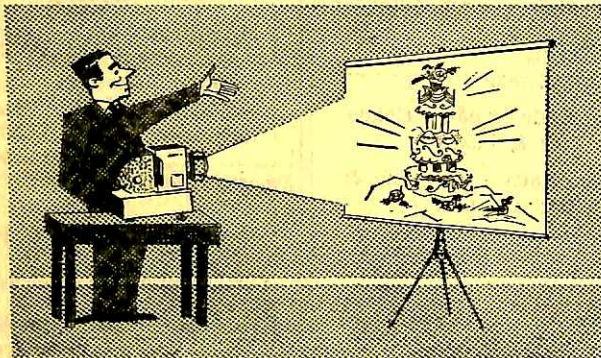
HOME MADE
STYLE BREAD
French Bread
Crusty and Soft Rolls
Parker House
Birthday Cakes
Twist Bread & Pumpnickel

Special Discount for
Restaurants — Churches
& Community Associations
One Block from General Hospital
WE DELIVER ANYWHERE
IN THE CITY
906 - 1 Ave. N.E.

**Olde Country
Bakery**
The Bakery of Home-Made
Bread, Buns, Cookies and Pies
AMhrst 6-2172
101 - 9 St. N.E.

WEDDING CAKE SERVICE

Daytime or Evenings Call

ATlas 3-5987 BUTlr 8-5102


- Our representative will call on you personally to your home in daytime or evening and show with the aid of colored slides many various styles which you might prefer.
- We feature an icing which will never get hard, but retains at all times a delicious texture.
- We will pick up your cake now, also deliver and arrange your cake for you on the day of the wedding.
- **GUARANTEED SATISFACTION —**
HUNDREDS OF RECOMMENDATIONS.
- **WE ALSO SUPPLY FRUIT CAKE MADE FROM THE HIGHEST QUALITY INGREDIENTS — \$1.00 A POUND AND UP.**
4 - 3402 PARKDALE BLVD.

Bakers—Retail—(Cont'd)

Patricia Bakery 2614 45th NW CRstvw 7-3757
(See Advertisement This Page)
Pfeiffer's Bakery 3007 26th SW CHrchl 9-5231
Wildwood Shopping Centre
Banff Coach Rd. CHrchl 9-7078
Poppy Cake Shop 1419 11th SW CHery 4-1650
Reinhardt's Bakery 2122 Kensington Rd. ATlas 3-3601
Store No 2 1438a 17th AvSW CHery 4-2942
RIVERS C

Wedding Cake Decorating

Our representative will call on you personally (day time or evening) and show with colored slides many pictures for your approval.

- **OUR ICING WILL NEVER GO HARD —**
Guaranteed Satisfaction
We will pick up your cake, also deliver to reception.

FRUIT CAKES SUPPLIED ON ORDER

4-3402 Parkdale Blvd ATlas 3-5987

(See Also Advertisement This Page)

Scotch Bakery 1213 1st SW AMhrst 2-6317
Stewart's Bakery 726 3rd SNE AMhrst 2-6644
Sylvias Bakery 4207 17th AveSE BRldg 2-3840
Victoria Cake Shop 1018 2nd SE AMhrst 2-2726
WEDDING CAKE SERVICE

WEDDING CAKE SERVICE

Our representative will call on you personally (day time or evening) and show with colored slides many pictures for your approval.

- **OUR ICING WILL NEVER GO HARD —**
Guaranteed Satisfaction
We will pick up your cake, also deliver to reception.

FRUIT CAKES SUPPLIED ON ORDER

4-3402 Parkdale Blvd ATlas 3-5987

(See Also Advertisement This Page)

Widger's Pastie Shop
2702 Centre StN. CRstvw 7-4483
Willman's Mrs Cakes & Cookies
1103 Reader Cr. CRstvw 7-7019

Bakers—Retail—(Cont'd)

WOODEN SHOE PASTRY SHOP

DUTCH PASTRY SHOP

Home Made Chocolates - Fancy Cookies
Pastries - Birthday & Wedding Cakes
Home Made Marzipan - "A Real Treat"
BRITANNIA SHOPPING CENTRE

817 49th AvSW CHstnt 3-3267

Bakers' Supplies

McKenzie-Stephenson Ltd
4319 1st SE CHstnt 3-6601

Bakers—Wholesale

CANADIAN BAKERIES LTD

12th Av & 11th St SW CHery 4-2731
Crescent Bakery Store No 1
303 16th Av NW CRstvw 7-1065

Em's Bakery Limited 532 Poplar Rd. CHrchl 9-1370
Store No 2 2915 Richmond Rd. CHrchl 9-3990

FOUREX BAKERIES 12th Av & 11th St SW CHery 4-2731
12th Av & 11th St SW AMhrst 9-7606

HANNAH BREAD LTD 640 14th AveSE AMhrst 6-1939
HONEY BOY BAKING CO LTD 629 10th AvSW AMhrst 2-5791

MARTIN'S BAKERY 338 4th AveSE AMhrst 6-1820
MCGAVIN LTD 325 10th St NW ATlas 3-5555

OLDE COUNTRY BAKERY 101 9th St NE AMhrst 6-2172
Palace Bread Calgary Div of General Bakeries Ltd
203 58th AveSE CHstnt 3-4611

(See Advertisement This Page)

SUNBEAM BREAD

Sunbeam

FAMOUS QUALITY
CAKES & SWEET GOODS

FRESHNESS GUARANTEED

WESTON BAKERIES LTD

640 14th AveSE AMhrst 9-4335

TOASTMASTER BAKERY

12th Av & 11th St SW CHery 4-2731

VAL'S DONUTS (CALGARY) LTD

221 35th AveNE CRstvw 7-5559

WESTON BAKERIES LTD

640 14th AveSE AMhrst 9-4335

Willman's Mrs Cakes & Cookies

2903 13th Av NW AVenu 9-2815

Banks

Bank of Canada 121 8th AvSW AMhrst 2-1689

Bank of Montreal Main Branch

140 8th AvSW AMhrst 6-8701

Superintendent's Dept AMhrst 6-8701

Petroleum & Natural Gas Dept

Elbow Park Branch

2302 4th St SW AMhrst 3-7150

Fifth St West Branch 604 8th AvSW AMhrst 3-1290

Hillhurst Branch 223 10th St NW ATlas 3-4564

Macleod Trail Br 4108 Macleod Tr CHstnt 3-3389

Mgr CHstnt 3-7130

North Hill Br 1615 Centre StN CRstvw 7-1306

Mgr CRstvw 7-1714

Seventeenth Ave W & Seventh St

Branch 811 17th AvSW CHery 4-0002

Mgr CHery 4-6993

Seventh Av W Branch 318 7th AvSW AMhrst 3-0210

Stock Yards Br East Calgary BRdwy 3-5117

Mgr BRdwy 3-4464

Bank of Nova Scotia 125 8th AvSW AMhrst 2-9566

Scotia Plan Loans AMhrst 3-0080

Eighth Avenue West Branch AMhrst 2-9049

607 8th AvSW AMhrst 3-0935

Charlie Newington Mgr AMhrst 2-7163

West End Branch 17th Av & 14th St SW CHery 4-8941

North Hill Br 1303 Centre StN CRstvw 7-2582

CRstvw 7-7063

CRstvw 7-5054

CRstvw 7-1309

Frank E Lawson Mgr CRstvw 7-1309

Thirty-Third Ave SW Branch

2131 33rd AvSW CHery 4-0639

D B Rathbone Mgr CHery 4-7996

First Street West & Sixth Ave Branch

1st SW & 6th Av AMhrst 9-2650

J G Smith Mgr AMhrst 9-2652

(Continued Next Page)

PATRICIA BAKERY

HOME MADE BREAD
BUNS — CAKES — PIES
ROLLS & PASTRIES
— FRESH DAILY —

— HOUSE TO HOUSE DELIVERY —

CRstvw 7-3757

Res. Phone AVenu 9-9749

2614 - 4 St. N.W. — Calgary

WEDDING CAKES

(EXCLUSIVE)

- ★ TO DECORATE, \$8.00 & Up
- ★ COMPLETE WEDDING CAKE, \$1.00 lb. & Up
- ★ OUR ICING WILL NEVER GO HARD

DAY OR EVENING

ATlas 3-5987
BUTlr 8-5102

C. Rivers - 4-3402 Parkdale Blvd.

gb Freshest Bread in Town!

gb GENERAL BAKERIES LTD.
PALACE BREAD DIVISION

PHONE CHstnt 3-4611

Banks—(Cont'd)

Bank of Nova Scotia—Continued
 Macleod Trail Br 4812 Macleod Tr CHstnt 3-5012
 J J Johnston Mgr CHstnt 3-5013
 Seventeenth Av SW & Thirty-Eighth St Br
 3820 17AvSW .. CHrchl 9-2173
 L C Dickson Mgr CHrchl 9-3043
 Canadian Bank of Commerce
 309 8AvSW .. AMhrst 6-7251
 Centre St & Eighth Ave W Branch
 101 8AvSW .. AMhrst 6-3001
 Eighth Ave W & Fifth St Branch JAMhrst 6-6381
 630 8AvSW .. JAMhrst 9-2353
 First St West Br 1202 1StSW AMhrst 2-1823
 Macleod Trail Br 5010 Macleod Tr CHstnt 3-0219
 Fourteenth St W & Sixteenth Ave Branch
 1601 14StSW .. CHery 4-8594
 Sixteenth Ave North East & Third Street Branch
 Cor16Av&3StNE .. CRstvw 7-0234
 Calgary Centre Br 1630 14AvNW AVenu 9-6569
 Thirty-Seventh St & Seventeenth Ave SW Br
 1912 37StSW .. CHrchl 9-3050
 Forest Lawn Br Cor 37St&17AvSE BRldg 2-3900
 Elbow Dr & 77 Av SW Br ALpin 5-4686
 Imperial Bank of Canada 102 8AvSE AMhrst 2-1136
 Oil and Gas Dept 001 Mobil Oil Bldg JAMhrst 2-4803
 East End Branch 1230 9AvSE JBRdwy 3-5204
 JBRdwy 3-2010
 Eighth Ave West Branch
 407 8AvSW .. AMhrst 3-5550
 North Hill Branch 634 16AvNW .. AVenu 9-7350
 Centre St N & Twenty-Third Ave Branch
 2318 Centre St N .. CRstvw 7-6056
 17 Av & 4 St SW Br JAMhrst 3-4621
 17Av&4StSW .. JAMhrst 9-6030
 Forest Lawn Br 3617 17AvSE ... BRldg 2-3800
 Industrial Development Bank
 3rd Flr Blow Bldg .. AMhrst 9-6981
 Royal Bank of Canada
 Main Branch 4StSW&8Av AMhrst 6-8751
 8th Ave & Centre St Branch AMhrst 6-8751
 Supvr's Dept 409 8AvSW AMhrst 6-8751
 7th Ave & 2nd St West Branch JAMhrst 9-1266
 JAMhrst 9-1195
 Crescent Heights Branch JCRstvw 7-8516
 117 16AvNW .. JCRstvw 7-8517
 Hillhurst Branch
 10St&Sunnyside Blvd NW .. ATlas 3-5571
 Bowness Branch 611 Main St Bwns .. BUTlr 8-4431
 23 Av & 4 St SW Br JAMhrst 3-2680
 JAMhrst 3-2681
 814 49AvSW Br CHstnt 3-6977
 3829 Banff Coach Rd Branch CHrchl 9-2833
 430 2AvNMtgy Branch BUTlr 8-6674
 Toronto-Dominion Bank
 114 8AvSW Branch .. AMhrst 9-5541
 8 Av & 4 St W Branch AMhrst 9-8211
 8 Ave & 1 St E Branch AMhrst 2-2524
 8 Av & 8 St SW Br AMhrst 3-2578
 2933 Richmond Rd Branch CHrchl 9-3333
 Riverside Br 35-4StNE .. AMhrst 3-7475
 Calgary Centre Br 1840 14AvNW AVenu 9-6471
 117 16AvNW Branch CRstvw 7-0834

Barbers

Beaudet's Barber Shop & Beauty Parlor
 1002 17AvSW .. CHery 4-4244
 Bel-Air Barber Shop 2034 42AvSW CHstnt 3-6344
 Broadway Barber Shop 820 Centre St AMhrst 2-1074
 Calgary Centre Barber Shop
 1822 14AvNW .. AVenu 9-5707
 Currie Garrison Barber Shop
 Currie Barracks .. CHery 4-8779
 Deluxe Barber Shop 4004 16StSW CHstnt 3-1875
 Hotel Wales Barber Shop Hotel Wales AMhrst 3-2201
 Hotel York Barber Shop
 Centre St & 7Av .. AMhrst 6-5765
 Hub Beauty Parlor & Barber Shop
 229a 8AvSW .. AMhrst 2-9751
 Ideal Barber Shop 1009a 1StSW .. AMhrst 2-3566
 Jack's Barber Shop 706 3StSW .. AMhrst 3-2199
 Joe's Barber Shop 404 Centre St .. AMhrst 2-6333
 Mewata Barber Shop 638a 8AvSW AMhrst 2-6598
 Michael's Barber Shop 808 2StSW AMhrst 9-7465
 Model Barber Shop 719 4StSW .. AMhrst 6-1695
 Mount Royal Barber Shop
 626 17AvSW .. AMhrst 6-1162
 Nevan Barber Shop 2035 33AvSW .. CHery 4-1030
 Palmer's Barber Shop
 1628 Centre St N .. CRstvw 7-2033
PETROLEUM BUILDING BARBER SHOP

AMhrst 6-4308

310 9AvSW AMhrst 6-4308

Barbers—(Cont'd)

Royal Hotel Barber Shop Royal Hotel AMhrst 6-4949
 Sarcee Camp Barber Shop
 Bldg 16a Sarcee Camp .. CHery 4-1087
 Slim's Barber Shop 1203 1StSE .. AMhrst 6-5474
 Style Barber Shop 3009 26AvSW .. CHrchl 9-5672
 Trend Barber Shop 330 9AvSW .. AMhrst 9-2056
 Uptown Barber Shop 631 8AvSW .. AMhrst 9-2770
 Werner's Hairstyling 120 16AvNW CRstvw 7-5059
 York Barber Shop 610 Centre StS .. AMhrst 9-3321

Barbers' Supplies

MID-WEST BEAUTY & BARBER SUPPLY
 207 7AvSE .. AMhrst 2-7573

Barristers

See Lawyers

Baskets

CANADIAN NATIONAL INSTITUTE FOR
 THE BLIND 406 16AvNW .. CRstvw 7-8551

Batteries—Storage

ALBERTA BATTERY CO LTD

We Build

STORAGE BATTERIES

for Cars, Tractors, Radios &
 Lighting Plants

SERVICE & REPAIRS

1312 Centre StS AMhrst 2-4485

AUTO-LITE STA-FUL BATTERIES

THE BATTERY THAT
 NEEDS WATER ONLY
 3 TIMES A YEAR
 IN NORMAL CAR
 USE.

**AUTO-LITE
 sta-ful**

"WHERE TO BUY THEM"

DISTRIBUTORS:

DAVIES ELECTRIC CO LTD
 1111 8StSW .. CHery 4-2161
 HUTTON'S LTD 131 11AvSW AMhrst 9-3725

Burgess Battery Co 822 11AvSW ... CHstnt 3-6601
 Commercial Tire Ltd 1139 9AvSE .. BRdwy 3-1584
 (See Advertisement This Page)

EXIDE BATTERIES

The right battery to fit
 the driving needs of
 every car owner. Quick,
 sure starting in all
 kinds of weather.

Exide

WHEN IT'S AN EXIDE YOU START

"WHERE TO BUY IT"

DISTRIBUTOR

TAYLOR PEARSON & CARSON (CALGARY)
 LTD 308 5AvSW .. AMhrst 9-2521

Fisk Tire Service Co Ltd

718 7AvSW .. AMhrst 3-4700
 GIANT BATTERY CO LTD JAMhrst 9-7891
 315 3StSE .. JAMhrst 6-3367
 (See Advertisement This Page)

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

Batteries—Storage—(Cont'd)

GLOBELITE BATTERIES LTD

GLOBELITE EV-R-FUL

The Battery With a Longer Life

AUTO - TRUCK - TRACTOR - BUSES - ROAD
 MACHINERY - INDUSTRIAL EQUIPMENT
 LIGHT & POWER BATTERIES

4524 1StSE CHstnt 3-3568

GOULD-NATIONAL BATTERIES OF CANADA
 LTD 510c 6StSE .. AMhrst 6-1395
 HART BATTERIES

For Automotive and
 Marine use - Indus-
 trial Trucks - Diesel
 Electric Locomotives,
 Standby Power, Switchboard Control.

HART
 BATTERIES

"FOR INFORMATION CALL"

HART BATTERY CO LTD
 126 12AvSW .. AMhrst 6-3108

Hart Battery Co Ltd 126 12AvSW .. AMhrst 6-3108

HUTTON'S LTD

AUTO - FARM - RADIO

Battery Sales & Service

131 11AvSW AMhrst 9-3725

(Continued Next Page)

Complete Battery SALES and SERVICE

Featuring

GOODYEAR

EASY BUDGET
 TERMS

Goodyear Tires

Complete

- VULCANIZING
- RECAP SERVICE

TIRES & BATTERIES BRdwy 3-1581

APPLIANCES & NEW CARS ... BRdwy 3-4322

FARM EQUIPMENT BRdwy 3-1919

COMMERCIAL

TIRE LTD.

1202 - 9 Ave. S.E.

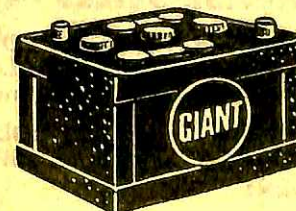
REPAIRS
 and
 SERVICE

TO ALL TYPES

Battery Trouble?

Replace
 with a

GIANT



AMhrst 9-7891

AMhrst 6-3367

INDUSTRIES No 1 BATTERY

AUTOMOTIVE
 REPLACEMENT

After Hours — Res. CHstnt 3-0631

HEAVY DUTY INDUSTRIAL

- Diesel Engines
- Tractor
- Trucks & Buses

GIANT BATTERY Co. Ltd.

315 - 3 St. S.E. — CALGARY, ALBERTA

B.C. BEARING ENGINEERS Limited

Bearing and Transmission Specialists

24 HOUR DAY & NIGHT SERVICE

CALGARY

CHery 4-5521

1218 - 11th AVENUE S.W.

The most complete line of Bearings and Transmission requirements in Western Canada for: Oil Industry — Construction — Agriculture — Aircraft — Automotive — Industrial Plants and Home Workshops.

FAFNIR • SKF • TIMKEN • COOPER
SHAFFER • TORRINGTON • NICE
BCA • AETNA

Chain Sprockets - National Seals - Vee Belts and Sheares
Couplings - U-Joints - Bronze Bushings

"BRANCHES ALL OVER THE WEST"

BEARINGS

ALL SIZES & TYPES

OIL & GREASE SEALS — O-RINGS

NYLON and TEFLON PRODUCTS
DODGE and SEALMASTER PILLOW BLOCKS
CASTERS — All Types and Sizes

V SHEAVES
RADICON SPEED
REDUCERS

ROLLER CHAIN
SPROCKETS

UNIVERSAL JOINT — AUTO & TRUCK AXLES

24 HOUR SERVICE

Tel. Days ➔ CHery 4-5541

Nights & Avenu 9-9555
Holidays ATlas 3-3410

SPROULE BEARING SUPPLY

809-17th Ave. S.W.

Anything That Rolls — We Have It

Batteries—Storage—(Cont'd)

Industrial Batteries Ltd
126 12AvSW . AMhrst 2-5822
Maple Leaf Sales Ltd 232 9AvSE . AMhrst 6-4866
PIONEER TIRE LTD
3608MacleadTr. . CHstnt 3-3915
Prest-O-Lite Battery Co Ltd
58Av&4StSE . CHstnt 3-4631
WILLARD DIVISION ELECTRIC STORAGE
BATTERY CO (CANADA) LTD
104 58AvSE . CHstnt 3-4656
DISTRIBUTOR Whol Only
Motor Car Supply Co of Canada Ltd
317 6AvSW . AMhrst 2-4633

Bearings

AETNA BEARINGS

Std. and Spec. Ball
Thrust Bearings -
Angular Contact Ball
Bearings - Farm
Equipment Ball Bear-
ing Units - Spec. Roller Bearings - Ball Re-
tainers - Hardened and Ground Washers -
Sleeves - Bushings - Misc. Parts - Cat. and
engg. service on request.



"WHERE TO BUY THEM"

DISTRIBUTOR
B C Bearing Engineers Ltd
1218 11AvSW . CHery 4-5521

B C BEARING ENGINEERS LTD

1218 11AvSW . CHery 4-5521
(See Advertisement This Page)
BENNETT & EMMOTT (EQUIPMENT)
LTD 715 11AvSW . AMhrst 6-2629
CANADIAN S K F CO LTD CHery 4-0044
1331 16AvSW . CHery 4-3366
Federal-Mogul Service Ltd
Bower Roller Bearings
BCA Ball Bearings
National Oil Seals
701-703 11AvSW . AMhrst 3-2440

SPROULE BEARING SUPPLY

809 17AvSW . CHery 4-5541
(See Advertisement This Page)
TAYLOR PEARSON & CARSON (CALGARY) LTD

RED DEER - CALGARY - MEDICINE HAT

Your Bearing Requirements

Timken, SKF, Hyatt,

308 5AvSW . AMhrst 9-2521

TRANSMISSION SUPPLIES LTD

A COMPLETE BEARING SERVICE

Timken - New Departure - Hyatt
National Seals

Night Phone CHery 4-5459

1223 25StE . AMhrst 3-7720

Beauty Parlor Supplies & Equipment

Emerald Beauty & Barber Supply
514 17AvSW . AMhrst 2-9663
Helene Curtis Ltd 1-306a 10StNW . ATlas 3-4420
MID-WEST BEAUTY & BARBER SUPPLY
207 7AvSE . AMhrst 2-7573
MONARCH BEAUTY SUPPLY CO

Exclusive Distributors of the

"Rayette Beauty Products"

ROUX - CLAIROL
SILHOUETTE

Dryers & Furniture
COMPLETE LINE OF BARBER SUPPLIES

129 6AvSE . AMhrst 2-1078
AMhrst 3-4284

Beauty Parlor Supplies & Equipment—(Cont'd)

ONTARIO BEAUTY SUPPLY CO LTD

EQUIPMENT

Canada's Largest Exclusive Beauty Supply
Specializing in Shop Modernization

MODECRAFT - CURTIS - TURBINATOR
ROUX - SILVER ANNIVERSARY - CLAIROL
BONAT - RILLING - ZOTOS - NESTLE
LAMAUR - SILHOUETTE - BRECK

116 5AvSE . AMhrst 6-6348

Beauty Parlors

A 1 BEAUTY SHOP

PERMS — HAIR COLORING
STYLING & HAIR CUTTING

Julie Dobrocki & Gladys Rhodes

1002aCentreStN . AMhrst 2-6686

ADRIAN BEAUTY SALON

MADAME McGRANDLE

PHYLLIS McGRANDLE

Harper Method Salon

— FACIALS —

514 17AvSW . AMhrst 2-4429

Al's Beauty Shop 911 IdaAvMtg . BUTlr 8-2586

Altadore Beauty Shoppe

2034a 42AvSW . CHstnt 3-4466

American House of Beauty

202-225a 8AvSW . AMhrst 6-1125

(See Advertisement Opposite Page)

Andy's Hair Styling

413-209 8AvSW . AMhrst 3-3304

BAMBOO BEAUTY SALON

SOFT WATER
USED EXCLUSIVELY

— Latest Style in Cutting —

All Perms Guaranteed

IDA SNIDER, OGDEN

7403a 26StSE . BRowing 9-3566

Beacon Beauty Salon
Cor16Av&CentreStN . CRstvw 7-7849
(Continued Next Page)

Please

DIAL CAREFULLY

Careless dialing puts other people to needless bother—and delays your call. Please make sure of the right number, listen for the dial tone, then dial carefully.

Beauty Parlors—(Cont'd)

Beaton Beauty Parlor 207 8AvSW AMhrst 6-2153

(See Advertisement This Page)

BEAUDET'S BEAUTY SHOP

1002 17AvSW..CHery 4-4244

BLUEBIRD BEAUTY PARLOR

"For Happy Hair Care"

PHON - SPAZZ

Complete Styling in Half an Hour.

All Lines of Beauty Culture

A. J. Porter, Prop.

32 4StNEAMhrst 2-2529

Bobette Beauty Shop 2035 34AvSW CHery 4-8492

BOWNESS BEAUTY SALON

You should be coming to me — if your
Hair is not becoming to you

BOWNESS BEAUTY SALON

THE NEW SHORT HAIR CUT

STYLING — PERMS
& COLOR BLENDING

623MainStBwnsBUTlr 8-2447

Braaz Otto Beauty Bar 1719 17AvSW CHery 4-4488

Braaz Otto Hair Styles 607 1AvNE AMhrst 2-5653

(See Advertisement This Page)

Bushfield S 332 16AvNWCRstvw 7-2910

Cable's Barber & Beauty Shoppe

346 17AvSW..AMhrst 2-3210

Cambrian Beauty Shop 1047 40AvNW AVenu 9-3167

Buy Christmas Seals Every Year

Beauty Parlors—(Cont'd)

CARL'S BEAUTY SALON

Above Kresge's

Specialists in
Cold Wave - Tinting
Bleaching

Haircutting - Permanent Wave
Scalp Treatment

Owner J. R. Wouters

236 8AvSWAMhrst 2-2383

Carlton Beauty Salon 126 9AvSW AMhrst 6-6811

CHARM BEAUTY SHOPPE

CHARM

BEAUTY SHOPPE

The New Short Haircut

MODERN BEAUTY SERVICE

213 16AvNWCRstvw 7-1335

Connaught Beauty Parlor

1413 11StSW..CHery 4-1659

DANNEWALD HAIRDRESSING SHOP

Professional

Ladies' Haircutting
Styling and Coloring

"THE BEST IN PERMS"

908aCentreStNAMhrst 6-2350

(Continued Next Page)

PERMANENTS

Cold Wave
Machineless

Complete
with
Haircut,
Shampoo
and Set.

3⁹⁵

Lanolin \$1.00 more

Hair Cuts by Expert
Male Barbers \$1.00

SPECIAL
HAIRCUT - SHAMPOO
and SET \$1.75
Together

Phone AMhrst 6-1125

225A - 8 Ave. S.W., Over White Lunch

Open 'Til 5:30 p.m. Daily (Except Sunday)
CALGARY'S LARGEST PROFESSIONAL STAFF

American

HOUSE OF BEAUTY

NO APPOINTMENT NECESSARY — OPEN SIX DAYS A WEEK



*Expert
Hair Stylist
Only*

BEATON BEAUTY PARLOR

"For Women Who Care"

- ★ HAIR STYLING
- ★ PERMANENT WAVING
- ★ HAIR COLORING
- ★ MANICURE

AMhrst 6-2153

FRANZ SCHMIDT, Prop., International Hair Stylist
207 - 8th AVENUE S.W.

WHY PAY MORE?

YOU GET YOUR BEST HAIR-DO FOR LESS AT

OTTO BRAAZ
HAIRSTYLES

North East Calgary
Bridgeland

607 - 1 Ave. N.E.

AMhrst 2-5653

We Guarantee
A Fair Price
For Highest
Quality Work

OTTO BRAAZ
BEAUTY BAR

South West Calgary
Scarboro District

1719 - 17 Ave. S.W.

CHery 4-4488

Top Hairstylists
Trained In The
Latest
Hairfashion



WE WILL GIVE YOU THE BEST COLDWAVE AND HAIR-DO
IN SHORT AND LONG HAIR EVER POSSIBLE

OTTO BRAAZ

Winner in Alberta's Haircutting
Competition will get you the best
haircut you ever had.

PHONE FOR APPOINTMENT TODAY

DELMAR HI STYLING

WHERE STYLES ARE SHAPED, CUT
AND CREATED BY

JIMMIE GRETSINGER & STAFF



JIMMIE GRETSINGER
Stylist - 30 Years Experience

ALL LATEST
FASHIONS

SPECIALIZING IN

- ★ PERMANENT WAVING
- ★ HAIR CUTTING
- ★ COLOR BLENDING
- ★ STYLES THAT TURN HEADS

Diplomas from:
United States - Saskatchewan
and Alberta.

Phone CHrchl 9-6334

2523a - 17 Ave. S.W.

Beauty Parlors—(Cont'd)

Delmar Hi Styling 2523a 17AvSW CHrchl 9-6334
(See Advertisement This Page)

DIANA BEAUTY SALON

Specializing in
COLD WAVES &
BEAUTY CULTURE

Next Door to Kent's Accordion Centre

305a 10StNW ATlas 3-5301

Dixon's Beauty Parlor 1205 2StSE AMhrst 6-6577

Dorothee Mae Beauty Salon

211UnderwoodBlk. AMhrst 6-4905

DOTTY'S BEAUTY SALON

9aSpruceCentre. CHrchl 9-1171

Eaton Co Canada Ltd (The T)

8AvSW bet 3&4Sts. AMhrst 6-0234

Elbow Barber Shop & Beauty Parlor

2512 4StSW. AMhrst 2-3157

ELITE BEAUTY SHOPPE

Call This Handy Neighborly
Shop for Your Next
Appointment

1431 17AvSW CHery 4-3334

USE LONG DISTANCE

Jacobson's BEAUTY SALON PROFESSIONAL HAIRSTYLIST

Individual Hair Styling and
Cold Wave Permanents

Our staff are instructed by
members of the Official Hair
Styling Fashion Committee.
This enables us to serve you
better.

"Giving You the Finest
in Beauty Culture"

AMhrst 2-2783

128a - 8 Ave. S.W. (Upstairs)

ABOVE ARCADE FURNITURE STORE

Beauty Parlors—(Cont'd) ELSBETH'S BEAUTY SALON

Specializing in

PERMANENT WAVING
& HAIR STYLING

Language spoken in English and German
HERMANN & ELSBETH POLLHAUS, Props.
430a 2AvNMtgy BUtlr 8-6864

FLAMINGO HAIR STYLING STUDIO

Specializing in

COLD WAVING — TINTING
STYLING

Owned and operated under the personal
supervision of Gladys Robinson

Located Opposite Post Office

3-214a 8AvSE AMhrst 6-6694

Forest Lawn Beauty Salon

ForestLawnShoppingCentre. BRidg 2-4412

Gladys Beauty Salon 3517 17AvSE .. BRidg 2-4515

Glengarry Beauty Shop

2236 29StSW. CHrchl 9-4740

Grainger's Hairdressing 1122 1StSW AMhrst 2-3530

HARPER METHOD BEAUTY SALON

824 16AvNW. AVenu 9-1436

Helen's Beauty Salon 812 16AvSW AMhrst 2-9734

HOUSE OF CHARM BEAUTY SALON

812 49AvSW. CHstnt 3-6877

HUB BEAUTY PARLOR & BARBER SHOP

The Home of Fashionable
Hairdressing

Opposite Capitol Theatre

229a 8AvSW AMhrst 2-9751

IRENA BEAUTY SALON

LATEST HAIR STYLING
TINTING & COLD WAVES

2-1302a 4StSW AMhrst 3-7194

JACOBSON'S PROFESSIONAL HAIRSTYLISTS

Upstrs 128a 8AvSW. AMhrst 2-2783

(See Advertisement This Page)

JEANNE'S BEAUTY SALON

824 16AvNW. AVenu 9-1436

(See Advertisement This Page)

Johnston's Barber Shop & Beauty Parlor

1403 11StSW. CHery 4-1247

K L BEAUTICIANS

BEAUTY SALON &
BARBER SHOP

Hairstyles
the way you like them

PERSONALIZED, NATURAL, MANAGEABLE

A. C. Anderson, Prop.

1320 17AvSW CHery 4-4359

Keen-Kurl Beauty Parlor

1811 8StSE. BRdwy 3-4461

Kensington Barber & Beauty Shop

1134aKensingtonRd. ATlas 3-0690

KILLARNEY BEAUTY SALON

We Specialize In
HAIR STYLING — TINTING
PERMANENT WAVING

Mrs. Ann Farnum, Mgrs.

2705 17AvSW CHrchl 9-2929

(Continued Next Page)



Frank
and
Mary
Larson

JEANNE'S BEAUTY SALON NORTH HILL

Harper Method Salon

Discriminating Women Prefer . . .

Harper Method Beauty Care

AVenu 9-1436

SOFT WATER USED WITH ALL SHAMPOOS

"Our Permanent Waves Make Permanent Friends"

824 16 Ave. N.W.

Beauty Parlors—(Cont'd)

Kingsland Richmond Beauty Salon
ElbowDr&77AvSW. ALpin 5-1909
(See Advertisement This Page)

KNIGHT'S BEAUTY SALON
114 7AvSE. AMhrst 2-6548
La Moderne Mode Beauty Salon
2118a 4StSW. AMhrst 2-9801

LA ROSA HAIRSTYLING
Specializing in
Cold Waves & Color Shampoos
"STYLING AT ITS BEST"

Rosa Ashcroft, Prop.
707a 14StNWATlas 3-1464

Lawrence Hairdressing 2317 4StSW AMhrst 2-1777
LEE'S BEAUTY SALON
2013 18StNW. AVenu 9-1074
Leroy Beauty Salon 222a 8AvSW JAMhrst 2-2002
AMhrst 2-3377
(See Advertisement This Page)

LE TROY BEAUTY SALON
2106 18StNW. AVenu 9-3695
Lil's Beauty Salon 1215 14StSW ...CHery 4-8297
Lillie's Beautyette 112a 8AvSE ...AMhrst 9-2414
(See Advertisement This Page)
Looking Glass Beauty Salon
1114 3StNE. CRstvw 7-2254
Lucille Beauty Salon 2025 33AvSW CHery 4-0521
Mac's Beauty & Barber Shop
3705 17AvSE. BRIdg 2-3462

MAREN'S BEAUTY SALON

FOR GOOD
PERMANENTS
TINTING
HAIR STYLING

"We are pleased to serve you"

2133KensingtonRdATlas 3-1076

Marda Beauty Salon 3409 20StSW ...CHery 4-5333
Marie's Beauty Salon 2805 14StSW CHery 4-2060
Marvel Beauty Schools
202-326a 8AvSW. AMhrst 2-9841
(See Advertisement This Page)

MARY ANNE BEAUTY PARLOR

"Your Beauty Is Our Duty"

Specialists in all Types of
BEAUTY CULTURE

MARY ANNE VOLK, Prop.
(Soft Water)

1336b 9AvSEBRdwy 3-4093

Mayfair Beauty Salon
1329a 9AvSE. BRdwy 3-2027
Mayfair Lady Hairstyling
6511ElbowDr. ALpin 5-4676
(See Advertisement This Page)

MILLIE'S HAIRSTYLING STUDIO

Millie Luft
& Her Hairstylists

SPECIALIZING IN
PERMANENT WAVING - HAIR CUTTING
and COLOR BLENDING

631 16AvNWAVenu 9-6565

Mission Beauty Shoppe 2208 4StSW AMhrst 2-7616
MIYO'S BEAUTY SALON

THE HOME OF
PERMANENT WAVING
and Personalized Hairstyling

814 16AvNWAVenu 9-1402

Beauty Parlors—(Cont'd)

NEIL'S BEAUTY SALON

Specializing in

PERMANENT WAVING
& BEAUTY CULTURE

912a 16AvNWAVenu 9-2963

Nellies Beauty Parlor 501MainStBwns BUlr 8-2129
Nora's Beauty Salon 2719 14StSW CHery 4-5222
(Continued Next Page)

Get the Habit of Looking
in the YELLOW PAGES

**LILLIE'S
BEAUTYETTE**

L. Gretsinger

Specializing in

- ★ PERMANENT WAVING
- ★ COLD WAVES
- ★ HAIR STYLING

AMhrst 9-2414

112a 8 Ave. S.E.

MARVEL
Hairdressing Schools

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

Write for Free Catalogue and Information

AMhrst 2-9841

326a - 8 Ave. S.W.



For the Latest in
HAIR STYLING and
PERSONAL SERVICE
Consult Our Technicians

FOR APPOINTMENT PHONE

ALpin 5-4676

6511 Elbow Drive
MAYFAIR SHOPPING CENTRE

KINGSLAND RICHMOND BEAUTY

The last word in Ultra-Modern Facilities — Calgary's Newest and
Brightest Salon — Spacious and Comfortable — All our Skilled
Stylists visit Kingsland at least one day a week — It's a real treat!

Featured at **KINGSLAND**:

- STEAM PERMANENTS
- OIL TREATMENTS
- FACIALS
- MANICURES
- HAIR SHAPING
- COLOR BLENDING

**7706 ELBOW
DRIVE S.W.**

EXPERTS IN COLOR BLENDING

Special Streaking, Bleaching and
High Fashion Toning Facilities.

Our Stylists are renowned for their
skill. Several members of the staff
are internationally famous.

PHONE

ALpin 5-1909
FOR APPOINTMENT

**KINGSLAND
RICHMOND
BEAUTY**

Member of



- Air Conditioned
- Free Parking
- Spacious Layout
- Open Six Days
- Friday till 9. P.M.

How to be
lovelier to
look at



**CALGARY'S
MOST MODERN SALON**

— 8 Stylists to Serve You —

Experts in all lines of Beauty
Culture . . . Permanent Waving,
Tinting, Bleaching, Cutting, Styling.

MODERATE PRICES

LEROY BEAUTY SALON

Phone AMhrst 2-2002 - AMhrst 2-3377

222A 8th Ave. S.W.
Next door People's
Credit Jewellers

DID YOU TAKE ADVANTAGE OF

Alberta's Most Modern Beauty Salon?

Did you try the city's OUTSTANDING HAIRSTYLISTS?

Why don't you get MONEY BACK satisfaction AT

"OTTO'S LADY FAIR"

IN THE CALGARY SHOPPING CENTRE

1814 - 16th AVENUE N.W.

Avenue 9-4758

OTTO BRAAZ

"Your Beauty is Our Business"

CALGARY'S LEADING HAIRSTYLISTS ARE AT RICHMOND BEAUTY SALONS!

Exclusive at Richmond — Soft
Natural Looking Permanents with
Richmond's Fabulous "VAPEUR
JET" Steam Permanents.

**We are Experts in
Hair Shaping Techniques
and Color Blending**

All Staff Members Hold Advanced
Color Diplomas

- ★ AIR CONDITIONED SALONS
- ★ BE ON TIME!

MRS. PEARL DIGGORY, Mgrs.

With a Staff of over 30 we are
geared to give Prompt Efficient
Service six days a week.

Every Stylist holds Advanced
Styling Diplomas. All were
personally trained under the
renowned Mr. Bruno of Toronto

★ FREE PARKING

★ THERE IS NO WAITING!

MR. NORMAN ZIMRING, Prop.

**RICHMOND
BEAUTY
SALONS**



Member of
2921 Richmond Rd. S.W.
CH9-2760
3825 Banff Coach Rd. S.W.
CH9-2476
7706 Elbow Drive S.W.
AL5-1909

Open 6 Days a Week... Friday till 9. P.M.

NORMAN'S Beauty Salon LTD.

Norman Spankie, Prop.
AMhrst 2-9748

**Specializing In Styling
Permanent Waving**

**WIND WAVING
The Natural Method**
628 - 17th Ave. S.W.

NORTH HILL BEAUTY SALON

SPECIALIZING IN
**PERMANENT WAVING
& HAIR STYLING**

LANGUAGE SPOKEN IN
ENGLISH & GERMAN

Ursula Liebholz, Prop.
AMhrst 9-8455
403 - 8th Ave. N.E.

PETER PAN BEAUTY SALON

DOUG DOHERTY, Prop.

*For 20 Years
Your Personal Stylists*



213 Lougheed Building
(Same Building as Grand Theatre)
AMhrst 2-7742
Open Wednesdays - Closed Mondays

Beauty Parlors—(Cont'd)

Norman's Beauty Salon Ltd.
628 17th Ave. S.W. AMhrst 2-9748
(See Advertisement This Page)
North Hill Beauty Salon
403 8th Ave. N.E. AMhrst 9-8455
(See Advertisement This Page)
Nu-West Hairdressing Salon
317 19th St. N.W. ATlas 3-3000
Otto's Lady Fair
Calgary Shopping Centre, Avenue 9-4758
(See Advertisement This Page)
Palliser Hotel Hairdressing Parlor
Palliser Hotel, AMhrst 2-1947
Park Beauty Salon 1524 16th Ave. S.W. BUTlr 8-2290
PARKDALE BEAUTY SHOP

**PERSONALIZED SERVICE
TO MAKE YOU
LOOK YOUR LOVELIEST**

3406 3rd Ave. N.W. ATlas 3-2964

PAUL 'ESTE HAIR STYLISTS

**Specializing in
HAIR STYLING and
PERMANENT WAVES**
PAUL STICKNEY — ESTHER ALLAN
1610 14th St. W. CHery 4-5610

Peter Pan Beauty Salon
Douglas Doherty Prop.
213 Lougheed Bldg. AMhrst 2-7742
(See Advertisement This Page)
PHYLL'S BEAUTY HAVEN

**COLOR BLENDING
HAIR STYLING
PERMANENT WAVING
& MANICURES**

1349 16th Ave. S.W. CHery 4-3076

Relly's Beauty Studio 3509 18th St. W. CHstnt 3-5952
RENFREW BEAUTY PARLOR
Specializing in
COLD WAVES and BEAUTY CULTURE
Peggy Crawford, Prop.
1025a Russet Rd. CRstnw 7-1383

Reo Beauty Parlour 125 7th Ave. S.E. AMhrst 6-1450
RICHMOND BEAUTY SALONS

**Experts in
COLOR BLENDING**

"HAIR STYLING THAT TURNS HEADS"

Kingsland Richmond Beauty Salon
Elbow Dr. & 77th Ave. S.W. ALpin 5-1909
Wildwood Richmond Beauty Salon
3825 Banff Coach Rd. CHrchl 9-2476
2921 Richmond Rd. CHrchl 9-2760

(See Also Advertisement This Page)
(Continued Next Page)

**Directory
Advertising Pays**

Beauty Parlors—(Cont'd)

Schmidt Franz Upstrs 131 8AvSW (AMhrst 2-7236
(AMhrst 6-5770
Uptown Shop 614 8AvSW (AMhrst 2-2210
(See Advertisement This Page)

SERENA'S BEAUTY PARLOR

"To Satisfy Is Our Ambition"

SERENA and MILDRED
DUNCAN MILLER

5614 4StNW CRstvw 7-4851

Star Beauty Parlor 1024 2StSE (AMhrst 2-6577
Style Beauty Shop 3009a 26AvSW CHrchl 9-3088
Sunalta Beauty Parlor & Barber Shop
1506 12AvSW CHery 4-1667

SUNNY BEAUTY PARLOR & BARBER SHOP

EXPERIENCED
OPERATORS

Wigs and Toupees
Made to Order

306 10StNW ATlas 3-2433

THORNCLIFFE BEAUTY SALON

Located in
NORTHGATE SHOPPING CENTRE

Specializing in
STYLING — TINTING — PERMANENT
WAVING

4815CentreStN CRstvw 7-8188

Todd Nels 125a 6AvSW (AMhrst 2-2979
(See Advertisement This Page)
Townhouse Beauty Salon Ltd (AMhrst 2-5956
211 6AvSW (AMhrst 6-1370
(See Advertisement This Page)
Trall Beauty Parlor 2010 3StNE CRstvw 7-2249

VANDENBERG'S BEAUTY SALON

EXPERT
HAIR STYLING

4006 16StSW CHstnt 3-0594

Vanity Beauty Shoppe 510b 9StSW AMhrst 2-9029
Vera's Beauty Salon 2616 4StNW CRstvw 7-8092
Wallie's Hairstyling Studio
318 16AvNW CRstvw 7-2430
(See Advertisement This Page)

(Continued Next Page)

SHOP IN THE YELLOW PAGES

Whenever you want infor-
mation about an article, a
service or a certain business

LOOK IN THE

Classified

Telephone Section

Townhouse Beauty Salon LTD.

"the finest"



Personalized Beauty Care
TRAINED STYLIST
We Specialize in Color
211 - 6 Ave. S.W.
(Next to Empress Hotel)

AMhrst 6-1370
AMhrst 2-5956



Creative Stylings
Subtle Color Blends
Permanents

DIAL
CRstvw 7-2430

*"Where Beauty is
Always on Call"*

— 318 - 16 Ave. N.W. —



FRANZ SCHMIDT

International
Hair Stylist

"Hair Styling at its Best"

Diplomas from:
LONDON, ENGLAND; ZURICH, SWITZERLAND; CANADA

Member:
International Association of Master Ladies Hairdressers

AMhrst 2-7236 — AMhrst 6-5770

Upstairs 131 8 Ave. S.W.

FRANZ SCHMIDT UPTOWN

AMhrst 2-2210

614 - 8 Ave. S.W.

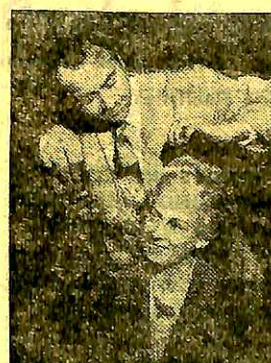
Canada's Own Hair Stylist

NELS TODD

A perfect place for correct
Hair Shaping!

Latest in Hair Styling
Natural Looking
Permanent Waves

Please Phone
AMhrst 2-2979



Home of the Famous

Vita-Sheen Shampoo
and Dandruff Remedy

125a - 6 Ave. S.W.

BRANCHES:

Jasper Park Lodge and Edmonton, Alta.

NELS TODD

Designed and
Patented

Professional
Hair Brush

With Staggered
"feather touch"
Bristles

WERNER'S HAIRSTYLING



International
Hairstylists

★
Diplomas
Paris
Amsterdam
Berlin
Brussels

NORTH HILL

120 - 16 Ave. N.W.

Ph. CRstvw 7-5059

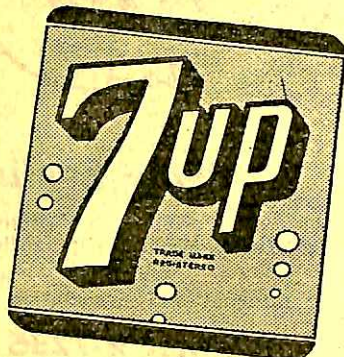
STAMPEDER HOTEL BRANCH

Bsmt. 3828 Macleod Trail

Ph. CHstnt 3-7621

Werner Bastiaannet, Prop.

"fresh up"
with



You like it .. It likes you!

SEVEN-UP BOTTLING CO.

AMhrst 2-9161

129 - 3 Ave. S.E.

Beauty Parlors—(Cont'd)

WERNER'S HAIRSTYLING

120 16AvNW.. CRstvw 7-5059

Stampeder Hotel Br

Bsmt 3828MacleodTr.. CHstnt 3-7621

(See Advertisement This Page)

WESTMOUNT BEAUTY PARLOR

Located One Block South of Kensington Road
and 21st St. N.W.

SOFT WATER USED FOR ALL
SHAMPOOS

Bertha George and Lillian Johansen, Props.

2203WestmountRd ATlas 3-4233

Wildwood Richmond Beauty Salon

3825BanffCoachRd.. CHrchl 9-2476

(See Advertisement This Page)

Beauty Schools

See Schools—Beauty Culture

Beds & Bedding

Calgary Mattress Co

36Av&ManchesterRd.. CHstnt 3-4548

Canadian Bedding Co Ltd

AMhrst 6-5859

403 3AvSE.. AMhrst 3-6108

Globe Bedding Co Ltd 11St&17AvSE BRdwy 3-5183

Hammond Furniture Co 4704 1StE CHstnt 3-3719

Parkhill Bedding & Furniture Ltd

Cor9Av&8StE.. BRdwy 3-1627

Simmons Limited 610 5AvSE AMhrst 6-5050

Belting—Mechanical

BENNETT & EMMOTT (EQUIPMENT) LTD

715 11AvSW.. AMhrst 6-2629

GOODRICH B F (CANADA) LTD

3500 7StE.. CHstnt 3-6621

GUTTA PERCHA & RUBBER

AMhrst 2-5854

LTD 2Av&7StSW.. AMhrst 2-9825

OLIVER INDUSTRIAL SUPPLY

GATES MECHANICAL RUBBER GOODS
WORTHINGTON SHEAVES

3619BlackburnRd CHstnt 3-5603

PARDEE EQUIPMENT CO LTD

520 24StNE BRIdg 2-3440

CALGARY CYCLE STORE

Raleigh
&
Triumph
Bicycles

REPAIRS TO ALL MAKES OF ALL

KINDS — KEYS CUT TO SAMPLE

Res. Phone CHrchl 9-2174

709A - 1 St. S.E.

AMhrst 6-1246



Premier for ..

C.C.M. - RALEIGH
TRIUMPH

Bicycles — Tricycles
Parts & Accessories



"Where Sportsmen

Serve Sportsmen"

AMhrst 3-8855

319 - 7 Ave. S.W.

Belts & Belting

Coutts Machinery Co Ltd

4636 1StSE.. CHstnt 3-4618

GREAT WEST SADDLERY CO LTD

212 9AvSW.. AMhrst 2-7901

Beverages

Blue Label Bottling Co Ltd

CHstnt 3-5319

727 42AvSE.. CHstnt 3-2357

CALGARY BREWING & MALTING CO LTD

9Av&15StSE.. BRdwy 3-5681

Canada Dry Ltd 5312 3StSE .. CHstnt 3-5909

Coca-Cola Ltd 66AvSW&MacleodTr ALpin 5-5571

POLAR AERATED WATERWORKS

LTD 129 3AvSE.. AMhrst 2-9161

AMhrst 2-9600

(See Advertisement This Page)

SICKS' LETHBRIDGE BREWERY LTD

218 11AvSW.. AMhrst 2-2111

Bicycle Dealers & Repairers

BOW CYCLE & MOTOR

732MainStBwns.. BUltr 8-2887

Calgary Cycle Store 709A 1StSE .. AMhrst 6-1246

(See Advertisement This Page)

Fisk Tire Service Co Ltd

718 7AvSW.. AMhrst 3-4700

KILLARNEY GENERAL REPAIRS &

APPLIANCES

C.C.M. — RALEIGH

AUTHORIZED SALES & SERVICE

Repairs to All Makes

CHrchl 9-2858

2631 17AvSW CHrchl 9-2858

MISSION CYCLE & SPORTS

RALEIGH - RUDGE
& C.C.M.

Repairs & Accessories

2310 4StSW AMhrst 2-2278

Premier Cycle & Sports 319 7AvSW AMhrst 3-8855

(See Advertisement This Page)

RIDLEY'S CYCLE & SPORTING GOODS

C.C.M & RALEIGH
Bicycle Sales & Service

Repairs to
All Makes of Bicycles

225 10StNW ATlas 3-1421

SID'S CYCLE & SPORTS

REPAIRS TO ALL MAKES
OF BICYCLES

337 17AvSW AMhrst 2-5777

Southern Cycle & Motor Co

1316a 9AvSE.. BRdwy 3-1132

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

WILDWOOD RICHMOND BEAUTY SALON

Richmond's Plaza Salon boasts of a spacious layout with ultra-modern equipment—Bright, cheerful, yet restful decor—Special Bleaching and Color Blending Facilities.

Famous at the "PLAZA SALON"
Richmond's exclusive "Vapeur Jet"

STEAM PERMANENTS

Specially conditions and treats
damaged and problem hair.

— Talented Hairstylists Only —

— Outstanding Male Stylist —

3825 BANFF COACH
ROAD S.W.

EXPERTS IN COLOR
BLENDING and HAIR
SHAPING TECHNIQUES

WE KNOW HOW TO MOLD AND
SHAPE CHILDREN'S HAIR

PHONE

CHrchl 9-2476

FOR APPOINTMENT

WILDWOOD
PLAZA
RICHMOND
BEAUTY



- Air Conditioned
- Ample Free Parking
- Open Six Days
- Friday till 9 P.M.

Bicycle Dealers & Repairers— (Cont'd)

Western Cycle Works 1514 14StSW CHery 4-4044
(See Advertisement This Page)
Zirk's Cycle Works 1504CentreStN CRstvw 7-3430
(See Advertisement This Page)

Bicycles—Wholesale & Manufacturers

British Industries Ltd 323a 8AvSW AMhrst 6-2750
Canada Cycle & Motor Co Ltd
1210 11AvSW .CHery 4-3413
Deeley Fred Cycles Ltd 921 9AvSE .BRdwy 3-5780

Billiard Halls

Calgary Billiard Hall 334 8AvSE .AMhrst 6-3641
Capitol Billiard Parlor 131 8AvSE AMhrst 9-1651
Central Billiards Bsmt MacleanBik AMhrst 9-9137
Exchange Billiard Parlor 815 1StSW AMhrst 2-5288
Oxford Billiards Bsmt 237 8AvSE AMhrst 6-1578

Billiard Tables & Supplies

BRUNSWICK-BALKE-COLENDER CO OF
CANADA LTD Manufacturers
BILLIARD TABLES & SUPPLIES
Billiard Table Repairing
110 4StNE .AMhrst 2-9829

Biscuits & Candy

Manufacturers & Jobbers
Christie Brown & Co Ltd
538 10AvSW .AMhrst 6-6996
Dad's Cookies Ltd 1317 9AvSE .BRdwy 3-4774
Marven's Biscuits Ltd 106 11AvSE AMhrst 2-3319
Paulin Chambers Co Ltd
325 10AvSE .AMhrst 3-8622
Pauline Johnson Candy Shops
242 8AvSW .AMhrst 9-2271
Scott-Bathgate Ltd
2ndFlr 305 10AvSE .AMhrst 2-9747

WESTON GEORGE LTD Manufacturers of
ENGLISH QUALITY BISCUITS & CANDY
Clem Channon, Rep.
219 18StNW .ATlas 3-2647

Bits—Oil Well

See Oil Well Tools

Blacksmiths

Ahlstrom E G 1810 10AvSW .CHery 4-1305
McArthur's Blacksmithing & Auto Spring Works
330 6AvSE .AMhrst 2-1839
Murray's Blacksmith Shop
321 6AvSE .AMhrst 2-2417

Blankets

AYERS LIMITED—
Manufacturers (Sell Whol & Retail Trades Only)
HARPER W H CO
201-2WillsonBldg .AMhrst 6-1437

ECONOMY SUPPLY CO

1209 1StSW .AMhrst 3-0385
(See Advertisement This Page)
HUDSON'S BAY CO BLANKET DIVISION
46UnionBldg .AMhrst 3-6071
New Method Carpet Ltd 636 17AvSW AMhrst 2-7433
(See Advertisement This Page)

Bleaching Fluid

SAVAGE PRODUCTS

SAVAGE WATER
(Bleaching Fluid)

SAL SODA
(Washing Soda)

DUBBLE BUBBLE
(Liquid Detergent)

TOP QUALITY PRODUCTS
— GUARANTEED —

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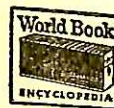
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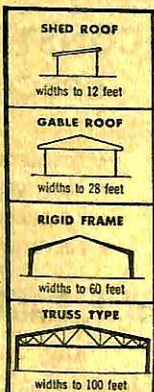
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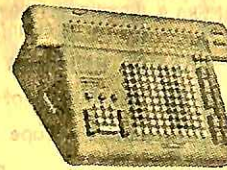
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