

Knit Goods—Wholesale &**Manufacturers**

White Ram Sweaters
Bsmr 329 8AvSE. AMhrst 9-3542

Labels**DYMO SALES**

TAPEWRITERS FOR
EMBOSSED LABELS

812 2AvNW Ofc ATlas 3-6555

Kimball A Ltd
MezzFlrGreyhoundBldg. AMhrst 6-1287

Labor Organizations

Alberta Federation of Labour
229 11AvSE. AMhrst 6-5138

Amalgamated Assoc of Street Electric
Railway & Motor Coach Employees of
America Div 1374 122a 16AvNE. CRstvw 7-9472

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

Brick Layers Masons Tile Setters & Terrazzo
Workers Loc 2
305-229 11AvSE. AMhrst 6-6606

Brotherhood of Painters & Decorators Local 583
229 11AvSE. AMhrst 9-1522

Brotherhood of Railroad Trainmen
200BurnsBldg. AMhrst 6-2574

Carpenters & Joiners of America United
Brotherhood of District Council AMhrst 9-3005

229 11AvSE. AMhrst 9-6829

Canadian Labor Congress
229 11AvSE. AMhrst 9-3324

International Assoc of Heat & Frost Insulators
Local 126 (IWU)
312-229 11AvSE. AMhrst 9-7607

International Brotherhood of Electrical Workers
LU 254 303LaborTemple. AMhrst 2-9713

International Brotherhood of Electrical Workers
Local 348 AGT Employees
310LaborTemple. AMhrst 9-3014

International Union of Mine Mill & Smelter
Workers 213BurnsBldg. AMhrst 2-1600

International Union of Operating Engineers
Local 955 229 11AvSE. AMhrst 2-6204

Ironworkers Local 725 229 11AvSE. AMhrst 2-2755

Labor Temple 229 11AvSE. AMhrst 2-1759

Labourers Local 1111
316-229 11AvSE. AMhrst 2-5060

National Union of Public Employees Local 37
229 11AvSE. AMhrst 9-3324

Operative Plasterers & Cement Masons
International Assoc Local 324
308-229 11AvSE. AMhrst 3-6541

RETAIL CLERKS UNION LOCAL 397
122a 16AvNE. CRstvw 7-3662

Sheet Metal Workers Local 254
229 11AvSE. AMhrst 6-4839

Teamsters Union Local 987
227 11AvSE. AMhrst 6-4294

United Assp 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 227 11AvSE. AMhrst 2-2962

United Mine Workers of America
101-102BurnsBldg. AMhrst 6-3666

Welfare Fund 300BurnsBldg. AMhrst 2-3769

United Packinghouse Workers of
America CIO-CCL AMhrst 2-7084

312BurnsBldg. AMhrst 9-1848

United Steelworkers of America
306BurnsBldg. AMhrst 9-8441

Western Conference Teamsters Local 987
227 11AvSE. AMhrst 3-6089

Laboratories

Calgary Diagnostic Laboratories
LwrFlr 906 8AvSW. AMhrst 3-6850

Central Bio-Clinical Laboratory
LwrMall ChinookCentre. ALpin 5-7033

Central E E G Laboratory
2AcademyMedicalBldg. AMhrst 3-5648

MATERIALS TESTING LABS LTD
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Laboratories—(Cont'd)

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Mayfair Equipment 8024 4aStSW. ALpin 5-1619

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624 1AvSW. AMhrst 6-4950

Safety Supply Co JBRdwy 3-5375
1216 9AvSE. JBRdwy 3-5850

Ladies' Tailors

See Tailors—Ladies'

Ladies' Wear—Retail

Belgium Stores Ltd 328 8AvSW. AMhrst 2-1330

BENNETT JANE 816 49AvSW. CHstnt 3-7512

BETTY SHOP LTD 120 8AvSW. AMhrst 3-3873
AMhrst 2-9644

S Hanen AMhrst 2-6224

Beacon Hotel Store
CentreSt&16AvNW. CRstvw 7-8904

Calgary Shopping Centre Store
1600 14AvNW. AVenu 9-5109

Chinook Centre Store ChinookCentre ALpin 5-4311
(See Advertisement This Page)

Ladies' Wear—Retail—(Cont'd)**BINNINGS LADIES' WEAR**

Suits — Coats — Dresses

SPORTSWEAR - MILLINERY
LINGERIE & ACCESSORIES

118 8AvSW AMhrst 2-5250
AMhrst 2-5061

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2404 4StSW. AMhrst 2-9261

Bryden Winifred Dress Shoppe
803 3StSW. AMhrst 6-5080

CAREER GIRL FASHIONS LTD
130 8AvSW. AMhrst 6-5555

Chinook Centre Store ChinookCentre ALpin 5-1777

Carriage House Ltd ChinookCentre ALpin 5-4253

Chester's Dry Goods Ladies' Children's & Men's
Wear 121 16AvNW. CRstvw 7-2244

COUNTRY CLUB CASUALS
812 49AvSW. CHstnt 3-5053

D'Allaird's Ltd 218 8AvSW. AMhrst 6-5038

DAYTONS FASHIONS LTD
310 8AvSW. AMhrst 3-8668
(See Advertisement Opposite Page)

Dorlen's Ladies' & Children's Wear
2917RichmondRd. CHrchl 9-1643

Emile's Fashions Ltd 310 7AvSW. AMhrst 2-2600
(See Advertisement This Page)

Fashion Dress Shop 116 8AvSE. AMhrst 6-4511

Florabelle Shop 1005 1StSW. AMhrst 6-6751

FROCK TOWN LTD 106 16AvNW. CRstvw 7-4735

GLA-MOR FASHION SHOP
Cor37St&RichmondRd. CHrchl 9-6975
(Continued Next Page)

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**Complete Line
Of Ladies' Wear**

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Centre St. & 16th Ave. N.
CRstvw 7-8904

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Store**
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AVenu 9-5109

Chinook Centre Store
Chinook Centre
ALpin 5-4311

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A WORLD OF FASHION

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AMhrst 3-8668



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YARD GOODS
FROM COTTON TO SILK LACE
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Hollinsworth Bldg. AMhrst 6-6307
Chinook Centre Store Chinook Centre ALpin 5-1252
Holt Renfrew & Co Ltd
225-7 7AvSW AMhrst 9-7341
(See Advertisement This Page)
Jacques A E & Sons 1312 9AvSE .. BRdwy 3-5260
JUILLIARD'S LADIES WEAR AMhrst 2-3835
205 8AvSW AMhrst 2-5395

JULIES LADIES WEAR

Bowness Shopping Centre Bwns. BUtlr 8-5811
La Boutique 331a 8AvSW AMhrst 6-4896
Laura's 1715 4StSW AMhrst 3-8071
LILI FASHIONS 812 1StSW AMhrst 2-5611
Louise Style Shop 111 10StNW Atlas 3-2725
Lynn's Casuals Ltd 1422a 17AvSW .. CHery 4-1654
Ma Mere Maternity Faire
901 82AvSW .. ALpin 5-8209

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

MAYFAIR SHOPS 209 8AvSW AMhrst 2-7241

McGregor Edward F 818 1StSW AMhrst 2-5327

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

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

PARISIAN 106 8AvSE AMhrst 2-6187

Patti-Jo Deb Shop 1440 17AvSW CHery 4-7658

Ladies' Wear—Retail—(Cont'd)

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1750 14AvNW .. AVenu 9-1574

Chinook Shopping Centre
Chinook Centre .. ALpin 5-6988

RENFREW FURS LTD 106 7AvSW AMhrst 9-4341
(See Advertisement This Page)

Richella's Ladies Wear 2206 4StSW AMhrst 2-4972

SAAN DEPARTMENT STORE

LADIES' — MEN'S
CHILDREN'S WEAR

136 7AvSE AMhrst 2-7118

Sally Shops Ltd No 1 201 8AvSW AMhrst 2-2004

No 2 Store 334 8AvSW AMhrst 2-6263

Sav-On Ladies Ready to Wear
114a 8AvSE AMhrst 2-2702

Shaw Margaret 1406 17AvSW CHery 4-4277

SHAW'S SPORTSWEAR
2103 33AvSW .. CHrchl 2-2366

Sheftel Bros LwrFlr 514a 5AvSW .. AMhrst 6-2430

Silver's Ladies' & Children's Wear Ltd
230 8AvSE AMhrst 6-6645

Silver's Ready-to-Wear 111 8AvSE AMhrst 3-2012

SIMONE FASHIONS
705 Centre StS. AMhrst 6-5288

Smart Shop 323 7AvSW AMhrst 2-1505

Suzette Style Shoppe 1607 14StSW CHery 4-4647

Sweet Sixteen Ltd 140 8AvSE AMhrst 9-2779

Sybil's Fashions 1103a 4StSW AMhrst 6-2380

TALL GIRL SHOP LTD
239 8AvSW AMhrst 3-8772

TOGG SHOP
11 Cambrian Shopping Plaza. AVenu 9-9166

Vogue Dress Shop 226 8AvSE AMhrst 2-9812

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

P W Haycock Mgr & Ofc AMhrst 2-9368

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Sales Ofc 1134 8AvSW AMhrst 3-1300

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1-1304 4StSW) AMhrst 9-7467

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SPY HILL DEVELOPMENT & HOLDING
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AMhrst 9-4341



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Office

BRdwy 3-3341

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(See Advertisement This Page)

Balle Erik 114 19AvNE ... CRstvw 7-4010

Calgary Gardening Service
1631 15AvSW ... CHery 4-9718
(See Advertisement This Page)

CASCADE TREES LTD
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(See Advertisement This Page)

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(See Advertisement This Page)

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(See Advertisement This Page)

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(See Advertisement This Page)

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NURSEYMEN

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(Continued Next Page)

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2428 37 St SE Fst Ln. BRldg 2-2445

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(See Advertisement This Page)

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(See Advertisement This Page)

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(See Advertisement This Page)

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OPEN 24 HOURS

SOFT WATER by AQUA-SOFT

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Free Parking

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1221a Kensington Rd AMhrst 9-9133

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6413 Bowness Rd Bwns. AMhrst 3-9502

1501 17 Av SW AMhrst 9-9458

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(See Advertisement This Page)

Launderette 911 16 Av NW AVenu 9-5807

(See Advertisement This Page)

Launderette 3616 17 Av SE Fst Ln. AMhrst 9-9237

Park Coin Laundermat
24 St & 54 Av SW. AMhrst 3-9568

Pink Spot 1611 14 St SW AMhrst 9-9467

Pink Spot Britannia
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Pinky Coin Operated Laundry
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SOFT WATER

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(See Advertisement This Page)

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Bachelor Laundry Service

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Free Pick-up and Delivery

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(Continued Next Page)

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EXPERTLY DONE

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Specialties . . .

Spreads - Blankets and Rugs

Prompt Service on Out-of-Town Orders

Laundry ready when you want it.

Dry Cleaning & Shirt Service

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911 - 16th Ave. N.W.

AVenu 9-3155

**For Your Man's
Laundry**

Use

**ARROW
Cleaners**

"Our Target"

Your Shirt

"Our Aim"

Your Satisfaction

Make a Hit With Arrow

AVenu 9-3142

— 914 - 16 Ave. N.W. —

Laundries—Steam Power—**(Cont'd)**

ONTARIO CLEANERS & LAUNDRY
5Av&2StSE. AMhrst 2-7931
(See Advertisement This Page)

PREMIER LAUNDRY LTD
902 4AvSW. AMhrst 2-9511
(See Advertisement This Page)

Snow-White Diaper Service Ltd
1112a 12StNE. CRstvw 7-3502

SUPERIOR LAUNDRY & DRY CLEANING

**COMMERCIAL
& HOUSEHOLD
LAUNDRY**

119 14StNW ATlas 3-2769

SWAN CLEANERS 217 19StNW {ATlas 3-4735
{ATlas 3-0873

ONTARIO

**CLEANERS & LAUNDRY
ALL LAUNDRY SERVICES**

Branch Stores:

1136 - 8th Avenue S.W.
209 - 16th Avenue N.W.

ONE DAY SERVICE AVAILABLE
AT ALL STORES

5th Avenue & 2nd Street S.E.

AMhrst 2-7931

**PREMIER LAUNDRY
LIMITED**

**SOUTHERN ALBERTA'S FINEST AND MOST
COMPLETE LAUNDRY SERVICE**

- ★ SHIRT SERVICE
- ★ FAMILY LAUNDRY SERVICE
- ★ BLANKETS AND SPREADS
- ★ BACHELOR LAUNDRY SERVICE

FOR FREE PICK-UP & DELIVERY PHONE

AMhrst 2-9511

"24 HOUR ANSWERING SERVICE"

Branch Stores

902 - 4th Ave. S.W.

114 - 7th Ave. S.E.

234 - 12th Ave. S.W.

— CUSTOM SHIRT RENTAL —

MAIN PLANT ————— **902 - 4th Avenue S.W.**

Laundry Machinery & Supplies**ARMOUR PLASTICS LTD**

**Polyethylene Garment Rolls
Polyethylene Shirt Bags
Printed or Plain**

AMhrst 9-1078

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**HARRISONS & CROSFIELD
(CANADA) LTD** 215 10AvSW. AMhrst 2-9546

Koin Laundry Sales Ltd 4117 4StNW. AVenu 9-4776

Lampert Howell Ltd 218 37AvNE. CRstvw 7-3906

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CO LTD** 1321 9AvSE. BRdwy 3-5145

NEIFER INSTALLATIONS LTD
1611 33AvSW. CHery 4-3428

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Largest Line of

**DRY CLEANING &
LAUNDRY MACHINERY
NEW — USED**

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SALES — PARTS — SERVICE

MezzFlr GreyhoundBldg CRstvw 7-8843

STANLEY BROCK LTD
220 50AvSE. CHstnt 3-3406

—(Cont'd)**TROY LAUNDRY MACHINERY**

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MANUFACTURERS
OF LAUNDRY
MACHINERY**

Complete Line of Equipment for Commercial
Laundries, Institutions, Hospitals, Hotels,
Motels, Coin-ops.

**SUPPLIES - PARTS - ACCESSORIES
IN STOCK**

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Robert F Lampert res AVenu 9-8571

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335 11AvSW. AMhrst 9-4311

WILSON ELECTRIC SUPPLIES LTD
CONNOR — CHICAGO DRYER — AJAX
SPEED QUEEN — CISELL
1024 10AvSW CHery 4-0731

Law Publishers

Burroughs & Co Ltd 517 7AvSW. AMhrst 2-2460

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GRAVELY TRACTORS

**FINEST HEAVY DUTY 6.6 hp
WITH 30 ATTACHMENTS**

**MOWERS
MACHINE SHARPENED**

340 16AvNW CRstvw 7-4335

BOW CYCLE & MOTOR

**POWER LAWN MOWERS
All Makes Sales & Service
THE MOWER EXCHANGE
FREE PICK-UP & DELIVERY**

6532BownessRdBwns BUTlr 8-2887

Findlay Hardware Ltd 311 19StNW ATlas 3-2151

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Motor Mowers for Golf
Courses, Parks, Etc.

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{CHstnt 3-6434

HEAD'S LOCK & KEY WORKS

Lawn Mowers Sold and
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Authorized Service Agents for

Power Lawn Mowers

111 12AvSW AMhrst 2-3115

Lawn Mowers—Sales &**Service—(Cont'd)**

Hutton's Ltd 131 11AvSW AMhrst 9-3725
(See Advertisement This Page)

JACOBSEN POWER LAWN MOWERS

A complete line of
reel and rotary
mowers.

A model for every size and type lawn — for
homes, parks, cemeteries, schools, institutions,
golf courses and estates.

"WHERE TO BUY THEM"

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CO LTD** 767 9AvSE. AMhrst 2-4989

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**Expert Power & Standard
Lawn Mower Sharpeners
Saws - Knives - Scissors**

CHrchl 9-2858

2631 17AvSW CHrchl 9-2858

LAWN-BOY POWER MOWERS

Quality Products of
Outboard Marine Corpora-
tion of Canada Ltd., also
manufacturers of John-
son, Evinrude, Gale Buc-
caneer Outboard Motors,
Iron-Horse gasoline engines, Pioneer chain saws.

**LAWN-BOY
POWER LAWN MOWER
SNOW-BOY
POWER SNOW BLOWER**

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DEALERS

Foothills Distributors Ltd 642 16AvNW. AVenu 9-4437

Harper Hardware & Appliances Ltd 134 12AvSW. AMhrst 2-7429

Killarney General Repairs & Appliances 2631 17AvSW. CHrchl 9-2858

Riverside Department Store 11-23 4StNE. AMhrst 6-2272

Westgate Hardware 5-4623BanffCoachRd. CHrchl 9-3463

(Continued Next Page)

HUTTON'S LTD.

**PARTS & SERVICE
FOR ALL
POWER
LAWN MOWERS**

AMhrst 9-3725

131 - 11th Avenue S.W.

Lawn Mowers—Sales &

Service—(Cont'd)

LAWN MARINE LTD

AUTHORIZED DEALERS POWER LAWN MOWERS

Clinton — Briggs & Stratton
Lawson - Power Products
Lawn Boy

236 12AvSW AMhrst 3-2541

Sharp Shop Co 117 5AvSE AMhrst 2-5376
Sprinkler Irrigation & Equipment fAMhrst 2-4989
Co Ltd 767 9AvSE. fAMhrst 9-1703
(See Advertisement This Page)

TORO POWER MOWERS

America's most complete

line of reel and rotary

power mowers for homes,

estates, parks, golf courses,

schools, cemeteries. Also tillers, edge-trim-

mers, snowplows, tractors and gang mowers.

"WHERE TO BUY THEM"

DISTRIBUTOR

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SUPPLIES LTD 224 61AvSE. ALpin 2-1151

DEALERS

BOW CYCLE & MOTOR

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CALGARY HARDWARE

806 3StNE. AMhrst 2-6838
(Continued Next Column)

Lawn Mowers—Sales &

Service—(Cont'd)

TORO POWER MOWERS—Continued

Chesney G L Hardware Ltd

102 16AvNW. CRstW 7-1777

MANCHESTER HARDWARE LTD

5518 Macleod Tr. ALpin 5-5531

United Rent-Alls 146 10StNW. Atlas 3-4086

WEBBER F G HARDWARE LTD

1434 17AvSW. CHery 4-7411

United Rent-Alls 146 10StNW. Atlas 3-4086

WESTERN CYCLE WORKS

LAWN MOWERS

Machine Sharpened - Repairing

SALES & SERVICE

We Cut Keys

1514 14StSW CHery 4-4044

Lawyers

Adams S H QC 31UnionBldg. AMhrst 3-0740

Allen MacKimmie Matthews Wood

Phillips & Smith

505 2StSW. AMhrst 3-7670

Anderson & Cooper

302-534 8AvSW. AMhrst 9-2311

Bowness Branch

6535 Bowness Rd Bwns. Butlr 8-2646

Anglin David G

3rd Flr Leeson-Lineham Bldg. AMhrst 6-3086

Armstrong Robert M 12 Michael Bldg AMhrst 6-3783

Arnold E D QC 123a-310 9AvSW. AMhrst 9-2455

Bancroft Michael 25-301 8AvSW AMhrst 6-4066

Barron Barron & McBain

534 8AvSW. AMhrst 3-4040

Blackstone & Reid

502-503 GrainExchange Bldg. AMhrst 3-6050

Blanchard Tredale Hilland & McDill

8th Flr Fina Bldg. AMhrst 3-3005

Lawyers—(Cont'd)

Boyd John 70 Union Bldg. AMhrst 2-4541

Brooks W M 211 Blw Bldg. AMhrst 3-7770

Burnet Duckworth & Palmer

316 Royalite Bldg. AMhrst 3-3050

Burns Mavor & Burns

412 GrainExchange Bldg. AMhrst 2-1718

Burns C V 412 GrainExchange Bldg. AMhrst 2-1718

Burns R C QC 412 GrainExchange Bldg AMhrst 2-1718

Burns R J Michael Bldg. AMhrst 2-4645

Chambers Might Saucier Peacock Jones Black &

Gain 3rd Flr Bental Bldg. AMhrst 2-1171

Chrumka Paul S 909 Lancaster Bldg AMhrst 9-2545

Cohen & McDonald

508-509 Lesson-Lineham Bldg AMhrst 2-5756

Collier E C fAMhrst 2-5475

404 Toronto General Trusts Bldg. fAMhrst 9-7819

Cooney & Kelly fAMhrst 9-4887

400-401 Leeson-Lineham Bldg. fAMhrst 9-2900

V A Cooney res. CHery 4-4629

W Bernard Kelly res. AVenu 2-1801

Cowper-Smith D 107 Petroleum Bldg AMhrst 3-2230

Crawford J W 23 Hollinsworth Bldg AMhrst 2-7377

Cromarty & Dunn

317-318 Lancaster Bldg. AMhrst 3-7390

Crystal Jack 409 Medical Centre. AMhrst 9-8226

Cush & Cush 1603a Centre StN. 276-1131

Dawson J Lorne 214 Blw Bldg. AMhrst 3-1445

Deyell R V 25-301 8AvSW. AMhrst 6-4066

Diamond Leslie M 204 Medical Centre AMhrst 3-4360

Dickie Wm D 803 Lancaster Bldg. AMhrst 3-5130

Dingle Norman D QC 9-328a 8AvSW AMhrst 3-2770

Duncan Edward D 811a 17AvSW. fCHery 4-5125

Dunn T J 317-318 Lancaster Bldg. AMhrst 3-7390

Dworkin David L 817 Lancaster Bldg AMhrst 2-2040

Edmunds George W 214 Burns Bldg. AMhrst 6-5058

Faber Louis 817 Lancaster Bldg. AMhrst 2-2040

Fenerty Fenerty McGillivray Robertson

Prowse Brennan & Fraser

13th Flr Elveden Hse. AMhrst 3-4520

Ferner & McLeod 402 Maclean Bk. fAMhrst 2-1377

Fisher Fisher & Lockwood

201 Lancaster Bldg. AMhrst 2-2161

Fitch Fitch & Kenney 31 Union Bldg. AMhrst 3-0740

Floyd J P 25-301 8AvSW. AMhrst 6-4066

Fraser Donald C 108a 8AvSW. AMhrst 3-0150

Gee Robert W 1440 17AvSW. CHery 4-3077

German & Dinkel 1-332 7AvSW. AMhrst 3-7880

Ghitter H 534 8AvSW. AMhrst 3-6805

Ginsberg Dworkin & Faber fAMhrst 2-2040

817 Lancaster Bldg. fAMhrst 6-2869

Goodman Yale 200 Lougheed Bldg. AMhrst 2-3190

Graburn W N 330 9AvSW. AMhrst 3-5530

Greenan Jos J QC 216-513 8AvSW AMhrst 2-5835

Hall Milne & Davis fAMhrst 2-2444

230 Lougheed Bldg. fAMhrst 6-4343

Harkness W Kenneth B

409 Lancaster Bldg. AMhrst 3-8490

Harradence A M 534 6AvSW. AMhrst 3-8230

Harris Orrie W 227 Alberta Cor. AMhrst 6-2261

Harrison Robert H C QC

400-309 8AvSW. AMhrst 3-0911

Helman Fleming & Neve

800 Lancaster Bldg. AMhrst 3-2810

Hetherington T D 25-301 8AvSW AMhrst 6-4066

Hobbs Nesbitt & Beaumont

406 Canadian Bank of Commerce Bldg AMhrst 3-6325

Howard Bessemer Moore Dixon Mackie

& Forsyth 602 Lancaster Bldg. AMhrst 9-4981

Jermyn & Gerwing 5-1304 4StSW. fAMhrst 3-4062

fAMhrst 3-3237

Jull Dingle & Jull 9-328a 8AvSW. fAMhrst 9-2188

fAMhrst 3-2770

Justason & Mason 627 6AvSW. AMhrst 3-2190

Kelly W Bernard

400-401 Leeson-Lineham Bk. AMhrst 9-4887

Kenney D Trevor 31 Union Bldg. AMhrst 3-0740

Kerr Robert D

502 Toronto General Trusts Bldg. AMhrst 6-2173

Lagasse C E 505 8AvSW. AMhrst 9-7188

Lane D Austin

510-511 Leeson-Lineham Bk. AMhrst 6-1359

Laven & Laven 521 8AvSW. AMhrst 3-2444

Lindsay Neville N 14-328a 8AvSW AMhrst 3-2594

Lipsett McKnight & Ghitter

534 8AvSW. AMhrst 3-6805

Livergant Morris B 301-815 1StSW AMhrst 6-5194

Low Low & Wolfman fAMhrst 6-3604

900 Lancaster Bldg. fAMhrst 2-6874

Lowe Nelson M 510 8AvSW. AMhrst 3-7830

Ludwig & Shymka 122 8AvSW. AMhrst 2-4804

fAMhrst 6-3544

MacDonald Cheeseman Moore & Atkinson

55 Hollinsworth Bldg. AMhrst 9-3167

Macdonald & McDonald 510 8AvSW AMhrst 3-7830

Macdonald Webster 515 1AvSW. fAMhrst 2-9931

fAMhrst 2-2921

MacKenzie Collin 221a 8AvSW. AMhrst 9-7878

Lawyers—(Cont'd)

Macleod McDermid Dixon Burns Love & Leitch

6th Flr Hollinsworth Bldg. AMhrst 6-2041

MacPherson J L 534 6AvSW. AMhrst 3-8230

Mahony McNiven & Lapum

613 Lancaster Bldg. AMhrst 3-0880

Malabone E W H 5011 Macleod Tr. fCHstnt 3-1326

fCHstnt 3-7900

Mann H D QC

201 GrainExchange Bldg. AMhrst 2-1956

Mavor John S QC fAMhrst 2-1761

412 GrainExchange Bldg. fAMhrst 2-1718

Mayhood & Cumming

Imperial Bank Chambers. AMhrst 2-4666

McBain R T G 534 8AvSW. AMhrst 3-4040

McCaffery J P & Co

414 GrainExchange Bldg. AMhrst 3-1920

McCaffery & McCaffery 534 6AvSW AMhrst 3-7570

McCormick Edward J QC

909 Lancaster Bldg. AMhrst 9-2545

McDonald & Considine

500 Petroleum Bldg. AMhrst 6-2093

McGeough Gerald

52 Hollinsworth Bldg. AMhrst 2-9487

McKnight F 534 8AvSW. AMhrst 3-6805

McLaws McLaws Bancroft Deyell & Floyd

25-301 8AvSW. AMhrst 6-4066

McLeod & Ferner 402 Maclean Bk. fAMhrst 2-1377

fAMhrst 2-7627

McNally Edward E Bsmt 330 9AvSW fAMhrst 3-7798

fAMhrst 3-5530

Mears M Arthur 309-534 8AvSW. AMhrst 3-1345

Millard & Johnson

4th Flr Can Bank of Commerce Bldg. fAMhrst 3-7030

Milligan Shannon Rowbotham & Cook

906 Lancaster Bldg. AMhrst 3-1770

Milne George 230 Lougheed Bldg. AMhrst 2-2444

Millner Steer Layton & Park

2nd Flr Anglo American Bldg. AMhrst 3-3185

Moore John S 25-301 8AvSW. AMhrst 6-4066

Morrison J A 810 Lancaster Bldg. AMhrst 2-2330

Nelson Brian H 120a 16AvNE. CRstW 7-0791

By Ofc 4304b 17AvSE fStLn BRldg 2-7571

Nesbitt R M

406 Can Bank of Commerce Bldg. AMhrst 3-6325

O'Connor O'Connor & Murphy

Medical Centre AMhrst 3-6220

O'Keefe T L QC 4 Kresge Bk. AMhrst 2-5754

Oughton Calvin 803 Lancaster Bldg. AMhrst 3-5130

Forest Lawn Br 3509 17AvSE fStLn BRldg 2-4714

Palmer C A G 517 7AvSW. AMhrst 9-5410

Patterson Harradence MacPherson & Co

534 6AvSW. AMhrst 3-8230

Petrusak & Fraser 108a 8AvSW. AMhrst 3-0150

Petrie & Tomblin 808 Lancaster Bldg AMhrst 3-0550

Pipella Edward S fAMhrst 6-3764

200 GrainExchange Bldg. fAMhrst 3-2026

Prothro & Company

500 Petroleum Bldg. AMhrst 2-3901

Reid Ernest A

502-503 GrainExchange Bldg. AMhrst 3-6050

Russell J M 211 Blw Bldg. AMhrst 3-7770

Sanford Dickie & Oughton

803 Lancaster Bldg. AMhrst 3-5130

Forest Lawn Br 3509 17AvSE fStLn BRldg 2-4714

Scott Gregg Hopwood & Scott

3rd Flr Leeson-Lineham Bldg. AMhrst 6-3086

Sellar Densmore & Eamon

690 Bental Bldg. AMhrst 3-0950

Shumatcher & Shumatcher

603 GrainExchange Bld

Lawyers—(Cont'd)

Whetham J D QC 316RoyaliteBldg AMhrst 2-1890
 Wildeman L W 500PetroleumBldg .AMhrst 6-2091
 Williamson & Thomson
 500LancasterBldg. .AMhrst 2-2141
 Wolfman Edward L .AMhrst 2-6874
 900LancasterBldg. .AMhrst 6-3604
 Woolliams & Kerr .AMhrst 2-1880
 502TorontoGeneralTrustsBldg. .AMhrst 6-2173
 Wright David M 506LancasterBldg AMhrst 2-3941

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CANADA METAL CO LTD
 5524 4StSE. .ALpin 5-7901
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BOTH WESTERN AND ENGLISH
 — COWBOY BOOTS —

Western Apparel for the Whole Family

BILL FOLDS — PURSES — LUGGAGE

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RILEY & McCORMICK LTD

(Established 1902)

HANDBAGS — LUGGAGE

RIDING EQUIPMENT

WESTERN WEAR

PROMPT REPAIRS

ON ALL LEATHER GOODS

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TACK SHOP

Specialists in
 ENGLISH RIDING EQUIPMENT

HARNESS and SADDLERY
RIDING APPAREL

GIFTS FOR HORSEMEN

311 17AvSWAMhrst 3-3741

Uncle John's Hobby Shop Ltd

329 7AvSW. .AMhrst 6-4889

Universal Hobby Supplies Ltd

623 8AvSW. .AMhrst 2-4234

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Air's Leather Products 607 3StNE AMhrst 6-1119
 Cooper-Weeks Ltd

2ndFlr 321 10AvSW. .AMhrst 3-4444

Wood's Leather Goods 516 12AvSW AMhrst 2-4355

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Letter Writers—Automatic

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Public Library Administration Bldg

624 9AvSW. .AMhrst 2-6241

Reference & Technical Library

624 9AvSW. .AMhrst 2-9179

Catalogue DeptAMhrst 3-1201

Office of Chief LibrarianAMhrst 2-6241

Memorial Park Library 12Av&2StSW

Circulation DeptAMhrst 2-3524

Boys & Girls DeptAMhrst 2-3527

Films & RecordsAMhrst 6-1676

Alexander Calhoun Branch

1508 32AvSW. .CHery 4-7686

(Continued Next Column)

Libraries—(Cont'd)

PUBLIC LIBRARY—Continued
 Crescent Heights Branch

1304CentreStN. .CRstW 7-2655

Glengarry Branch 2609 19AvSW CHrchl 9-2988

Hillhurst Branch 1135KensingtonRd Atlas 3-2824

Louise Riley Branch 1904 14AvNW AVenu 9-8535

Chinook Branch

LwrMall ChinookCentre. .ALpin 5-0388

Bookmobile Library 1904 14AvNW AVenu 9-8590

Licenses

City of Calgary License Office

CityHallAnnex. .AMhrst 3-3520

Life Insurance

See Insurance Business—Life

Lighters & Accessories

See also Smokers Supplies & Sundries

GENERAL DISTRIBUTORS LTD

Canadian Distributors for

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LIGHTERS, SONY TRANSISTOR RADIOS

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Lighting Equipment

SPECTACULAR PRODUCTIONS LTD

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Commercial — Industrial

Contact Eric Ackland & Associates Ltd.

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Lighting Fixtures—Repairing & Maintenance

ALBERTA LIGHTING SERVICE & SALES

LTD 2020 12AvNW. .AVenu 9-9469

(See Advertisement This Page)

BRUCE ROBINSON ELECTRIC LTD

Residential & Commercial**LIGHTING FIXTURES**

Distributors for

VIRDEN FIXTURES

Cor10Av&9StSWCHery 4-8971

FLUORESCENT SALES & SERVICE LTD**Planned Maintenance & Service**

1817 2StSEAMhrst 2-3037



ALBERTA LIGHTING SERVICE & SALES LTD

2020 - 12th Avenue N.W.

ALL TYPES OF
 FLUORESCENT AND
 INCANDESCENT
 MAINTENANCE

For Immediate Service by
 Specialists Phone

AVenu 9-9469

ALBERTA LIGHTING SERVICE & SALES LTD

2020 - 12th Avenue N.W.

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1311 1StSE. .AMhrst 3-1039

MOUNT ROYAL FIXTURE HOUSE

2203 4StSW. .AMhrst 2-5506

Tri Way Distributors Ltd

602 3AvSW. .AMhrst 9-8494

Lighting Systems

ALLIED EQUIPMENT RENTALS LTD

Portable Lighting Plants - All sizes Avail-

able for Rental {CHery 4-4676

2201 10AvSWCHery 4-4621

.CHery 4-8811

Bennett & Emmott (Equipment) Ltd

715 11AvSW. .AMhrst 3-2360

DOUGLAS EQUIPMENT (CALGARY) LTD

FOR RENT — LIGHT PLANTS

ALL SIZES

407 34AvSECHstnt 3-6671

Morton Guy Co 815 8AvSWAMhrst 2-2030

Power Electric & Equipment Co {AMhrst 2-3848

Ltd 604 4StSE. .AMhrst 2-4511

Ribtor Manufacturing & Distributing Co Ltd

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SIMSON-MAXWELL (ALBERTA) LTD

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Call Long Distance and ask for

10375 59Av EdmontonGE 3-8044

Lightning Protection Equipment

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1512CentreASTNW. .CRstW 7-1742

GRAIN ELEVATOR SUPPLY & SERVICES LTD

Dodd & Struthers—Licensed to make installa-

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1835 10AvSWCHery 4-0771

WISEMAN'S ESSO SERVICE

Call Long Distance and ask for Standard R608

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345 39AvSE. .CHstnt 3-0669

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

.CHstnt 3-6434

LODERS LIME (ALBERTA) LIMITED

5504 3StSE. .ALpin 5-4466

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CALGARY TRANSIT LIME CO LTD

HIGH QUALITY LIME

GOLD DUST & WHITE ROCK

345 39AvSECHstnt 3-0669

SILVESTER BUILDING SUPPLIES

LTD 43Av&2StSE. .CHstnt 3-6031

Linen Supply Service

CANADIAN LINEN SUPPLY CO LTD

730 2AvSW. .AMhrst 3-8600

(See Advertisement This Page)

"It Pays to Keep Clean"



**CANADIAN LINEN
 SUPPLY CO. LTD.**

LINEN SUPPLY SERVICE

Linen Supplied and Laundered for all
 Professional and Commercial
 Requirements

AMhrst 3-8600

730 - 2nd Ave. S.W.

Linens

Beehive Linen & Wool Shop

1608aCentreStN. .CRstW 7-7054

Irish Linen Store 216 7AvSWAMhrst 6-5047

Linoleums—Manufacturers

ARMSTRONG CORK (CANADA) LTD

1011 17AvSW. .CHery 4-6765

Linoleums—Retail

ALBERTA BOWIE FLOOR COVERINGS LTD

LINOLEUM CARPET & TILE

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First With The Finest

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FLOORING line, from

luxury fashions to bud-

get prices, in smartest,

newest designs such as

famous RENAISSANCE,

CELESTIAL, MARBLEIZED, TERRAZZO,

CAREFREE. Also colorful RUBBER FLOORING

**"WHERE TO BUY THEM"**

DISTRIBUTOR

Weeks Arthur C Ltd

MainFlr 902 11AvSW. .CHery 4-9756

DEALER

Bond Floors (Alberta) Ltd

1435KensingtonRd. .Atlas 3-4911

Bond Floors (Alberta) Ltd

1435KensingtonRd. .Atlas 3-4911

(See Advertisement Opposite Page)

Century Floor Covering Ltd

511 8AvSW. .AMhrst 3-8030

(See Advertisement This Page)

(Continued Next Page)



★ **LINOLEUM**
 Domestic - Commercial
 Industrial

★ **TILE**
 Lino - Rubber - Vinyl
 Cork and Asphalt

★ **FORMICA COUNTER
 TOPS**

★ **PLASTIC WALL TILE**

★ **BROADLOOM &
 CARPETS**

VISIT OUR LARGE STORE FOR
 FLOORING IDEAS or PHONE for

FREE ESTIMATES

Guaranteed Installations
 COMPLETE ADVICE ON
 DO-IT-YOURSELF

CENTURY
Floor Covering Ltd.

AMhrst 3-8030

511 - 8th Avenue S.W.

Linoleums—Retail—(Cont'd)

CURTIS & LOUCKS LTD

Linoleums Chrome Trims & Arborite
624 17AvSW. AMhrst 2-9444
(See Advertisement This Page)

CUSTOM FLOOR COVERINGS LTD

926a 17AvSW. CHery 4-0320
(See Advertisement This Page)
Dower Bros Ltd 127 7AvSE. AMhrst 2-5669
Erbenich Bros 2235ChicoutimiDr. AVenu 2-1254
(See Advertisement This Page)

FAIRWAY FLOOR CO LTD

Complete, Guaranteed Installations
Newest Designs, Patterns
2102 10AvSW. CHery 4-8045

Falk H J 2025 56AvSW. CHstnt 3-7048
Johnston Floors 2592MorleyTr. AVenu 9-2491
Jones A B 2015 56AvSW. CHstnt 3-4519
McKinlay J S 2218 30AvSW. CHery 4-0369
MODERN FLOOR COVERINGS LTD 1519 34AvSW. CHstnt 3-3731
(See Advertisement This Page)

Slater's Floor Coverings Ltd

1223 1StSW. AMhrst 9-4209
(See Advertisement This Page)

WADE APPLICATION CO LTD

907 82AvSW. ALpin 5-5153
(See Advertisement This Page)

WESTPOINT ASBESTOS

1312 39StSEstLn. BRidg 2-0311
Wood's Linoleum Shop Ltd
1609CentreStN. CRstvw 7-2070
(See Advertisement This Page)

Linoleums—Wholesale

FEDERAL SALES LTD

602 7AvSE. AMhrst 3-0610
McMahon W G Ltd 438 11AvSE. AMhrst 3-0225
(AMhrst 2-1621)

OAKE GEORGE R LTD

Wholesale Only 224 11AvSW. AMhrst 3-2090

Weeks Arthur C Ltd

MainFlr 902 11AvSW. CHery 4-9756
Western Floor Coverings Calgary Ltd
10Av&5StSW. AMhrst 3-0170

Liquid Oxygen

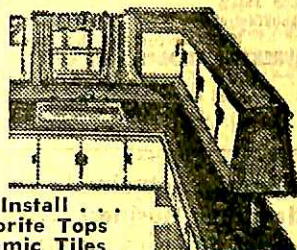
See Oxygen

Liquidators

Central Liquidation (Canada) Ltd. AMhrst 9-8450
Limited 14-108a 8AvSW. AMhrst 3-6964
Royal Auction Market 438 5AvSE. AMhrst 2-3636
Shield C L
Licensed Trustee
108a 8AvSW. AMhrst 6-3434
Western Recoveries Liquidation Ltd
203-809 2StSW. AMhrst 3-2749

The CLASSIFIED DIRECTORY
has solved many a buyer's
problem.

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Arborite Tops
Ceramic Tiles
Lino - Carpets

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AVenu 2-1254

2235 Chicoutimi Drive

Bond Floors [Alberta] Ltd.

Specialists in

Floor & Wall Coverings
Linoleum - Asphalt Tile
Rubber Tile - Vinyl Tile
Cork Tile

Plastic Wall Tile
Arborite - Formica
Broadloom

Everything Installed Guaranteed

1435 Kensington Rd.

Atlas 3-4911

TILES

In Linoleum - Vinyl -
Plastic - Rubber and
Asphalt

A Good Stock of
INLAID LINOLEUMS

Complete Installation Service

Custom Floor Coverings

Ltd.

CHery 4-0320

926a 17 Ave. S.W.

Modern Floor Coverings

LTD.

— First Class Workmanship —

- Linoleum & Lino Tiles
- Asphalt & Vinyl Asbestos Tiles
- Rubber & Vinyl Tiles
- Cork Tiles • Ceramic Tiles
- Plastic Wall Tiles

FREE ESTIMATES

CHstnt 3-3606

CHstnt 3-3731

1519 - 34th Ave. S.W.



AVenu 9-8883

ALpin 5-5153

APPLICATION Co. Ltd.

- ARBORITE
- RUBBER
- VINYL
- PLASTIC
- LINOLEUM
- BROADLOOM

Installed By Experts

2nd Flr. 1026 16th Avenue N.W.
907 - 82nd Avenue S.W.

CURTIS & LOUCKS

LTD.

LINOLEUM

AMhrst 2-9444

WE MEASURE TODAY —
INSTALL TOMORROW

Arborite Installed

- RUBBER TILES
- ASPHALT TILES
- LINOLEUM TILES
- VINYL TILES
- PLASTIC TILES

Expert Installation on —
FLOORS, COUNTER TOPS, Etc.

624 - 17 Ave. S.W.

Wood's

LINOLEUM SHOP LTD.
1609 CENTRE ST. N.

★ **LINOLEUMS**

VINYL RUBBER
ASPHALT TILES

★ **ARBORITE**

PLASTIC WALL TILES

★ **BROADLOOM**

HALL RUNNERS

★ ★ ★

ESTIMATES GIVEN

FIRST CLASS WORKMANSHIP

★ ★ ★

FOR A COMPLETE FLOOR
COVERING SERVICE

CRstvw 7-2070

CRstvw 7-4368



Dealers

- ARMSTRONG LINOLEUM
- BARRY STAINES
- CONGOLEUM
- DOMINION OIL CLOTH
- CARPETS & BROADLOOM

Sales and Installation of Following Lines

- LINOLEUM
- LINOLEUM TILE
- ASPHALT TILE
- RUBBER TILE
- CORK TILE
- CONGOLEUM FLOORS
- ARBORITE
- FORMICA
- VINYL TILE
- WALLCOVERING
- PLASTIC WALL TILE
- QUAKER FLOORS

Counter Topping

Wall To Wall Broadloom and Rugs

Chrome Trims - Waxes - Cleaners & Accessories

"Beautiful Linoleum for Home and Office"

1223 - 1 St. S.W.

AMhrst 9-4209

AMhrst 9-3483

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Barclay Products Ltd
MezzFlr GreyhoundBldg. AMhrst 6-3587

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- APPLIANCES
- CONTAINERS
- EQUIPMENT



SPECIALISTS IN PROPANE AND NATURAL GAS APPLIANCES

"FOR INFORMATION CALL"

CITY

CANADIAN PROPANE CONSOLIDATED LIMITED
73Av&MacLeodTr. ALpin 5-0121
ALpin 5-0122

DISTRICT BRANCHES

CANADIAN PROPANE CONSOLIDATED LIMITED Brooks EMrsn 2-2919
CANADIAN PROPANE CONSOLIDATED LIMITED High River 2362

James Equipment Ltd
71Av&MacLeodTr. ALpin 5-6611

MID WEST PROPANE LTD

COMMERCIAL & HOUSEHOLD
PROPANE SERVICE

FILLING PLANT:

No. 1 Hwy East between Trans Canada
Motel and Purity 99 Station
CRstvw 7-0237

1319 4StNW AVenu 2-1701

MOBILE FUELS CO LTD

3012 17AvSEfstLn. BRidg 2-0063

PETROLANE GAS LTD

528 9AvSW. AMhrst 2-5222

PROPANE ENGINEERING SERVICE

2301CentreStN. CRstvw 7-1088
CRstvw 7-7811

QUALITY GAS SALES

1029 7StSE. AMhrst 2-4008
Shasta Trailer Drome 2301CentreStN CRstvw 7-4255

STEWART PETROLEUMS LTD

Head Ofc 3106 17AvSEfstLn. BRidg 2-4011
Retail Propane Sales Branch BRidg 2-3352

SUNBERTA GAS CO LTD

1026 17AvSW. CHery 4-9713
Weno Services Ltd Hubalta BRidg 2-3233

ZENIGAS

"ZENIGAS"

- FARM FUELS
- APPLIANCES
- ZENIVOLT BATTERIES
- TANKS CYLINDERS
- PROPANE

SERVING YOU IS OUR BUSINESS

"FOR INFORMATION CALL"

ZENITH PROPANE LTD
37Av&5StSE. CHstnt 3-5526

Lithographers & Embossers

Albertan Job Press Ltd 312 8AvSE AMhrst 3-2480
Boasten Printing Co Ltd

2050 10AvSW. CHery 4-8132

BURNAND PRINTING CO LTD AMhrst 2-6205
230 7AvSE. AMhrst 9-2888

Commercial Printers (Calgary) Limited

1220 11AvSW. CHery 4-8966

Craftsmen Press Ltd 233a 16AvNW CRstvw 7-3722
Duffoto Process Co Ltd 229a 7AvSE AMhrst 2-5418

EVERGREEN PRESS (ALBERTA) LTD

5325 3StSE. ALpin 5-7726

(See Our Ad under Printers)

GRANT-MANN LITHOGRAPHERS LTD

LITHOGRAPHERS & PRINTERS

John W. Jones, Alta. Rep. res. AVenu 9-7136

Dwnstrs 120a 16AvNE CRstvw 7-3345

Lithographers & Embossers—

(Cont'd)

GRAPHIC ARTS WESTERN LTD

- Offset Plates & Negatives for All Presses
- Offset Supplies
- Colour Separation Negatives

Pickup & Delivery Service

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AMhrst 6-5492

HI-LITE PRINTING LTD

For a Job

Well Done . . . in a Rush

739 10AvSW AMhrst 2-4801
AMhrst 6-2710

Kalpress Ltd 1225 9AvSE BRdwy 3-4545
Kellaway Printing Ltd 107 6AvSW AMhrst 2-2207
AMhrst 2-7767

Lithokraft Press Ltd

4303EdmontonTr. CRstvw 7-0751
McAra John D Limited 512 4AvSW AMhrst 2-1566
AMhrst 6-6818
AMhrst 2-7673

Modern Photo-Lith Services Ltd

Rear 1609KensingtonRd. ATlas 3-2672

NEELAND PRINTING & LITHO

SERVICE 718 2AvSW. AMhrst 2-7102

Northwest Printing & Lithographing CRstvw 7-4947

Ltd 1806-1808 1StNW. CRstvw 7-4882

WESTERN PRINTING & LITHOGRAPHING CO

LTD 706 2AvSW. AMhrst 2-6111

Livestock Dealers & Commission**Merchants****ADAMS WOOD & WEILLER LTD**

LIVESTOCK COMMISSION MERCHANTS

Res. Phones

Harvey K. Adams, Pres. & Mgr. CHery 4-8075

Art Adams, Vice-Pres. CHrchl 9-7101

Roy W. Furgeson, Sec.-Treas. CHery 4-2650

Cliff R. Green, Salesman CHstnt 3-1448

207LivestockExchangeBldg. BRdwy 3-5121
BRdwy 3-1883

Alberta Livestock Co-op Ltd

Stockyds E Calgary. BRdwy 3-1501

Bridgewater Livestock Co Ltd

LivestockExchangeBldg. BRdwy 3-4847

Calgary Livestock Exchange

Sale Ring No 1 BRdwy 3-1711

Stockyard E Calgary. BRdwy 3-1722

Sale Ring No 2 BRdwy 3-1733

BRdwy 3-1744

Canada Packers Ltd BRdwy 3-5090

Stock Yards E Calgary. BRdwy 3-4177

Farrell L P 7404ElbowDr. ALpin 5-5482

Gillespie A 206LivestockExchg. BRdwy 3-5404

Hayden Auction Mart 1036 10AvSE BRdwy 3-5191

McWater V L Cattle Co Ltd

LivestockExchangeBldg. BRdwy 3-1914

Northern Packers Ltd

101LivestockExchg. BRdwy 3-1312

PARSLOW & DENOON BRdwy 3-5058

Stock Yards E Calgary. BRdwy 3-5755

Paul & MacDonald BRdwy 3-5301

LivestockExchg. BRdwy 3-2242

Perry L W 921 20AvNW AVenu 9-3782

Wheatcroft J C Co Ltd

108LivestockExchg. BRdwy 3-4535

Loaders—Portable**CONSTRUCTION EQUIPMENT CO LIMITED**

66Av&3StSW. ALpin 5-1121

PARDEE EQUIPMENT CO LTD

520 24StNE. BRidg 2-4016

Loans

See also Mortgages

BENEFICIAL FINANCE CO OF CANADA

2ndFlr 1609aCentreStN. CRstvw 7-7591

231 8AvSW AMhrst 9-2536

4-5-340 7AvSW AMhrst 9-6191

(See Advertisement This Page)

Canada Permanent Mortgage Corp

207FitzpatrickBldg. AMhrst 2-6055

Commercial Credit Plan Ltd

2-121 11AvSW. AMhrst 3-1350

CREDIT FONCIER FRANCO-CANADIEN

216LancasterBldg. AMhrst 6-6784

CRESCENT FINANCE CORP LTD

618 8AvSW. AMhrst 3-2940

4816a MacleodTr. CHstnt 3-5516

(See Advertisement This Page)

Domestic Finance Co Ltd

215RoyaliteBldg. AMhrst 3-7650

Gobel Lou Insurance Ltd

1-1139BownessRd. ATlas 3-4218

HOUSEHOLD FINANCE CORPORATION**OF CANADA**

337 8AvSW AMhrst 3-1180

1609 14StSW CHery 4-7433

805 1StSW AMhrst 3-7520

1608CentreStN. CRstvw 7-7526

(See Advertisement This Page)

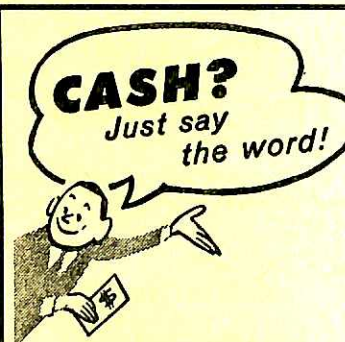
LAURENTIDE FINANCE CORP LTD

815 7AvSW. AMhrst 6-8696

(See Advertisement This Page)

(Continued Next Page)

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Classified Business Directory
advertising are greater than
can be obtained through similar
expenditures in any other
form of advertising.



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... AT BENEFICIAL

In a hurry for money?
Just phone Beneficial!
Get the cash you want
fast. One phone call
does everything. Call
up or come in today!

LOANS up to \$5000

36 mo. contracts on loans

over \$1500 and up to \$5000

Your loan can be life insured

CALGARY

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231 8th Ave. S.W. AMhrst 9-2536

340 7th Ave. S.W. AMhrst 9-6191

**BENEFICIAL
FINANCE CO. OF CANADA**

Exclusive!

**3 WAY PROTECTION
INSURANCE**
AGAINST SICKNESS
ACCIDENT OR DEATH
ON LOANS FROM

**Crescent
Finance**
CORP. LTD.

618 - 8th Avenue S.W.
AMhrst 3-2940

4816a Macleod Trail
CHstnt 3-5516



**Laurentide Finance
Co.**

For Quick Service Phone

AMhrst 6-8696

PERSONAL LOANS

AUTO - FURNITURE - NOTE

— Private Auto Sales Financed —

FOR ANY FINANCE SERVICE

CALL L.F.C.

815 - 7th Avenue S.W.



Phone for fast,
one-day
loan service

up to \$2500

Loans are made for any
helpful purpose.

You may choose from a wide
variety of repayment plans
with up to 36 months to repay.

Life Insurance available
on all loans

**HOUSEHOLD FINANCE
CORP. OF CANADA**

337 - 8 Ave. S.W. AMhrst 3-1180

1609 - 14 St. S.W. CHery 4-7433

805 1 St. S.W. AMhrst 3-7520

1608 Centre St. N. CRstvw 7-7526

Household Finance Corp. Ltd.

Loans—(Cont'd)

Niagara Finance Co Ltd
Uptown Ofc 218a 8AvSW. AMhrst 3-1930
Branch Office 1106 4StSW. AMhrst 3-8860
(See Advertisement This Page)

PACIFIC FINANCE

You may borrow
Up to \$2500 or more
Up to 36 months
Personal Loans
Contract Financing



No Bankable Security Required
Get Prompt "MONEYLAND" Service

"WHERE TO CALL"

PACIFIC FINANCE CREDIT LTD
2ndFlr 403 8AvSW. AMhrst 3-1434

SEABOARD FINANCE

LOANS TO \$3000 AND UP
ON
SIGNATURE
AUTO — FURNITURE
Flexible Terms, Life
Insurance Available.



"THE DIFFERENCE WITH
SEABOARD'S THE SERVICE"

"WHERE TO CALL"

Seaboard Finance Co of Canada Ltd
128a 8AvSW. AMhrst 3-1240

TRANS CANADA CREDIT CORPN LTD
611a 7AvSW. AMhrst 3-4050
(See Advertisement This Page)

TRANS-CANADA MORTGAGE CORPORATION
(CALGARY) LTD 250BentallBldg AMhrst 3-1640
UNITED FINANCE CO LTD
603 8AvSW. AMhrst 3-3290

EXTRA CASH When YOU Need It

LOANS UP TO \$2500,
Sometimes More



LIFE
INSURANCE
AVAILABLE

Specialists in
Consumer Lending

218a - 8th Ave. S.W.
AMhrst 3-1930
1106 - 4th St. S.W.
AMhrst 3-8860

Niagara Finance Co. Ltd
The Largest
All-Canadian Loan Company

LOANS

\$150 TO \$5000

with up to 30 months to repay

CAR • FURNITURE
MACHINERY
MARINE • FARM
DEBT CONSOLIDATION

611a - 7th Avenue S.W.
AMhrst 3-4050



TRANS
CANADA
CREDIT
CORPORATION
LIMITED

Locker Service—Cold Storage

ALBERT PARK LOCKER PLANT
2708 17AvSEAlbertPk. BRldg 2-3216

ALBERTA LOCKER SERVICE LTD

"The Frozen Food Centre"

Complete Food Service for
Lockers & Home Freezers

SPECIAL SERVICE FOR HUNTERS

Lockers for Rent

602 6AvSE AMhrst 2-5001
AMhrst 9-6043

CAMPBELL & GRIFFIN LTD
348 11AvSW. AMhrst 6-1026

CENTRAL MEAT & LOCKERS

Custom Slaughtering & Curing - Top Quality
Meats - Fruits, Vegetables Processed & Frozen
for Your Freezer — F. Straub, Prop.
Phone OKOTOKS 18

Home Provisioners Ltd
1416CentreStN. CRstvw 7-8571

Lenz & Co Meat Food Products
4414 16aStSE. BRdwy 3-4322
(See Advertisement This Page)

MERCHANTS COLD STORAGE CO LTD

PUBLIC COLD STORAGE AND LOCKERS FOR RENT

Campbell & Griffin Ltd.

348 11AvSW AMhrst 6-1026

Polar Food & Freezer Co
120 40AvNW. CRstvw 7-5002
(See Advertisement This Page)

LENZ & CO. Meat Food Products

Do You Want the Best
For Your Freezer?
CUT, WRAPPED AND FREE
DELIVERED TO YOUR HOME...
MEAT & MEAT PRODUCTS
WHOLESALE

- ★ Custom Curing and Smoking of
Bacon, Hams and Sausage
- ★ Cutting, Wrapping and Quick
Freezing of Customer's Own Beef,
Veal, Pork and Wild Game at
very Reasonable Prices.

BRdwy 3-4322

4414 - 16a Street S.E.



LOCKERS
FOR
RENT

HUNTERS
GAME
CUTTING

Polar Food & Freezer Co.
CRstvw 7-5002
FREEZER FOOD PLAN
Res. Phone ATlas 3-5313
120 - 40th Avenue N.W.

Lockers—Metal

B W STEEL PRODUCTS SUPPLY (BRdwy 3-4926
CO LTD 2708 6StSE. BRdwy 3-4543

GORMAN'S LTD 4420 1StSE. CHstnt 3-3146
CHstnt 3-6434
CHstnt 3-7666

Northern Asbestos & Building Supplies Ltd
840 26AvSE. BRdwy 3-1231
Pedlar People Ltd 1301 10AvSW. CHery 4-2050
CHery 4-6300

WESTEEL PRODUCTS LTD
1902 11StSE. BRdwy 3-5631

Locksmiths

Head's Lock & Key Works
111 12AvSW. AMhrst 2-3115
(See Advertisement This Page)

Ideal General Repair Shop
Rear 710 2StSE. AMhrst 2-9495

Pioneer Lock & Safe Works
513 8AvSW. AMhrst 2-5462
(See Advertisement This Page)

Raemor Hardware & Appliances
2107 33AvSW. CHrchl 2-3388

WESTERN CYCLE WORKS

KEY CUTTING LOCK REPAIRING

1514 14StSW CHery 4-4044

Logging Equipment

CASE—TRACTORS WINCHES DOZERS & SIDE
BOOMS—

PIONEER MACHINERY LTD
1139 9AvSW. AMhrst 3-0300

PARDEE EQUIPMENT CO LTD
520 24StNE. BRldg 2-4016

Long Distance

ALBERTA GOVERNMENT TELEPHONES
119 6AvSW
Long Distance Operator & Long Distance Rates 0

Looseleaf Systems & Supplies

GENERAL BINDING CORPORATION (CANADA)
LTD 727 10AvSW. AMhrst 6-3555

Loud Speaking Equipment

See Sound Systems & Equipment

9 out of 10

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YELLOW PAGES

WHEN THEY'RE READY TO BUY

You can display your
business before these
buyers at remarkably
little cost.

LOCKSMITH

Authorized Service For
Automobile Keys, Locks,
Hydraulic Jacks

VAULT and SAFE
REPAIRS A SPECIALTY

Head's Lock & Key Works

111 - 12 Ave. S.W.

AMhrst 2-3115

LOCKSMITH

SPECIALISTS
IN SERVICE CALLS

- Keys Made
- Locks Installed
- Locks Changed
- Master Keying
- Safe & Vault Repairs
- Combinations Changed
- Overhead Door Closer

Agents for
Chubb Burglar Equipment
— Installation & Repairs —

PIONEER LOCK & SAFE WORKS

513 - 8th Ave. S.W.
Basement Blow Bldg.

AMhrst 2-5462

Evenings CHrchl 9-2756

Luggage

General Distributors Ltd
130 9AvSW..AMhrst 2-9223
(See Advertisement This Page)

SAMSONITE LUGGAGE

You're going first class with

Samsonite Luggage

World's Largest selling luggage

"WHERE TO BUY IT"
DEALERS

Riley & McCormick Ltd
332 7AvSW..AMhrst 2-1556
Wood's Leather Goods
516 12AvSW..AMhrst 2-4355

Wood's Leather Goods 516 12AvSW AMhrst 2-4355
(See Advertisement This Page)

Tri-Taper Men's and Ladies' Luggage

Fibreglas Reinforced
Stainless Steel Closures
New Permanite Coverings

FOR WOMEN . . .

American Blue
Tourister Gray
Golden White
Resort Tan

FOR MEN . . .

Resort Tan
American Blue
Tourister Gray

General Distributors LTD.

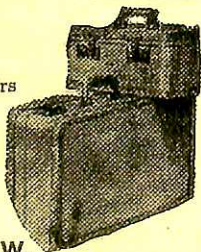
130 - 9 Ave. S.W.
AMhrst 2-9223

Wood's Leather Goods

— Calgary's Luggage Centre —
Dealers for
SAMSONITE — McBRINE

- ★ Protect your Luggage with Tailor Made Case Covers
- ★ Luggage Repairs
- ★ Expert Zipper Work

SAMPLE CASES
MADE TO
ORDER



516 12 Ave. S.W.

AMhrst 2-4355

Lumber—Inspection

Alberta Testing & Inspection Co Ltd
1910 9AvSW..AMhrst 2-9835

Lumber Manufacturers

ATLAS LUMBER CO LTD
418 3AvSE..AMhrst 6-2975
Burmis Lumber Co Ltd
212LancasterBldg..AMhrst 6-1106

Lumber—Retail

ATLAS LUMBER CO LTD
★ **FOR ALL YOUR LUMBER NEEDS CALL ATLAS**
★ MODERN BUDGET TERMS
★ Service and Satisfaction Guaranteed
★ Serving Alberta for Over 50 Years
Delivery Service
418 3AvSEAMhrst 6-2975
.....AMhrst 2-4952

(See also Advertisement This Page)
Beaver Lumber Co Ltd
10Av&11StSW..CHery 4-2166
(See Advertisement This Page)

BENNETT A R BUILDING SUPPLIES & HARDWARE LTD
Full Line of
BUILDING MATERIALS
3805 2StNE276-1121

BIRD BUILDING SUPPLIES

LUMBER — BUILDING SUPPLIES
HARDWARE
CONSTRUCTION ACCESSORIES — BRICK
1427 19AvSE.....BRdwy 3-1146
.....BRdwy 3-1982

BOW VALLEY LUMBER YARDS LTD

Lumber - Building Materials
Hardware & Monarch Paints
Home Improvement Loans

Three Locations to Serve You:
WEST YARDBUtir 8-2133
6235BownessRdBwns..BUtir 8-4021
RICHMOND ROAD STORE
2919RichmondRd..CHrehl 9-2319
.....BRidg 2-3939
EAST YARD ChestermereRd BRidg 2-4636

BUILDING CENTER 1040 10AvSW CHery 4-5576
BURKE ORVILLE LUMBER CO LTD
7015MacleodTr..Alpin 5-4461
(See Advertisement This Page)
CALGARY BUILDERS' SUPPLY LTD
2402 10AvSW..CHery 4-0741
(See Advertisement This Page)
Calgary Custom Planing Mill
1802 17AvSE..BRdwy 3-5986
Clairmont Sawmills Ltd
1022 11AvSW..CHery 4-2575
Comet Lumber Co Ltd BRidg 2-4313
1838 52StSEfstLn..BRidg 2-0212
(See Advertisement This Page)
(Continued Next Page)

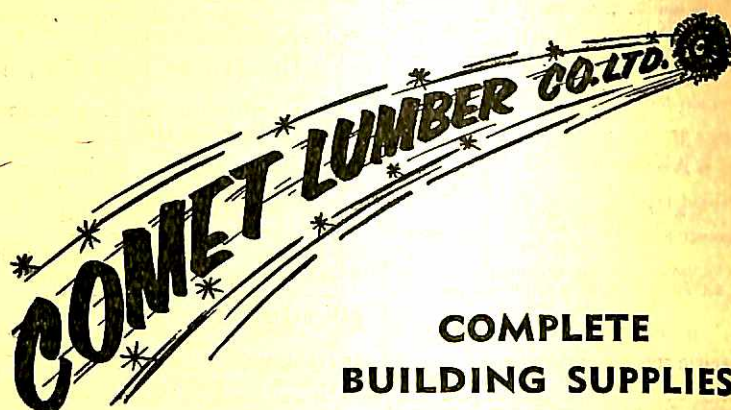
ATLAS LUMBER Co. Ltd.

**FOR ALL YOUR
BUILDING NEEDS
PLYWOOD & WALL BOARD
SPECIALISTS**

- ★ Fast & Efficient Deliveries
- ★ Modern Budget Terms
- ★ Personalized Service

AMhrst 6-2975

418 - 3rd Avenue S.E.



**COMPLETE
BUILDING SUPPLIES**

**SPECIALIZING IN WESTERN
WHITE SPRUCE**

EASY CREDIT TERMS — FREE DELIVERY

BRidg 2-0212 — BRidg 2-4313

1838 - 52nd STREET S.E.

Hubalta, Alberta

BEAVER LUMBER

CO. LTD.



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Clareholm Phone 14
Duchess Ph. FRnkln 8-4301
Stavely Phone 24
Three Hills Phone 26
Vulcan Phone 41

CALGARY

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(Continued Next Page)

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(See Advertisement This Page)

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