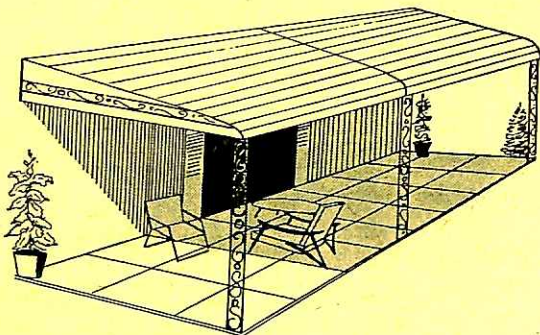


CHANCELLOR BUILDING PRODUCTS LTD.

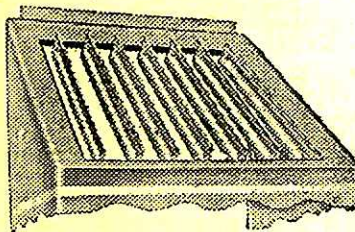


SPECIALIZING IN
ALUMINUM SIDING — ROOFING — AWNINGS
DOORS — WINDOWS — ETC.
CARPORTS — PATIOS
MALEMADE MAIL BOXES

Phone Avenu 2-1977

AFTER HOURS RESIDENCES:
Jack Stephen CRstvw 7-5787 — Jim Finney ATlas 3-3735
838 - 16th AVENUE N.W.

KOOLSIDE METAL AWNINGS & CANOPIES



THEY...
OPEN & CLOSE
FROM INSIDE!
THE AWNING WITH THE
CONTROLLED VISION MAKES
ALL OTHERS OBSOLETE

EDRO
WINDOW PRODUCTS LTD.

ALpin 5-7422
ALpin 5-8422
7218 Macleod Trail

Awnings, Tents, Etc.—(Cont'd)

Chancellor Building Products Ltd
838 16th Ave NW. (Avenu 2-1977)
(See Advertisement This Page)
Economy Roofers (Calgary) Ltd
1814 17th Ave SE. (BRdwy 3-4441)
(See Advertisement This Page)
Edro Window Products Ltd (ALpin 5-7422)
7218 Macleod Tr. (ALpin 5-8422)
(See Advertisement This Page)
General Welding & Step Railing
6639 19th St SE. (BRowng 9-3432)
(See Advertisement This Page)
GIENOW SASH & DOOR CO LTD
336 35th Ave NE. (Avenu 2-1977)
(See Advertisement This Page)
Guldo's Welding Manufacturing
1810 10th Ave SW. (Chery 4-1111)
Harmony Aluminum Products Ltd
410-109 8th Ave SE. (CALL 262-3773)
(See Advertisement This Page)
(Continued Next Page)

Economy Roofers (CALGARY) LTD.

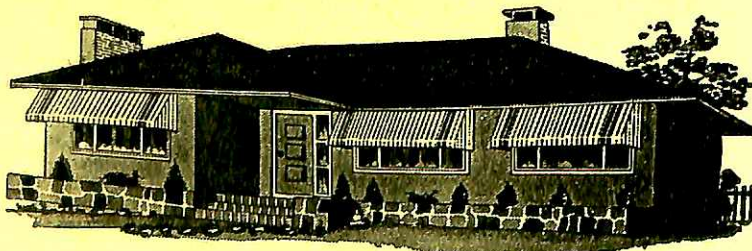


• Residential & Commercial
Complete Awning Service
BRdwy 3-4441
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Manufacturers of

Humphrey

ALUMINUM AWNINGS
DOORS AND WINDOWS

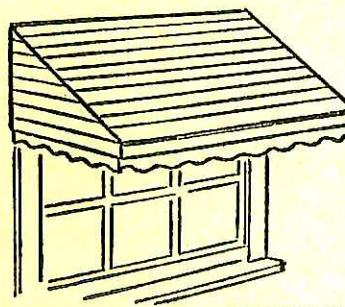
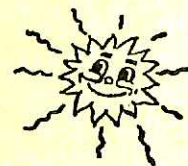


DOOR CANOPIES, PATIOS
Residential Commercial Industrial
FREE ESTIMATES — NO OBLIGATION

276-1171

GIENOW SASH & DOOR CO. LTD.

336 - 35th AVENUE N.E. — CALGARY
After 5 p.m. or Weekends Phone 242-5273



- ★ CUSTOM DESIGNS
- ★ BEAUTIFUL COLORS
- ★ SILENT PROTECTION
- ★ LIFETIME ALUMINUM
- ★ REASONABLE PRICES

HARMONY
ALUMINUM PRODUCTS
LTD.

410 - 109 - 8th Avenue S.E.
CALL
262-3773
ANYTIME

GENERAL WELDING & STEP RAILING

FREE ESTIMATES
ON FIBREGLASS
AWNINGS
DOOR CANOPIES
AND
STEP RAILINGS
Improved Incinerators

BRowng 9-3432

or Call at 6639 - 19th St. S.

*Want
to talk*

with another room of your
home without walking to
... listen if the baby
awake ... answer your
front door from the kitchen

Inquire now about the
Home Interphone.
Call Your Local
Telephone Office

Awnings, Tents, Etc.—(Cont'd)

Hollyview Aluminum Products Limited
308 40AvNE...277-6857
(See Advertisement This Page)

LUCKHARDA ALUMINUM BUILDING SUPPLIES
4619 17StSW...243-5706

McCREADY PRODUCTS LTD
1329 1StSW...AMhrst 3-4725
(See Advertisement This Page)

Nationwide Building Products Ltd
1009 8AvSW...269-1400
(See Advertisement This Page)

SHADESCREENING LTD
812 2AvNW...ATlas 3-6555
Shop 7932 48AvNWbwns...BUtlr 8-2773

Superior Awnings Limited
2135KensingtonRd...ATlas 3-0505
(See Advertisement This Page)

WESTERN PLASTICS LTD
1137 11StSE...273-1665

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

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.

NATIONWIDE BUILDING PRODUCTS LTD.

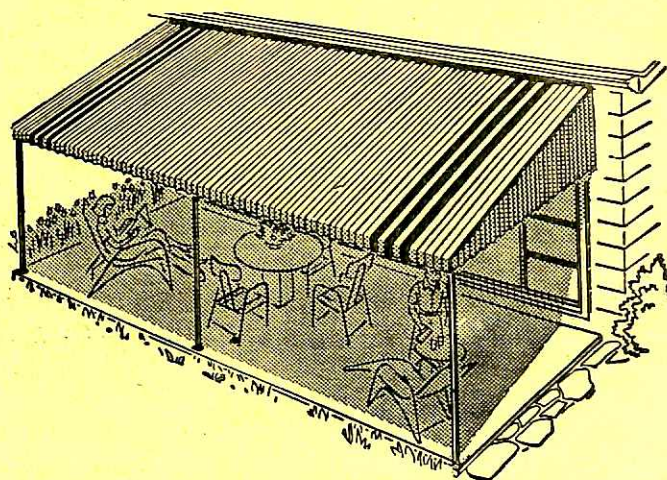
ALL TYPES OF HOME IMPROVEMENTS

- ★ COLORED ALUMINUM AWNINGS
- ★ COLORED ALUMINUM SIDING
- ★ ROOFING
- ★ FREE ESTIMATES
- ★ ALL WORK GUARANTEED

269-1400
266-5250

1009 - 8th Avenue S.W.

HOLLYVIEW ALUMINUM PRODUCTS LIMITED



Manufacturers & Distributors
AWNINGS — CAR PORTS — PATIOS
DOOR CANOPIES
WHOLESALE & RETAIL
Designed and Colored to Suit Your Home
277-6857
308 - 40th AVENUE N.E.

Baby Accessories

See Children's Wear

Baby Care Service

Babs' Baby Sitting Agency
1311 14AvSW...CHery 4-8340

Dependable Baby Sitting Bureau
514 11AvNE...CRstvw 7-6871

Fairview Day Care 8003FairmountDr...252-2522

Mother Goose Day Nursery 708 68AvSW...252-1848

Reliable Baby Sitting Service fATlas 3-4405

2432 4AvNW...ATlas 3-5036

Southside Baby Sitting Bureau
122GardenCr...262-9651

Baby Chicks

See Hatcheries

Baby Equipment

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

Western Canada Rentals
1705 2StSE...AMhrst 9-2735

Background Music

See Music Background Systems

Badges

SHADESCREENING LTD
Labels Division
812 2AvNW...ATlas 3-6555

Baggage Transfer

A Always All Right Cartage
315 3AvSW...AMhrst 2-3292

CPR BAGGAGE TRANSFER
CPR Station...AMhrst 2-3355

McCREADY



- ★ PRE-COLORED
- ★ ALUMINUM AWNINGS
- ★ PERMANENT
- ★ WEATHER TESTED
- ★ CHOICE OF COLORS
- ★ ALL CANADIAN

Raw Materials to
Finished Products

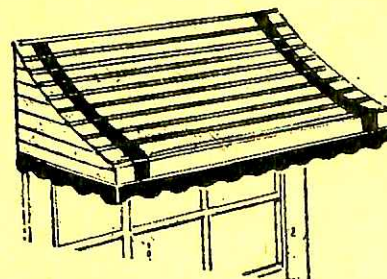
McCready Products

LIMITED

AMhrst 3-4725

ALUMINUM
AWNINGS, SIDINGS, SHINGLES
1329 - 1st Street S.W.

"The Shadiest Deal in Town"



FIBERGLAS and ALUMINUM AWNINGS

PATIOS — CAR PORTS — LAWN SHADES
ADD BEAUTY TO ANY HOME
FREE ESTIMATES

ATlas 3-0505
SUPERIOR AWNING S
LIMITED

2135 KENSINGTON ROAD
W. A. Richardson, Residence BUtlr 8-4222

Bags—Paper**BONAR & BEMIS LTD**

Manufacturers of
Jute, Cotton, Paper &
Plastic Bags

2235 15StSE fBRdwy 3-5152
BRdwy 3-4789

CONTINENTAL PAPER PRODUCTS LTD

MULTI-WALL BAGS
Valve & Open Mouth
PACKING AND
WEIGHING EQUIPMENT
P.O. Box 697

441 20AvNE CRstvw 7-1577

CROWN ZELLERBACH CANADA LTD

Centre Ave & Moraine Rd. 272-2201

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BOXES — NOTION — MILLINERY BAGS
Handelok Specialty & Polyethylene Bags
Specialized Paper Products

409 Maclean Blk AMhrst 6-2394

Robinson E S & A (Canada) Ltd

9-707a 14StNW. Atlas 3-0169

ST REGIS-CONSOLIDATED PACKAGING LTD

Manufacturers
MULTI-WALL HEAVY DUTY BAGS
POLYETHYLENE COATED PAPER
AUTOMATIC BAG FILLING & WEIGHING
MACHINERY
WIRE TIES

511 Lougheed Bldg AMhrst 3-7431

WOODS-DRYDEN PAPER BAGS LTD

Rear 1902 11StSE. BRdwy 3-1531

Bags—Textile**BONAR & BEMIS LTD**

Manufacturers of
Jute, Cotton, Paper &
Plastic Bags

2235 15StSE fBRdwy 3-5152
BRdwy 3-4789

Meisels R 2498 St Patrick—Call Long Distance
and ask for... Montreal WE 2-6537
Modern Packaging Co Ltd fALpin 5-7144
5319 3StSE fALpin 5-7292

WOODS BAG & CANVAS CO LTD

Manufacturers of

JUTE & COTTON BAGS
TENTS, TARPAULINS, SLEEPING ROBES

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Bags—Transparent**ARMOUR PLASTICS LTD**

106 11AveSE. AMhrst 2-5044

Bonar & Bemis Ltd 2235 15StSE fBRdwy 3-5152
BRdwy 3-4789

CANADIAN INDUSTRIES LIMITED

Polythene - Cellulose

Laminates

Printed or Plain

Bags — Rolls — Sheets

"Milpac" Industrial Bags

"WHERE TO BUY IT"

CANADIAN INDUSTRIES LTD

Films Unit
4606 1StSE CHstnt 3-2581

Bags—Transparent—(Cont'd)**DAVIES ROGER AGENCIES**

528 8StNE. 266-4302

Grace W R & Co of Canada Ltd

215 10AvSW. AMhrst 3-3880

Modern Packaging Co Ltd

5319 3StSE. ALpin 5-7144

(See Advertisement This Page)

ROBINSON E S & A (CANADA) LTD

9-707a 14StNW. Atlas 3-0169

Modern Packaging

CO. LTD.

Creators of

MODERN PAK PRODUCTS

— Printed and Plain —
Manufacturers of Polyethylene
Cellophane & Marlex Bags

Also all types of Plastic Packages and
Construction Film



"Buy Alberta
Made Products"

5319 - 3rd St. S.E.

ALpin 5-7144

ALpin 5-7292

Bakers' Equipment & Machinery**BRANTFORD OVEN & RACK CO LTD—**

COLLIN NORMAN H & CO

Mfrs Bakers Machinery & Equipment

Ovens Bread Pastry Baking & Drying Ovens

2640 32AvSW. CHrchl 9-2844

CRESCENT BAKERY

Gasper Szentner, Prop.

HOME-MADE
BREAD - CAKES
& PASTRIES
Pumpnickle &
Hungarian White
Rye Bread
A Speciality



FRESH DAILY
Wholesale & Retail

CRstvw 7-1065

615 - 35 Ave. N.E.

DAFFODIL BAKE SHOPPE

★ HOME MADE BREAD
★ ROLLS — BUNS — COOKIES
★ CAKES — PIES — PASTRIES



FRESH DAILY

CHery 4-5040

2607 - 14th Street S.W.

Bakers—Retail

Acadia Bakery 381 82AvSE ALpin 5-5411

ALPINE PASTRIES

Haysboro Shopping Plaza. ALpin 5-7535

BELFAST BAKERY

SPECIALIZING IN

WHITE BREAD

Cinnamon Buns — Doughnuts

BUNS — CAKES — PASTRY

PIES

FRESH DAILY

1814 14AvNE 276-1910

BONNIE DEL BAKE SHOP

708 16AvNW. AVenu 9-1477

Store 2 5032 16AvNWmtgy 288-5800

Bowness Bakery 6435 Bowness Rd Bwns

Shop BUTlr 8-2655

Office BUTlr 8-2085

Cambrian Bakery 11 Cambrian PI AVenu 9-9144

City Bakery 906 1AvNE fAMhrst 6-2279

AMhrst 3-8578

(See Advertisement This Page)

Crescent Bakery 615 35AvNE CRstvw 7-1065

(See Advertisement This Page)

Daffodil Bake Shoppe 2607 14StW CHery 4-5040

(See Advertisement This Page)

DANISH HOME BAKERY

SPECIALIZING IN:

DANISH PASTRY

DANISH DARK RYE

KRANSEKAGER

ALTADORE SHOPPING CENTRE

3505 14StSW CHstnt 3-2369

(Continued Next Page)

City Bakery

RETAIL — WHOLESALE

THE BAKERY WITH THE MOST COMPLETE LINE OF
PRODUCTS IN TOWN

WE SPEAK FRENCH, ITALIAN, GERMAN & SPANISH

Specializing in:

★ FRENCH BREAD ★ FRENCH STICKS ★ FRENCH ROLLS
— Baked in the Old Brick Oven —

★ BREAD ★ PARKER HOUSE ROLLS ★ LIGHT & DARK RYE
★ SANDWICH LOAF ★ BREAD STICKS

★ KOSHER BREAD ★ FRENCH TWIST
★ PUMPERNICKLE ★ CINNAMON TWIST

★ DOUGHNUTS ★ LONG JOHNS ★ BUTTER HORNS
★ CINNAMON BUNS ★ TURNOVERS ★ FRENCH PASTRY
★ PETIT FOURS ★ PETIT-SHELLS - VOL OU VENT

★ BIRTHDAY CAKES - TORTEN

We Use Only Shortening

Special Discount for Quantity - Restaurants - Coffee

Shops - Churches - Schools & Community Associations

AMhrst 6-2279 - AMhrst 3-8578

One Block from General Hospital — 906 1st Ave. N.E.

Telephone Directories

Covering Subscribers in all
centres of Alberta may be
obtained by contacting your
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Telephone Office or Agent
in your Exchange Area.

LISTED BELOW ARE
DIRECTORIES WHICH
MAY BE ORDERED
AND BILLED TO YOUR
MONTHLY ACCOUNT

Calgary & District \$1.00

Southern District \$1.00

Northern District \$1.00

Central District \$1.00

Peace River District \$.50

Bakers—Retail—(Cont'd)

Em's Bakery Limited No 1

11a Spruce Centre... CHrchl 9-2874
No 2 7702 Elbow Dr... ALpin 5-4242
No 3 9-4623 Banff Coach Rd... CHrchl 9-0735
No 4 3230 28 St SW... CHrchl 2-2639
(See Advertisement This Page)

ERIC'S BAKERY

(Sarcee Shopping Plaza)

WE SPECIALIZE IN HOME MADE BREAD
CAKES - PIES - PASTRIES - WEDDING
& BIRTHDAY CAKES - ETC.

BAKED FRESH DAILY ON OUR PREMISES

Sarcee Shopping Centre 242-4303

EUROPEAN BAKERY 303 16 Av NW 277-2711
(See Advertisement This Page)

FOUR STAR BAKERY

WE SPECIALIZE IN

RYE BREAD
WHITE BREAD
CRUSTY BUNS
PUMPERNICKLE
WEDDING CAKES

Pies — Pastry — Doughnuts

623 35 Av NE CRstvw 7-6665

Frank's Bakery 2020 36 St SE BRidg 2-0996

French Pastry Shop 120 10 St NW ATlas 3-3773
(See Advertisement This Page)

Georg's Bakery 716 25 St SE AMhrst 6-3370

GOLDEN TOPPER BAKERY
2703a 17 Av SW... CHrchl 9-2922

Holland Shop 327 7 Av SW AMhrst 3-5755

ITALIAN BAKERY

HOME STYLE
BREAD & PASTRY

At Your Store or Delivered
to the Home

35 4 St NE 263-6268

JOHNS BAKERY 710 Centre St S... AMhrst 2-5821
(See Advertisement This Page)

LAKEVIEW BAKERY
Lakeview Shopping Plaza... 242-5516

LINCOLN PARK BAKERY
8 Lincoln Park Shopping Centre... CHstnt 3-4545

Morley Bakery 2834 Morley Tr... 282-1236

National System of Baking Ltd {AMhrst 2-9969

Downtown Store 220 7 Av SW {AMhrst 2-7470

North Hill Store {CRstvw 7-1683

Westend Store 724 17 Av SW {CRstvw 7-8196

Gen Ofc Upstrs 1606 Centre St N {AMhrst 2-6485

OLDE COUNTRY BAKERY LTD 101 9 St NE... AMhrst 6-2172
(See Advertisement This Page)

Parpass Food Products Ltd 914 Centre St N... AMhrst 3-1512
(Continued Next Page)

Results obtained through
Classified Business Directory
advertising are greater than
can be obtained through simi-
lar expenditures in any other
form of advertising.

European Bakery 277-2711

★ HOME-MADE BREAD
★ RYE BREAD
★ BUNS - COOKIES - PIES
PASTRIES
★ WEDDING & BIRTHDAY
CAKES
WE DELIVER
303 - 16th Avenue N.W.

FRENCH PASTRY SHOP



FRENCH BREAD - PASTRY
BIRTHDAY CAKES
"BEST WEDDING CAKES IN TOWN"
Store No. 2, 1910 - 37 St. S.W.
CHrchl 9-2924
ATlas 3-3773
120 - 10th Street N.W.
WE CATER TO PARTIES



The Bakery of
HOME-MADE STYLE

BREAD, BUNS,
COOKIES, PIES

Wedding & Birthday
Cakes

Full Line of Pastries

Free Home Delivery

AMhrst 6-2172

Located Opposite General Hospital

101 - 9th Street N.E.

Em's Bakery LIMITED "The Toast of Calgary"



WEDDING CAKES — BIRTHDAY CAKES

5000 **STEADY** Customers Can't Be Wrong

No. 1 11a Spruce Centre CHrchl 9-2874

No. 2 7702 Elbow Dr. ALpin 5-4242

No. 3 4623 Banff Coach Rd. CHrchl 9-0735

No. 4 3230 - 28th Street S.W. CHrchl 2-2639

JOHNS BAKERY

YOUR WEDDING CAKE
EXQUISITELY DECORATED WORTHY
OF THE WONDERFUL OCCASION

BIRTHDAY & SPECIAL
CAKES OUR SPECIALTY

AMhrst 2-5821

710 Centre Street South

Oven Fresh
Daily . . .

★ ROLLS
★ COOKIES
★ PASTRIES

SPECIAL
DISCOUNTS
GIVEN FOR
CHURCHES
SCHOOLS &
COMMUNITY
ORGANIZATIONS



WEDDING CAKES

"Exclusive"

★ ★ ★ ★

**COMPLETE
WEDDING CAKE
(Well Aged)
FROM 90c A POUND
TO \$1.35 PER POUND
MADE FROM THE
HIGHEST QUALITY
INGREDIENTS**

★ ★ ★ ★

- ★ WE WILL DECORATE YOUR CAKE FOR \$7.00 AND UP
- ★ OUR ICING WILL NEVER GO HARD NOR DISCOLOR
- ★ CAKES OF DISTINCTION — FOR DISTINCTIVE PEOPLE

— WE WILL PICK-UP AND DELIVER —

Rivers Wedding Cake Service

DAY OR EVENINGS CALL

243-2989

IF NO ANSWER CALL BUtlr 8-5102 — CHstnt 3-3954

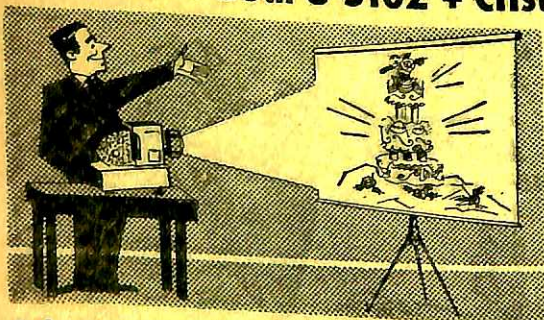
3920 - 15a STREET S.W.

HARRY RIVERS

WEDDING CAKE SERVICE

Daytime or Evenings Call

243-2989 + BUtlr 8-5102 + CHstnt 3-3954



Cakes of
Distinction
for
Distinctive
People



- Our representative will visit your home anytime and show with the aid of colored slides many various styles.
- We feature an icing which will never get hard.
- We will pick-up, deliver and arrange on the day of your wedding.
- **GUARANTEED SATISFACTION**
Hundreds of recommendations.
- We also supply Fruit Cake (well aged) made from the highest quality ingredients — \$1.00 a pound and up.

3920 - 15a STREET S.W.

Bakers—Retail—(Cont'd)

Patricia Bakery 2614 4StNWCRstvw 7-3757
Chinook Centre ChinookCentreALpin 5-5985
(See Advertisement This Page)
Pfeiffer's Bakery 3007 26AvSWCHrchl 9-5231
3831BanffCoachRdCHrchl 9-7078
Pleardy Division of Canadian Food Products
Sales Ltd 1326 17AvSWCHery 4-5526
Rivers Wedding Cake Service
3920 15aStSW243-2989
(See Advertisement This Page)

SCOTCH BAKERY

THE ONLY SCOTCH BAKERY

We Specialize in all Types of
BREADS and PASTRIES
as made in Scotland
WEDDING CAKES MADE TO ORDER
1213 1StWAMhrst 2-6317

PATRICIA BAKERY

HOME MADE BREAD
BUNS — CAKES — PIES
ROLLS & PASTRIES

— FRESH DAILY —

— HOUSE TO HOUSE DELIVERY —

CRstvw 7-3757

2614 - 4 St. N.W. — Calgary

Res. Phone AVenu 9-749

CHINOOK CENTRE

ALpin 5-5985

Bakers—Retail—(Cont'd)

Spawton Crumpet Co Ltd
Rear 332 10StNW283-0377

SPUDNUT SHOP

— Wholesale & Retail —

FRESHEST THING IN TOWN

— BAKED FRESH DAILY —
SPECIAL RATES ON PARTY ORDERS
H. Vigil, Mgr.

1902 33StSWCHrchl 9-9042

Spudnuts of Canada Ltd 216 35AvNE CRstvw 7-8385
Stewart's Bakery 726 3StNEAMhrst 2-6644

SWEET HOME BAKERY

SPECIALIZE IN PASTRY

CATER TO PARTIES

BownessShoppingCentreBwns288-5252

Sweetheart Bakery 6622 20aStSE BRowng 9-3619

TIP TOP OVEN PRODUCTS LTD

1784 14AvNWAVenu 9-0686
MnFlr 1605 14StSW244-0833

TOASTMASTER SALES LTD

12Av&11StSWCHery 4-2731

NIGHT CALLSCHery 4-2731

James Grovie Sales Mgr resALpin 5-1537

Victoria Cake Shop 1018 2StEAMhrst 2-2726

Wallace Food Company

Doughnuts Every Variety

216 39AvNE276-1522

Wedding Cake Service

3920 15aStSW243-2989

(See Advertisement This Page)

West Alberta Bakery 4306 17AvSEBRldg 2-0383

Willman's Mrs Cakes & Cookies

424 16AvNECRstvw 7-9360

WINDMILL WEDDING CAKE DECORATEURS

220UnderwoodBldg.269-3488

(See Advertisement This Page)

(Continued Next Page)



WEDDING CAKE — \$1.20 LB. DECORATED
YOUR OWN FRUIT CAKE DECORATED — 75c LB.

CAKES FOR ANY OCCASION

— DISPLAY CENTRES —

CARD CANDY SHOP
North Hill Shopping
Centre

WORKSHOP
220 Underwood Bldg.
1311 - 1st St. S.W.

CARDLAND
Bay Parkade
7th Ave. S.W.

289-2465 269-3488 262-9988

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Banks—(Cont'd)

Industrial Development Bank
3rd Flr Hudson's Bay Oil & Gas Bldg AMhrst 9-6981

Royal Bank of Canada
Main Branch 4StSW&8Av AMhrst 6-8751
8th Ave & Centre St Branch AMhrst 6-8751
Assistant General Mgr's Dept AMhrst 6-8751
7th Ave & 2nd St West Branch AMhrst 2-4446
Crescent Heights Branch AMhrst 9-1195
101 16AvNW CRstvw 7-8516
Hillhurst Branch CRstvw 7-8517
10St&Sunnyside BlvdNW ATlas 3-5571
Bowness West End Branch
44BownessShoppingCentreBwns BUTlr 8-4955
Bowness Br 6411BownessRdBwns BUTlr 8-4431
23 Av & 4 St SW Branch FAMhrst 3-2680
814 49 Av SW Branch CHstnt 3-2716
2101a 66 Av SE Branch BRowng 9-4030
3829 Banff Coach Rd Branch CHrchl 9-2833
4628a Bowness Rd Mtgy Branch BUTlr 8-6674
Cambrian Branch 2CambrianDr 289-1916
Glamorgan Shopping Centre Branch
3909RichmondRd 249-3151
Macleod Trail Branch
5828MacleodTr 252-1118
8 Av & 7 St SW Branch FAMhrst 3-2000
740 8AvSW AMhrst 3-2001
1141a 17 Av SW Branch CHery 4-0344

TORONTO-DOMINION BANK

PEOPLE
MAKE THE
DIFFERENCE

**"FOR LIST OF BANKS"****TORONTO-DOMINION BANK THE**

114 8AvSW AMhrst 9-5541
NIGHT CALLS AFTER 5 PM
Manager T Eustace AMhrst 9-5543
Asst Manager D D McLean AMhrst 9-5542
Accountant's Dept AMhrst 9-5541
Current Acct Dept AMhrst 9-5546
Savings Dept AMhrst 9-5545
Clearing Dept AMhrst 9-5547
Manager's res CHstnt 3-5797
Asst Manager's res AVenu 9-8743
OIL & GAS DEPARTMENT
303-505 8AvSWBldg AMhrst 9-5541
NIGHT CALLS AFTER 5 PM AMhrst 9-5544
Manager R G Humphries res CHstnt 3-3392
Special Representative
W G Printz res 252-1978

8 AVE & 4 ST SW BRANCH
505 8AvSW AMhrst 9-8211
NIGHT CALLS AFTER 5 PM
Manager D E McGeachan AMhrst 9-8214
Asst Manager F G McDowall AMhrst 9-8211
Accountant's Dept CHstnt 3-2490
Manager's res CHrchl 2-3410
8 AVE & 1 ST SE BRANCH
200 8AvSE AMhrst 3-6005
Manager David Lloyd Hutchison AMhrst 3-6005
Asst Manager W Scheidt AMhrst 3-6005
Manager's res 242-2794
Asst Manager's res CHrchl 9-8958
8 AVE & 8 ST SW BRANCH
901 8AvSW 263-0620
Manager W G McDonald 263-0620
Manager's res CHstnt 3-3953
2933 RICHMOND RD BRANCH CHrchl 9-3333
Manager M K Farhall res CHrchl 9-0848
RIVERSIDE BRANCH
41 4StNE AMhrst 3-7475
Manager F H Gibbs AMhrst 3-7062
Manager's res ALpin 5-7271
CALGARY CENTRE BRANCH
1840 14AvNW AVenu 9-6471
Manager L A Rey AVenu 9-7360
Manager's res CHrchl 9-0418
117 16 AV NW BRANCH
General Office CRstvw 7-0834
Manager S H Scott CRstvw 7-8332
Manager's res CHery 4-2079
CHINOOK CENTRE BRANCH ALpin 5-5131
Chinook Centre ALpin 5-5222
Manager Robert A Spiers res ALpin 5-1755

Banquets

See Caterers also Restaurants

Bar Equipment & Supplies

LELAND BAR EQUIPMENT—
TEGART REFRIGERATION
1118WestmountBlvd. ATlas 3-2252

Barbecued Foods

CALGARY CATERERS LTD
1538 17AvSW CHery 4-1176

Barbers

Arlo's Hairstyling 120 16AvNW CRstvw 7-5059
Beaudet's Barber Shop & Beauty Parlor 1002 17AvSW CHery 4-4244
Bowmont Beauty Salon & Barber Shop 5032 16AvNWmtgy 288-5600
Britannia Barber Shop 810aBritanniaShoppingCentre CHstnt 3-0220
Broadway Barber Shop 814CentreStS AMhrst 2-1074
Calgary Centre Barber Shop 1822 14AvNW AVenu 9-5707

Chinook Barber Shop LwrMall ChinookCentre ALpin 5-1567
Clipper The LwrFlrHudson'sBayOil&GasBldg AMhrst 6-2221
Elveden House Barber Shop MnFlr 717 7AvSW 266-3541

Emmy's Hairstyling & Barber Shop 825 17AvSW 244-8805
Empire Barber Shop 118a 9AvSE AMhrst 6-2524
Glamorgan Barber Shop 37St&RichmondRd CHrchl 9-1257

Hans Barber Shop MayfairShoppingCentre ALpin 2-0666
Haysboro Barber Shop 901c 82AvSW ALpin 5-7147
Hotel Wales Barber Shop HotelWales AMhrst 3-2201
Hotel York Barber Shop CentreSt&7Av AMhrst 6-5765

Hub Beauty Parlor & Barber Shop 229a 8AvSW AMhrst 2-9751
Ideal Barber Shop 1009a 1StSW AMhrst 2-3566
J B Barber Shop 4623BanffCoachRd CHrchl 9-0503
Jack's Barber Shop 706 3StSW AMhrst 3-2199
Joe's Barber Shop 407bCentreStS AMhrst 2-6333
Johnny's Barber Shop 1231a 9AvSE BRdwy 3-2232

Kingsland Barber Shop 7730ElbowDr ALpin 5-6344
Lakeview Barber Shop LakeviewShoppingPlaza 242-2522
Lincoln Park Barber Shop 9-2411 54AvSW CHstnt 3-4330

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 CHrchl 2-2454
Otto's Fairview Barber Shop JonesFairviewShoppingCentre 252-3822
Palliser Hotel Barber Shop PalliserHotel 266-1810
Petroleum Building Barber Shop 310 9AvSW AMhrst 6-4308

Quing's Barber Shop 205CentreStS 263-2198
Rea's Barber Shop 321c 19StNW 283-3796
Royal Hotel Barber Shop RoyalHotel AMhrst 6-4949
Shebib Joseph D AlythShoppingCentre 273-2151
Slim's Barber Shop 1203 1StSE AMhrst 6-5474

Sorensen's Barber Shop 2137a 33AvSW 242-2889
Spruce Cliff Barber Shop 9aSpruceCentre 242-5160
Sure-Way Barber Shop 3715 17AvSW CHrchl 9-9323

Svend's Barber Shop Store No 2 AcadiaShoppingCentre ALpin 5-6588
Tecumseh Barber Shop 2450 23AvSW 242-4544
Trend Barber Shop 330 9AvSW AMhrst 9-2056
Trim Barber Shop 109a 8AvSW 262-3535

Uptown Barber Shop 631 8AvSW AMhrst 9-2770
Wave Barber Shop 716a 5StSW AMhrst 9-1646
West Killarney Barber & Beauty Salon 3415a 26AvSW CHrchl 2-3772
Westend Barber Shop 704 7StSW AMhrst 3-2598
York Barber Shop 610CentreStS AMhrst 9-3321
Zed's Barber Shop 720 17AvSW AMhrst 3-5407

Barbers' Supplies

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

Barristers

See Lawyers



A B C
BUY DIRECT FROM US

Automotive - Industrial Specialists

Wholesale and Retail
AMhrst 2-4485

1312 Centre Street S.

Alberta Battery Co. Ltd.

ESTABLISHED 1917

Basement Waterproofing

See Waterproofing Contractors

Baskets

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

Bathroom Fixtures

See Plumbing & Heating Supplies

Batteries—Storage

Alberta Battery Co Ltd 1312CentreStS AMhrst 2-4485
(See Advertisement This Page)

Burgess Battery Co 4319 1StSE CHstnt 3-6601
COMMERCIAL TIRE LTD 1139 9AvSE BRdwy 3-1584

Shop No 2 Alyth Shopping Centre 26Av&PortlandSt BRdwy 3-1589
East Calgary Esso 9Av&11StSE BRdwy 3-5070
(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

(Continued Next Page)

Complete Battery
SALES and SERVICE

Featuring

GOODYEAR

EASY BUDGET TERMS

Goodyear Tires

Complete

- VULCANIZING
- RECAP SERVICE

TIRES & BATTERIES BRdwy 3-1584
NEW & USED CARS BRdwy 3-1587
FARM EQUIPMENT BRdwy 3-1581
BUDGET DEPT. BRdwy 3-4556

COMMERCIAL
TIRE LTD.
1139 - 9 Ave. S.E.

If you have
RECENTLY MOVED

into a neighborhood and want to find nearby stores selling certain commodities or services, look in the

YELLOW
PAGES

they will help you

Batteries—Storage—(Cont'd)

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

Globelite Batteries Ltd
4524 1StSE CHstnt 3-3568
(See Advertisement This Page)

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

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

HUTTON'S LTD 131 11AvSW. AMhrst 9-3725

Industrial Batteries Ltd
126 12AvSW. AMhrst 2-5822

Maple Leaf Sales Ltd 232 9AvSE. AMhrst 6-4866

Prest-O-Lite Battery Co Ltd
58Av&4StSE. ALpin 5-6641

SEIBERLING BATTERIES

Rely on Seiberling
Dependable Batteries
For Extra Power -
Sure Starts -
For Carefree Driving
Under All Weather
Conditions



"WHERE TO BUY THEM"

DEALER
SHAMROCK TEXACO SERVICE
2005 11StSE. BRdwy 3-5016

WILLARD DIVISION ELECTRIC STORAGE
BATTERY CO (CANADA) LTD
104 58AvSE. ALpin 5-0155

DISTRIBUTOR Whol Only
Motor Car Supply Co of Canada Ltd
317 6AvSW. AMhrst 2-4633

Zenith Propane Ltd 37Av&5StSE. CHstnt 3-5526

Bearings

Alberta Brake & Clutch Ltd
217 4StNE. AMhrst 2-6388

B C BEARING ENGINEERS LTD
451 42AvSE. 243-5521
(See Advertisement This Page)

BRAKE-DROME 1025 9AvSE. BRdwy 3-4440

CANADIAN S K F CO LTD (CHery 4-0044
1331 16AvSW. (CHery 4-3366

CORBETTS (CALGARY) LTD
461 42AvSE. 243-4246

Federal-Mogul Service Ltd
Bower Roller Bearings
BCA Ball Bearings
National Oil Seals
701-703 11AvSW. AMhrst 3-2440

SPROULE BEARING SUPPLY (CALGARY)
LTD 809 17AvSW. CHery 4-5541
Br Ofc 5504 Macleod Tr. ALpin 5-6618
(See Advertisement This Page)
(Continued Next Page)



Auto - Truck - Tractor - Road Machinery
Bus - Industrial Equipment
Light & Power Batteries
Distributor DEAC Steel Alkaline Batteries
Nickel - Cadmium and Nickel - Iron

GLOBELITE BATTERIES
LIMITED
CHstnt 3-3568
Factory Br. 4524 - 1 St. S.E., Calgary

PHONE AMhrst 9-7891 AMhrst 6-3367



REPLACE
WITH QUALITY
GIANT BATTERIES
FOR AUTOMOTIVE, DIESEL
ENGINES, TRUCKS AND BUSES

SERVICE — REPAIRS

GIANT BATTERY CO. LTD.

315 - 3rd STREET S.E.

After Hours Residence CHstnt 3-0631 — 272-2737

B.C. BEARING ENGINEERS Limited
Bearing and
Transmission Specialists

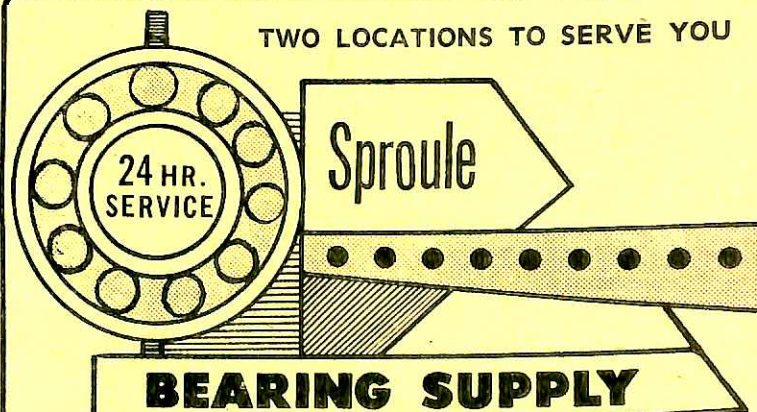
24 Hour Service

451 - 42nd AVENUE S.E.

243-5521

ANYTIME

Complete Bearing and Seal Stocks
Also Full Range of
Power Transmission Equipment



TWO LOCATIONS TO SERVE YOU

809 17th Avenue S.W. CHery 4-5541
5504 Macleod Trail ALpin 5-6618

TIMKEN — SKF — FISCHER
BOWER — BCA & ENGINE BEARING
ALL TYPES & SIZES

- PILLOW BLOCKS
- TAPER LOCK SHEAVES
- DYNA V-BELT DRIVES
- V-SHEAVES TAPER LOCK
- TAPER LOCK SPROCKETS
- ROLLER CHAIN
- SPEED REDUCERS
- COUPLINGS TAPER LOCK
- UNIVERSAL JOINTS
- OIL SEALS
- O-RINGS
- QUAD RINGS
- TEFLON PRODUCTS
- NYLON PRODUCTS
- PISTONS AND SLEEVES
- SNAP RINGS
- KILIAN CASTERS
- ALBION INDUSTRIAL CASTERS

PRECISION MEASURING INSTRUMENTS
ANYTHING THAT ROLLS — WE HAVE IT

SPROULE BEARING SUPPLY (Calgary) Ltd.

Bearings—(Cont'd)

TAYLOR PEARSON & CARSON (CALGARY) LTD
RED DEER - CALGARY - MEDICINE HAT

Your Bearing Requirements

Timken, SKF, Hyatt

308 5AvSWAMhrst 9-2521

TRANSMISSION SUPPLIES LTD
A COMPLETE BEARING SERVICE
Timken - New Departure - Hyatt
National Seals
24 HOUR SERVICE
42Av&4StSECHstnt 3-3261

Beauty Parlor Supplies & Equipment
EMERALD BEAUTY & BARBER SUPPLY
514 17AvSWAMhrst 2-9663
Helene Curtis Ltd 110 6AvSW269-3375
MID-WEST BEAUTY & BARBER SUPPLY
207 7AvSEAMhrst 2-7573
Monarch Beauty Supply 'Co (AMhrst 3-4284
135 6 AvSE, (AMhrst 2-1078
(See Advertisement This Page)
ONTARIO BEAUTY SUPPLY CO LTD
BRECK ZOTOZ REVLON
RILLING BONAT NESTLE
ROUX CLAIROL TECHNIQUE
SILVER ANNIVERSARY — SILHOUETTE
MODERN CRAFT - CURTIS - TURBINATOR
BEAUTY — EQUIPMENT — BARBER
James D. Colvin, res. Avenu 9-3496
(AMhrst 6-6348
116 5AvSEAMhrst 3-3573

MONARCH BEAUTY SUPPLY CO.
Distributors of
Rayette Beauty Products
"Realistic"
"L'Oreal de Paris"
CLAIROL — ROUX — CURTIS
SILHOUETTE - NESTLE - TURBINATOR
RILLING & NOBLE PRODUCTS
Dermetics
Keyboard Makeup
Dryers & Furniture
COMPLETE LINE OF BARBER SUPPLIES
AMhrst 2-1078
AMhrst 3-4284
135 - 6th Avenue S.E.

Beauty Parlors
A 1 BEAUTY SHOP
PERMS — HAIR COLORING
STYLING & HAIR CUTTING

Julie Dobrocki & Gladys Rhodes
1002aCentreStNAMhrst 2-6686

Beauty Parlors—(Cont'd)

ADRIAN BEAUTY SALON
MADAME McGRANDLE
PHYLLIS McGRANDLE

Harper Method Salon
— FACIALS —
SCALP TREATMENTS

514 17AvSWAMhrst 2-4429

Al's Beauty Shop 5219 18AvNWMtgy BUTlr 8-2586
Alice's Beauty Salon 1415 11StSW .CHery 4-1659
ALTADORE BEAUTY SHOPPE
2034a 42AvSW. .CHstnt 3-4466
American House of Beauty
Upstrs 805 1StSW. .266-1125
(See Advertisement This Page)
Andy's Hair Styling
413-209 8AvSW. .AMhrst 3-3304
Antoine's Salon de Beaute 1446 17AvSW 244-4755
(See Advertisement This Page)
ARLO'S HAIRSTYLING
120 16AvNW. .CRstvw 7-5059
(See Advertisement This Page)
Beacon Beauty Salon
Cor16Av&CentreStN. .CRstvw 7-7849
Beau Monde Beauty Salon 812 16AvSW 266-5753
(See Advertisement This Page)
Beaudet's Beauty Shop 1002 17AvSW CHery 4-4244
BELFAST BEAUTY SALON
1816 14AvNE. .276-1370

BERNICE'S HAIRSTYLING
ANN BUNDSCHOKS
Specializing in
★ HAIR STYLING
★ HAIR TINTING
★ COLD WAVES
Phone Avenu 9-9151
4121 4StNWAVenu 9-9151

BLUEBIRD BEAUTY PARLOR
"For Happy Hair Care"
ALL LINES OF BEAUTY
CULTURE & ELECTROLYSIS
Permanent & Safer Removal
of Unwanted Hair

A. J. Porter, Prop.
32 4StNEAMhrst 2-2529

Bowmont Beauty Salon & Barber Shop
5032 16AvNWMtgy. .288-5600
(See Advertisement This Page)

BOWNESS BEAUTY SALON
ALL KINDS OF HAIR STYLING
Phone for Your Evening Appointment
6419BownessRdBwnsBUTlr 8-2447

Braaz Otto Hair Styles 607 1AvNE AMhrst 2-5653
Bridgeland Beauty Salon 813 1AvNE AMhrst 6-1117
Bushfield S 332 16AvNWCRstvw 7-2910
Cable's Barber & Beauty Shoppe
346 17AvSW. .AMhrst 2-3210

CAMEO BEAUTY SALON
11CambrianPl. .AVenu 9-9122

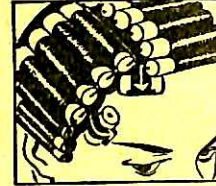
CAREFREE BEAUTY PARLOR
1132aKensingtonRd. .283-2372
(Continued Next Page)

To Speed Service . . .
Look up the number first.

COLD WAVE PERMANENT



The First Step of
Your Perm
**PLANNED
HAIR SHAPING**
by expert barbers who
cut hair exclusively.



PROPER SECTIONING
Even tension winding.



Final results even
Balance Curl

Permanent Portion\$1.45
Hair Cut\$1.00
Shampoo Set\$1.50
Total \$3.95
Lanolin \$1.00 more
Why mess with a Home Perm when you
can have a professional operator's for
less money.

SPECIAL
Six Week Color Rinse
\$1.50 Plus Set

SPECIAL
Haircut, Shampoo and Set
Together \$1.95

Haircuts Only \$1.00
For Girls under 12 75¢

TINTS \$3.95
Complete with Cut & Set

NO APPOINTMENT NECESSARY
Open 6 Days A Week
Business Girls Welcome to 5:30 p.m. Every
Day Except Saturday

266-1125
AMERICAN
HOUSE OF BEAUTY
Upstrs 805 - 1st STREET S.W.

Antoine's
SALON de BEAUTE
244-4755
1446 - 17th Avenue S.W.

Arlo's Hairstyling
HAIR
CUTTING & SHAPING
Tinting
Cold Waves
Permanent
Waving
Soft Water
Arlo Musselman, Prop.
Specializing in:
Steam Waves and Coloring
CRstvw 7-5059
120 - 16th Avenue N.W.

BEAU MONDE BEAUTY SALON
Located Next to House of Modern
Tinting - Shaping
Cold Waves
266-5753
812 - 16th Avenue S.W.
Velma LaBarge

BOWMONT BEAUTY Salon
& BARBER SHOP
"Our Profession Is Your Beauty"
OPEN MONDAYS
EVENING APPOINTMENTS
On No. 1 Hwy in Safeway Shopping Centre
288-5600
5032 - 16th Avenue N.W.

Beauty Parlors—(Cont'd)

CARL'S BEAUTY SALON

Above Kresge's

- Specialists in
★ COLD WAVING
★ TINTING
★ STYLING
★ PERMS FROM \$4.95 UP

Marie Rasmussen — Eleanor Knight

236 8AvSW AMhrst 2-2383

CARLTON BEAUTY SALON

126 9AvSW .. AMhrst 6-6811

(See Advertisement This Page)

CHARM BEAUTY SHOPPE

**CHARM
BEAUTY SHOPPE**
The New Short Haircut

MODERN BEAUTY SERVICE

213 16AvNW CRstnw 7-1335

Charmaine's Beauty Salon

2220 7AvNW .. ATlas 3-6446

Cinderella Beauty Salon

1155 Northmount Dr. .. 289-1402

(See Advertisement This Page)

City View Beauty Salon

1811 26AvSW 244-9206

(See Advertisement This Page)

COIFFEURES BY ROSS

2-1302a 4StSW .. AMhrst 3-7194

COLLINGWOOD BEAUTY SALON

920 Northmount Dr. .. AVenu 9-0633

(See Advertisement This Page)

Cut-N-Curl Beauty Salon

6 Lincoln Pk CHstnt 3-1838

(See Advertisement This Page)

DANNEWALD HAIRDRESSING SHOP

Professional
Ladies' Haircutting
Styling and Coloring
— Open Mondays —

908a Centre StN AMhrst 6-2350

DAVID OF PARIS HAIR STYLIST

Specialists of
TINT & WAVE

6-112a 8AvSE AMhrst 2-7396

Delmar Advanced Hairstyling Academy

2525a 17AvSW .. 242-5121

Delmar HI Styling

2523a 17AvSW CHrchl 9-6334

(See Advertisement This Page)

DELUXE HAIRSTYLING

1713 2StSE AMhrst 3-5425

Diana Beauty Salon

305a 10StNW .. ATlas 3-5301

(See Advertisement This Page)

Dixon's Beauty Parlor

1205 2StSE AMhrst 6-6577

Dorothee Mae Beauty Salon

211 Underwood Bldg. .. AMhrst 6-4905

EATON CO CANADA LTD (THE T)

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

Eduard's Hairstylists 6-707a 14StNW .. 283-4867

(See Advertisement This Page)

EDWARD'S BEAUTY SALON

Prop. Eddie Kurz

HARPER METHOD SALON

Haysboro Shopping Plaza

PHONE

ALpin 5-5622

Havenhurst Cr & Elbow Dr ALpin 5-5622

Beauty Parlors—(Cont'd)

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

ELIZABETH BEAUTY SALON

1016 2StSE .. AMhrst 2-9658

ELSBETH'S BEAUTY SALON

Specializing in

**PERMANENT WAVING
& HAIR STYLING**

HERMANN & ELSEBETH POLLHAUS, Props.

Res. BUTlr 8-6703

4628 Bowness Rd Mtgy BUTlr 8-6864

EMMY'S HAIRSTYLING & BARBER SHOP

Emmy Poettinger, Prop., Hairstylist

Specializing in

PERMS, HAIR STYLING, CUTTING
& TINTING

Call For Appointment

OPEN MON. to SAT., 9 a.m. to 6 p.m.

FRIDAY 9 a.m. to 9 p.m.

825 17AvSW 244-8805

(Continued Next Page)

*Cinderella
Beauty
Salon*

SPECIALIZING IN

- ★ LATEST STYLES
- ★ HAIR COLORING
- ★ COLD WAVES

"OUR AIM TO SATISFY"

Amelia Melnyk, Prop.

289-1402

1155 Northmount Dr.

CITY VIEW

Beauty Salon

BEST IN
HAIR CARE
COLD PERMS
HAIR
COLORING
& TINTING

HAIR CUTS & SHAPING

BUSINESS GIRLS AFTER 5 P.M.

BY APPOINTMENT

Marie McGirr, Prop.

244-9206

1811 - 26th Avenue S.W.



CARLTON Beauty Salon

(Formerly Stabers)

Opposite Palliser Hotel

SHAMPOO FINGER

WAVE \$1.50

ALL LANOLIN

COLD WAVES \$4.95 & UP



Open 6 Days a Week
**NO APPOINTMENTS
NECESSARY**

AMhrst 6-6811

Rose Ashcroft, Prop.

126 - 9th Ave. S.W.

COLLINGWOOD BEAUTY SALON



- ★ HAIR STYLING
- ★ HAIR SHAPING
- ★ COLOR BLENDING
- ★ COLD WAVES

Award Winning Hairstylist

AVenu 9-0633

920 Northmount Drive

Violette Fries, Manageress

Cut-N-Curl Beauty Salon

- HAIR STYLES
- PERMANENT WAVES
- COLOR BLENDING

CHstnt 3-1838

6 Lincoln Park

Located in

Lincoln Park Shopping Centre

DELMAR HI STYLING

"Where Styles are Shaped, Cut
and Created by
Jimmie Gretsinger and Staff"

JIMMIE GRETSINGER

Stylist 32 Years

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

Diplomas U.S.A., SASK., ALTA.

2523a - 17th Avenue SW.

PHONE

CHrchl 9-6334

**DELMAR
ADVANCED
HAIR STYLING
ACADEMY**

★ You too can become a Stylist
by attending our famous
school, for Licensed Hair-
dressers only.

MODELS WANTED

For Permanent Waving, Hair Cutting and
Styling at the Delmar Beauty School. All
work is done at slightly more than material
cost and is supervised by competent
instructors.

242-5121

2525 - 17th Avenue S.W.

Diana Beauty Salon



Specializing in

- ★ Permanent Waving
- ★ Hair Cutting — Hair Styling
- ★ Hair Tinting — Cold Waves

Next Door to Kent's Accordion Centre

Atlas 3-5301

305a - 10th Street N.W.

Edward Todd's
*Eduard's
Hairstylists*

ON YOUR WAY UP
TO THE NORTH HILL
SHOPPING CENTER

6-707a 14St. N.W.

Ph. 283-4867

Evsalons**HAIR STYLISTS**

Formerly
Richmond Beauty Salon



- PRIVATE ROOM FOR
• FACIALS
• OIL TREATMENT
• BLEACHING
• HAIR COLORING
- Specializing in
• HAIR SHAPING
• HAIR STYLING
• PERMS & COLD WAVES

For Appointment Phone

CHrchl 9-2760

2925 Richmond Road

**GISELL
Beauty Salon**

Specializing in . . .

- HAIRSTYLING
- COLORING
- HAIRCUTTING

GISELA WARNKE, Owner

CRstvw 7-3465

1607 Centre St. N.

**Glendale
Beauty Salon**

Located in Glendale Shopping Centre
Jan McGilvray, Prop.

LATEST IN:

- HAIR STYLING
- HAIR COLORING
- HAIR RINSING
- PERMANENT WAVING

CHrchl 9-0404

5-1924a - 37th St. S.W.

**GUS
BEAUTY SALON**

"Keep Looking
Beautiful"



HAIR
RINSING
HAIR
COLORING

★ EXPERT HAIRSTYLING &
PERMANENT WAVING

CHery 4-5222

2719 - 14th Street S.W.

Beauty Parlors—(Cont'd)

Evsalons Hair Stylists
2925 Richmond Rd. CHrchl 9-2760
(See Advertisement This Page)

Fairmount Beauty Salon
4 Fairmount Shopping Centre. 252-3665

FASHION 'N' FLAIR 2312a 16AvNW . . . 282-2223
FLAMINGO HAIR STYLING STUDIO
3-214a 8AvSE. AMhrst 6-6694

(See Advertisement This Page)

FOREST LAWN BEAUTY SALON
ForestLawnShoppingCentre. BRIdg 2-4412

FOREST LAWN HOTEL HI-STYLING
BEAUTY SALON

Specializing in All Types of
Hair Dos and Beauty Culture

— Barber Shop —

Rm202 ForestLawnHotel 272-1406

Garden Beauty Salon 2517 5AvNW . . Atlas 3-5357
Gisell Beauty Salon 1607 Centre St N CRstvw 7-3465

(See Advertisement This Page)

GLADY'S BEAUTY SALON
3517 17AvSE. BRIdg 2-2622

Glendale Beauty Salon
5-1924a 37StSW. CHrchl 9-0404

(See Advertisement This Page)

Grainger's Hairdressing 1122 1StSW AMhrst 2-3530

Gus Beauty Salon 2719 14StSW . . CHery 4-5222

(See Advertisement This Page)

HARPER METHOD BEAUTY SALON
824 16AvNW. AVenu 9-1436

Highlander Beauty Salon & Barber Shop
MnFlr Highlander Motor Hotel. AVenu 2-1515

Hi-Top Hairstyles 125a 6AvSW . . AMhrst 2-2979

(See Advertisement This Page)

HOUSE OF CHARM BEAUTY SALON

LOCATED IN
BRITANNIA SHOPPING CENTRE

822 49AvSW CHstnt 3-6877

Hub Beauty Parlor & Barber Shop
229a 8AvSW. AMhrst 2-9751

(See Advertisement This Page)

HUBERT COIFFURE

HUBERT COIFFURE
PARISIAN HAIR STYLIST

2517 26AvSW CHrchl 9-0122

(Continued Next Page)

Hair Styles Just So . . . at the



AMhrst 6-6694

Shampoo
and Set

OIL OR PLAIN
SHAMPOO
DELUXE CREME RINSE
ALL STYLES

\$1.50
COMPLETE

GLADYS ROBINSON AND HER STYLISTS

Flamingo
Cold Waves

GUARANTEED
AND COMPLETE
IN EVERY
DETAIL

\$4.95
and up

NO APPOINTMENT NECESSARY

FLAMINGO
HAIR STYLING STUDIO
214a - 8th Avenue S.E. Downtown

Upstrs. Opp. Old Post Office
• PERSONALIZED COLORING - HAIR STYLING
CUTTING & PERMANENT WAVING

HAIR BEAUTY

For Little
Girls Too!



125a - 6th Ave. S.W.
(Formerly Nels Todds)

"The Place of
Friendly
Service"

the perfect
place for . . .

- Soft, Lasting Permanents
- Hair Shaping
- Hairstyling
- Manicures
- Beautiful Hair Coloring

125a - 6th Ave. S.W.

AMhrst 2-2979

"Make One Call Do the Work
of Two" — Use the YELLOW
PAGES.

**HUB BEAUTY PARLOR
& BARBER SHOP**

"THE HOME OF
FASHIONABLE
HAIRDRESSING"
Opposite Capitol Theatre

AMhrst 2-9751

229a - 8th Avenue S.W.

Beauty Parlors—(Cont'd)

IRENE'S BEAUTY SALON

SPECIALIZING IN:
PERMANENT WAVING
HAIR STYLING & TINTING

Irene Read, Prop.

7403 26StSE 279-4724

J-Zee Beauty Salon

AcadiaShoppingCentre. ALpin 5-5626

JACOBSON'S PROFESSIONAL HAIRSTYLISTS

Upstrs 128a 8AvSW AMhrst 2-2783
(See Advertisement This Page)

JEAN'S BEAUTY SHOP

115 14StNW. ATlas 3-6436

JEANNE'S BEAUTY SALON

824 16AvNW AVenu 9-1436
(See Advertisement This Page)

JENNIE'S BEAUTY PARLOR

MODERN HAIR STYLING
COLD WAVING & COLOR
BLENDING OUR SPECIALTY

After Hours Call BUTlr 8-5719

EVENING WORK BY APPOINTMENT

4719 16AvNWmtgy BUTlr 8-5719

Jessie's Beauty Salon

1stFlr 1207b 1StSW. 266-6629
(See Advertisement This Page)

JOHANNA'S BEAUTY SALON

1114 12StNE. 277-3638

Johnston's Barber Shop & Beauty Parlor

1403 11StSW. CHery 4-1247

JULIE'S BEAUTY

20BownessShoppingCentreBwns. BUTlr 8-5255

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

KILLARNEY BEAUTY SALON

We Specialize In
HAIR STYLING — TINTING
PERMANENT WAVING

Mrs. Ann Farnum, Mgress.

2705 17AvSW CHrchl 9-2929

KNIGHTS' BEAUTY SALON

114 7AvSE. AMhrst 2-6548

KNOB HILL HAIRSTYLISTS

2033 26AvSW. 244-7878

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

Beauty Parlors—(Cont'd)

LAKEVIEW BEAUTY SALON

Cliff Howes, Prop.

HARPER METHOD SALON

★ PERMANENT WAVING

★ HAIR STYLING

★ HAIR CONDITIONING TREATMENTS

★ COMPLETE BEAUTY SERVICE

Lakeview Shopping Plaza

24St&64AvSW 242-2313

Lady Louise Beauty Salon

1114 3StNE. CRstvw 7-2254

La Moderne Mode Beauty Salon

2118a 4StSW. AMhrst 2-9801

Lawrence Hairdressing

2317 4StSW AMhrst 2-1777
(Continued Next Page)



Jessie's
BEAUTY SALON

HAIR DO —
FOR YOU!

266-6629

1stFlr 1207b - 1st St. S.W.

If you have
RECENTLY MOVED

into a neighborhood and
want to find nearby stores
selling certain commodities
or services, look in the

**YELLOW
PAGES**

they will help you

JACOBSON'S

**BEAUTY
SALON**

*Professional
Hairstylists*



**BEAUTY
SCHOOL**

*"One of the
Largest Schools
in Canada"*

AMhrst 2-2783

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 2-4219

★ FULLY QUALIFIED
INSTRUCTRESSES

★ INDIVIDUAL INSTRUCTION

★ WRITE OR CALL FOR
BOOKLETS and
INFORMATION

★ LEARN BY PRACTICAL
EXPERIENCE

BOTH SALON & SCHOOL FULLY AIR CONDITIONED

Upstairs 128a - 8th Avenue S.W.

**JEANNE'S
BEAUTY SALON**
NORTH HILL



Harper Method Salon

Expert Technicians . . .

IN SCALP — FACIALS AND MANICURES

Latest Methods in Permanent Waving — Color and Styling

**Harper Method Beauty Care
Avenu 9-1436**

SOFT WATER USED WITH ALL SHAMPOOS

AIR CONDITIONED SALON

OPEN EVENINGS BY APPOINTMENT

"Our Permanent Waves Make Permanent Friends"

824 16 Ave. N.W.

Frank
and
Mary
Larson

*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



MARVEL BEAUTY SCHOOLS

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

Write for Free Catalogue and Information



Models Wanted . . .

For Permanent Waving
Hair Color, Cutting & Styling
All work is done at slightly more than
material cost and is supervised by
competent, experienced teachers.

— CALL —

AMhrst 2-9841

Open 6 Days a Week

326a - 8th Avenue S.W.

Over the Metropolitan Stores



**LUE'S
Beauty
Salon**

Specializing in
Permanents - Hair Cutting
Quality Work

Luella McMillan, Prop.
Residence ATlas 3-2244

289-0190

814 - 16 Ave. N.W.

**METRO
BEAUTY
SALON**

STYLING
THAT TURNS
HEADS

EXPERTS IN
COLORS
PERMS



Kenneth Zeer
FROSTINGS BY KEN & SHARON
For Beauty's Sake Make No Mistake Call

AMhrst 3-0180

810 - 2nd Street S.W.

Beauty Parlors—(Cont'd)

Leroy Beauty Salon 222a 8AvSW {AMhrst 2-2002
AMhrst 2-3377

(See Advertisement This Page)

Lil's Beauty Salon 1211 14StSW . . . CHery 4-8297

LONDON HOUSE BEAUTY SALON
901b 82AvSW . . . 255-6767

Looking Glass Beauty Salon
716 5StSW . . . AMhrst 6-6727

Lue's Beauty Salon 814 16AvNW . . . 289-0190
(See Advertisement This Page)

Lydia's Beauty Shop 2WestEnd
BownessShoppingCentreBwns. . . BUTlr 8-2885

LYNDA'S BEAUTY SHOP
2013 18StNW . . . AVenu 9-1074

Lynnwood Beauty Salon
6618 20aStSE . . . BRowng 9-3036

Mac's Barber & Beauty Shop
3705 17AvSE . . . BRIdg 2-3462

MACLEOD TRAIL BEAUTY SHOP

CREATIVE STYLINGS
By Experienced Operators

4820MacleodTr CHstnt 3-7137

Marda Beauty Salon 3409 20StSW CHrchl 2-3105

MAREN'S BEAUTY SALON

**FOR GOOD
PERMANENTS
TINTING
HAIR STYLING**

"We are pleased to serve you"

2133aKensingtonRd ATlas 3-1076

Beauty Parlors—(Cont'd)

MARGARET RAISBECK'S BEAUTY SHOP
134 17AvNE . . . CRstvw 7-2249

MARGOT'S BEAUTY SALON
122a 10StNW . . . ATlas 3-4293

Marie Owens Coiffures 1827 39StSE BRIdg 2-4515

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 9AvSE BRdwy 3-4093

Mayfair Lady Hairstyling
3-6511ElbowDr. . . ALpin 5-4676
(See Advertisement This Page)

Metro Beauty Salon 810 2StSW . . . AMhrst 3-0180
(See Advertisement This Page)

MILADY'S BEAUTY SALON
6-4610BownessRdMtg. . . 288-3464

MILLIE'S HAIRSTYLING STUDIO

**Millie Luft
& Her Hairstylists**

SPECIALIZING IN
PERMANENT WAVING - HAIR CUTTING
and COLOR BLENDING

Residence CRstvw 7-2114

631 16AvNW AVenu 9-6565

Mission Beauty Shoppe 2208 4StSW AMhrst 2-7616

MODERN BEAUTY SALON
PERMANENTS - TINTING - HAIR STYLING
— Keep Looking Beautiful —

4214 17AvSE BRIdg 2-0788

Molly's Beauty Salon 318 16AvNW . . . CRstvw 7-2430

Mona Lisa Hair Styling Studio
550NorthmountDr. . . AVenu 2-1965
(See Advertisement This Page)

Monarch Beauty Salon
13SarceeShoppingPlaza. . . 242-4373

Morley Trail Beauty Salon 2828MorleyTr 282-1590
(See Advertisement Opposite Page)

Mount Royal Beauty Salon
1001a 17AvSW . . . 244-2425

New Caprice Beauty Salon
317 19StNW . . . ATlas 3-3000
(See Advertisement Opposite Page)

NEIL'S BEAUTY SALON
912a 16AvNW . . . AVenu 9-2963

Nellies Beauty Parlor
6303BownessRdBwns. . . BUTlr 8-2129

Norman's Beauty Salon Ltd
628 17AvSW . . . AMhrst 2-9748

Chinook Centre Branch
LwrMall ChinookCentre . . . ALpin 5-0148
(See Advertisement Opposite Page)

North Hill Beauty Salon
403 8AvNE . . . AMhrst 9-8455

NORTHGATE BEAUTY SALON

Located in
NORTHGATE SHOPPING CENTRE

Specializing in
STYLING — TINTING — PERMANENT
WAVING

4815CentreStN CRstvw 7-8188

Otto's Fairview Beauty Salon
JonesFairviewShoppingPlaza. . . 252-3838

Otto's Lady Fair . . . AVenu 9-4758
CalgaryShoppingCentre. . . AVenu 9-7227
(See Advertisement Opposite Page)

Owens Marie Coiffures—See Marie Owens Coiffures

Palliser Hotel Beauty Shop
PalliserHotel. . . AMhrst 2-1947
(Continued Next Page)

MAYFAIR LADY
Hairstyling

For the Latest in
**HAIR STYLING and
PERSONAL SERVICE**
Consult Our Technicians
**Professional
Facial Treatments**
FOR APPOINTMENT PHONE
ALpin 5-4676
3-6511 Elbow Drive
MAYFAIR SHOPPING CENTRE

Mona Lisa

"HAIR STYLES
AS
NEW
AS
TO-MORROW"

**HAIR
STYLING
STUDIO**

AVenu 2-1965
550 Northmount Dr.

Beauty Parlors—(Cont'd)

PARKDALE BEAUTY SHOP

PERSONALIZED SERVICE TO MAKE YOU
LOOK YOUR LOVELIEST

3406 3A^WNWATlas 3-2964

Parklane Beauty Shop
Cor24Av&14StSW...CHery 4-5203

Parkway Beauty Salon
GlenparkShoppingCentre...CHrchl 9-3838

Paul 'Este Hair Stylists
Upstrs1440a 17AvSW...CHery 4-5610
(See Advertisement This Page)

Peacock Salon 2025 33AvSWCHrchl 2-2295
(See Advertisement This Page)

Peter Pan Beauty Salon
Douglas Doherty Prop
213LougheedBldg...AMhrst 2-7742
(See Advertisement This Page)
(Continued Next Page)

NEW CAPRICE Beauty Salon

Specializing in:

HAIRSTYLING
& CUTTING

★
PERMANENT
WAVING

★
TINTING
BLEACHING

— OPEN THURS. & FRI. NIGHTS —
(By Appointment)

Harold & Vi Blaney, Props.

ATlas 3-3000
317 - 19th St. N.W.



PAUL 'ESTE HAIR STYLISTS

Specializing in

★ Hair
Styling
★ Permanent
Waves
★ Color
Blending

Paul Stickney
Esther Allan

CHery 4-5610

Upstrs. 1440a - 17 Ave. S.W.



DIPLOMA FROM CLAIROL HOLLYWOOD

CHrchl 2-2295
2025 - 33rd Avenue S.W.

Make
NORMAN'S
Your



PERMANENT

Headquarters

for

BEAUTIFUL HAIR

Styling • Waving • Coloring

NORMAN'S
BEAUTY SALONS LTD.
TWO LOCATIONS TO SERVE YOU

628 - 17th Avenue S.W.

AMhrst 2-9748

Chinook Shopping Centre
Lower Mall Chinook Centre

ALpin 5-0148

PETER PAN

BEAUTY SALON
DOUG DOHERTY, Prop.

For 20 Years
Your Personal Stylists

OPEN 6 DAYS A WEEK



213 Lougheed Building
(Same Building as Grand Theatre)

AMhrst 2-7742

Otto Braaz Beauty Salons

Assures You of the Finest



NORTH WEST
OTTO BRAAZ LADY FAIR
Calgary Shopping Centre
Avenu 9-4758
Avenu 9-7227

SOUTH WEST
OTTO BRAAZ HAIR STYLES
1719 - 17th Avenue S.W.
CHery 4-4488

NORTH EAST
OTTO BRAAZ HAIR STYLES
607 - 1st Avenue N.E.
AMhrst 2-5653

SOUTH EAST
**OTTO'S FAIRVIEW
BEAUTY SALON**
Jones Fairview Shopping Centre
252-3838

OTTO BRAAZ

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

ENQUIRE ABOUT OUR CONSTANT SPECIALS



New Pace in Fashion for Mother and Daughter

HAIR STYLING

PERMANENT WAVES

Specialists in
HAIR COLORING

Diplomas from
L'OREAL de PARIS

282-1590

Opposite William Aberhart School



(CAPITOL HILL DISTRICT) 2828 MORLEY TRAIL

AM2-5956

Roberto's
Salon de beauté

THERE IS NO "BARGAIN" THAT
CAN MATCH TALENT AND
FINE WORKMANSHIP

211
6th Ave. S.W.

Monday to Saturday 9 a.m. - 6 p.m.
Thursday 11 a.m. to 8 p.m.



**"PIXIE"
BEAUTY
SALON**

Fred and Joanne Tibbles
"The House That Permanent
Waves Built"
Permanent Waving - Tinting
Lamp Cuts for Natural
Curly Hair
Avenue 9-3695
2106 - 18th Street N.W.

POWDER PUFF

- SILVER
BLONDING
- HAIR
STYLING
- COLD
WAVES



PHONE
249-0088

Located in Glamorgan Shopping Centre
Richmond Rd. & 37 St. S.W.

**RITA RIELAND
BEAUTY SALON**

Proprietor & Stylist — Miss Rita
(Member Virginia Farrell Academy)

UTMOST IN
BEAUTY CARE

Located in The Stampeder Hotel

Bsmf. 3828 Macleod Trail

CHstnt 3-7621



*The Best of Care
For Your Hair*

243-7535

3505 - 14th St. S.W.

RICHMOND BEAUTY SALON

MR. STAN LARSEN, Prop.

*"The Latest in Coiffures
for the Roaring Sixties"*

— ALL MALE STYLISTS —
(TROPHY WINNERS)

• CHILDREN ARE NO PROBLEM FOR US

- ★ OIL TREATMENTS ★
- ★ EXPERTS IN COLOR BLENDING ★
- ★ FROSTING ★ BLEACHING ★ TONING ★
- ★ COLD WAVING A SPECIALTY ★
- ★ HAIR SHAPING ★

OPEN 6 DAYS A WEEK
(Thursday & Friday till 9 p.m.)

— PHONES —

ALpin 5-1909 — ALpin 5-8797

— LOCATED IN KINGSLAND SHOPPING CENTRE —
7706 ELBOW DRIVE

Rose's Beauty Salon



HAIR STYLISTS
TO SERVE YOU

262-9734

(Downstairs)
720 - 17th Avenue S.W.

**SERENA'S
Beauty Parlor**



★ PERMANENT
WAVING
★ SHAPING
★ STYLING
★

TINTING — SETTING

Serena Duncan

CRstvw 7-4851

IN JENKINS SHOPPING CENTRE
5614 - 4th Street N.W.

Beauty Parlors—(Cont'd)

PETITE BEAUTY SALON

"If Your Hair Isn't Becoming to You
You Should be Coming to Us" . . .

SPECIALISTS IN ALL LINES OF

BEAUTY CULTURE

PERMANENT WAVING - COLOR SHAMPOOS
HAIR CUTTING & STYLING

2504 Kensington Rd. ATlas 3-1962

Phyll's Beauty Haven

1349 16AvSW. Chery 4-3076

PINK LADY BEAUTY SALON

We Specialize in:

- ★ PERMANENT WAVES
- ★ HAIR COLORING
- ★ HAIR CUTTING & SHAPING
- ★ MANICURES
- ★ FACIALS

Open Thursday and Friday Evening By
Appointments

2821 14StSW 244-3525

PIXIE BEAUTY SALON

2106 18StNW. AVenu 9-3695

(See Advertisement This Page)

Powder Puff Glamorgan Shopping Centre . . . 249-0088

(See Advertisement This Page)

RAMONA BEAUTY SALON

1710 3StNE. 276-1233

RELLY'S BEAUTY STUDIO

3509 18StSW. CHstnt 3-5952

RENFREW BEAUTY PARLOR

1025a Russet Rd. CRstvw 7-1383

Reo Beauty Parlor 125 7AvSE . . . AMhrst 6-1450

Richmond Beauty Salon . . . ALpin 5-1909

7706 Elbow Dr. ALpin 5-8797

(See Advertisement This Page)

Rieland Rita Beauty Salon

Bsmf 3828 Macleod Tr. CHstnt 3-7621

(See Advertisement This Page)

Rita's Beauty Lounge 777 Cambrian Pl. . . 282-2216

Riverpark Beauty Salon 3505 14StSW . . 243-7535

(See Advertisement This Page)

Roberto's salon de beauté

Formerly Townhouse Beauty Salon

211 6AvSW. AMhrst 2-5956

(See Advertisement This Page)

Rose's Beauty Salon 720 17AvSW . . . 262-9734

(See Advertisement This Page)

Schmidt Franz Upstrs 131 8AvSW . . . AMhrst 2-7236

AMhrst 6-5770

Uptown Shop 614 8AvSW AMhrst 2-2210

AMhrst 6-5556

(See Advertisement Opposite Page)

Serena's Beauty Parlor 5614 4StNW CRstvw 7-4851

(See Advertisement This Page)

SHADY LANE BEAUTY SALON

1329a 9AvSE. 273-2250

Sharra Lee Beauty Shop

4623 Banff Coach Rd. CHrchl 9-0232

(See Advertisement Opposite Page)

Silhouette Beauty Salon

1221 9AvSE. BRdwy 3-1323

(See Advertisement Opposite Page)

Simone Van Kleef Coiffures . . . 263-3058

400 Elveden Hse. 263-8128

(See Advertisement Opposite Page)

SPRUCE CLIFF BEAUTY SALON

9 Spruce Centre. CHrchl 9-1171

(See Advertisement Opposite Page)

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 283-2433

Sunset Beauty Salon 1410 4StSW . . . 262-2762

TERRY BEAUTY SALON

PERMS - HAIRSTYLING
TINTING

2220 20AvNW 282-2777

(Continued Next Page)

Beauty Parlors—(Cont'd)

TOWERS BEAUTY SALON

LOCATED IN
RIDEAU TOWERS
Ron Finestone, Manager

106 Rutland Hse CHstnt 3-1992
..... CHstnt 3-2992

TURQUOISE BEAUTY SALON

1107 Centre St N. CRstvw 7-3112

TUXEDO BEAUTY SALON

O'Linda Wunsch — Hilda Schlatterbeck

CREATIVE STYLINGS
for
MILADY

PHONE
276-1048

3005 Centre St N 276-1048

Van Kleef Simone Coiffures 263-3058
400-717 7th Ave SW 263-8128

(See Advertisement This Page)

Vandenberg's Beauty Salon CHstnt 3-0594
4006 16th St SW (See Advertisement This Page)

Vanity Beauty Shoppe 510b 9th St SW AMhrst 2-9029

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

Beauty Parlors—(Cont'd)

Vera's Beauty Salon 2616 4th St NW CRstvw 7-8092
WALDORF MAISON DE BEAUTE JAMhrst 6-2153
207 8th Ave SW JAMhrst 2-7030
(See Advertisement This Page)

WEST KILLARNEY BARBER & BEAUTY SALON

- ★ PERMANENT WAVING
- ★ HAIR STYLING &
CUTTING
- ★ RINSING — TINTING
- ★ COLOR BLENDING

— CLOSED ALL DAY MONDAY —

3415a 26th Ave SW CHrchl 2-3772

(Continued Next Page)

Sharra Lee BEAUTY SHOP

(LOCATED IN WESTGATE)

- HAIR
STYLING
- COLD
WAVES
- SILVER
BLONDING



CHrchl 9-0232

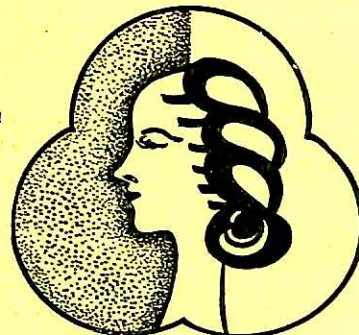
4623 Banff Coach Road

FRANZ SCHMIDT

International Hair Stylist

Diplomas from:

- ★ London, England
- ★ Zurich,
Switzerland
- ★ Canada



Member of:
International
Association of
Master Ladies
Hairdressers

FRANZ SCHMIDT

UPSTAIRS

131 - 8th Avenue SW.

AMhrst 2-7236

AMhrst 6-5770

FRANZ SCHMIDT

UPTOWN SHOP

614 - 8th Avenue S.W.

AMhrst 2-2210

AMhrst 6-5556

BRdwy 3-1323



BEAUTY SALON

THE TOUCH OF
PERFECTION

- HAIR STYLING
 - COLD WAVING
- LOW PRICES

1221 - 9th Avenue S.E.

Spruce Cliff

BEAUTY SALON

Hedy Hoellwarth, Prop.

- HAIR
STYLING
- PERMANENT
WAVING



CHrchl 9-1171

9 Spruce Centre

VANDEBERG'S BEAUTY SALON



"EXPERT
HAIR
STYLING"

Mrs. H. Vandenberg
EXPERT FACIALS

CHstnt 3-0594

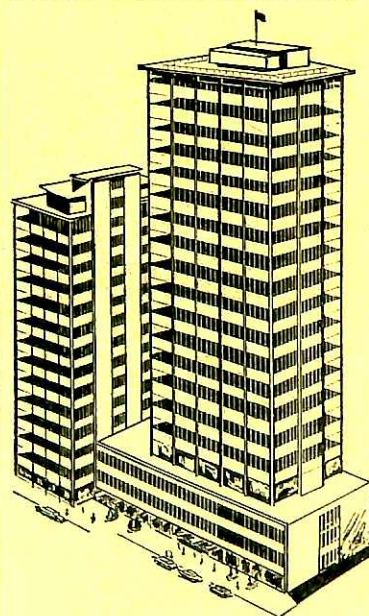
Residence CHstnt 3-5123
4006 - 16th Street S.W.

207 - 8th AVENUE S.W.

*The Waldorf
Maison de Beauté*

AMhrst 2-7030

AMhrst 6-2153



400

ELVEDEN HOUSE

717 - 7th Avenue S.W.

263-3058

263-8128

*Simone
Van Kleef
Coiffures*



Experts in . . .

- ★ PERMANENT
WAVING
- ★ TINTING
- ★ BLEACHING
- ★ CUTTING
- ★ STYLING

DIPLOMAS FROM EUROPE

Beauty Parlors—(Cont'd)**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.

2203 Westmount Rd Atlas 3-4233

WILDWOOD BEAUTY SALON

3825 Banff Coach Rd. (249-2476)

(See Advertisement This Page)

HAIRSTYLING

TAKES ON A NEW
DIMENSION AT

WILDWOOD BEAUTY SALON



- ★ EXPERTS IN:
BLEACHING
COLOR BLENDING &
HAIR SHAPING
TECHNIQUES
- ★ FACIALS & MANICURES
A SPECIALTY
- ★ PERMANENTS FOR
PROBLEM OR
DAMAGED HAIR

— OPEN 5 DAYS A WEEK —

Tuesday & Wednesday 9 a.m. - 6 p.m.

Thursday & Friday 9 a.m. - 9 p.m.

Saturday 9 a.m. - 6 p.m.

249-2476

3825 Banff Coach Road

Beauty Schools

See Schools—Beauty Culture

Beds & Bedding

Calgary Mattress Co 333 36 Ave SE. CHstnt 3-4548
Canadian Bedding Co Ltd 630 7 Ave SE. 263-8635
Globe Bedding Co Ltd 11 St & 17 Ave SE BRdwy 3-5183
Hammond Furniture Co 4704 1 St SE CHstnt 3-3719
Parkhill Bedding & Furniture Ltd
Cor 9 Ave & 8 St SE. BRdwy 3-1627
Rogers Services Ltd 1220 Centre St N. CRstvw 7-6454
Sealy Mattress Company 630 7 Ave SE. 263-8635
Simmons Limited 610 5 Ave SE. AMhrst 6-5050

Bells & Chimes

SCHULMERICH CARILLONS INC

3120 35 Ave SW. CHrchl 9-2961

Belt Conveyors

See Conveyors

Belting—Mechanical

Bennett & Emmott (Equipment) Ltd
715 11 Ave SW. AMhrst 3-2360

DOMINION RUBBER CO LTD

3613 Blackfoot Tr. CHstnt 3-5591

Belting Mechanical—(Cont'd)

GOODRICH B F CANADA LIMITED

3500 7 St SE. CHstnt 3-6621

OLIVER INDUSTRIAL SUPPLY CO LTD

GATES MECHANICAL RUBBER GOODS
WORTHINGTON SHEAVES

3619 Blackburn Rd CHstnt 3-5551

Belts & Belting

BOLT SUPPLY HOUSE LTD

Dixylon Plastic Covered Nylon Transmission
and Conveyor Belts - Oil Resistant Vee Belts

1213 2 St SE 269-4301

COUTTS MACHINERY CO LTD

EXTREMULTUS, HI POWER PLASTIC CORE
GOODRICH - VEE - FLAT & CONVEYOR
Belt Lacings - Belt Dressing - All Types

4636 1 St SE CHstnt 3-4618

Beverages

BLUE LABEL BOTTLING CO (CHstnt 3-5319)

LTD 727 42 Ave SE. (CHstnt 3-2357)

CALGARY BREWING & MALTING CO LTD

9 Ave & 15 St SE. BRdwy 3-5681

Canada Dry Ltd 5312 3 St SE ALpin 5-8545

Coca-Cola Ltd 66 Ave SW & Macleod Tr ALpin 5-5571

ORANGE CRUSH—

POLAR AERATED WATERWORKS LTD

129 3 Ave SE. AMhrst 2-9161

PEPSI-COLA CANADA LTD

536 8 Ave SW. 269-1231

CITY & COUNTRY ORDERS

727 42 Ave SE. CHstnt 3-5319

WESTERN REGIONAL OFFICE

536 8 Ave SW. 269-1231

POLAR AERATED WATERWORKS

LTD 129 3 Ave SE. (AMhrst 2-9161)

Seven-Up Bottling Co 129 3 Ave SE. AMhrst 2-9161

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Beverages—(Cont'd)

SICKS' LETHBRIDGE BREWERY LTD

218 11 Ave SW. AMhrst 2-2111

STAMPEDE CITY BOTTLING LTD

Cor 50 St & 20 Ave SE. BRldg 2-0401

Bibles

See Church Supplies and Books Religious
and Educational

Bicycle Dealers & Repairers

ACADIA CYCLE & SPORTS

Repairs to All Makes

Of Bicycles

Acadia Shopping Centre 252-0525

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THE BICYCLE EXCHANGE

NEW - USED

Trades - Terms

6532 Bowness Rd Bwns BUtlr 8-2887

Calgary Cycle Store 709a 1 St SE. AMhrst 6-1246

(See Advertisement This Page)

CHINOOK SERVICE CENTRE

907 82 Ave SW. ALpin 5-8282

DOUG'S CYCLE & SHARPENING SERVICE

CCM - RALEIGH - TRIUMPH

Repairs to All Makes

2129 33 Ave SW 242-5666

Bicycle Dealers & Repairers—**(Cont'd)**

KILLARNEY GENERAL REPAIRS &
APPLIANCES

C.C.M. — RALEIGH

AUTHORIZED SALES & SERVICE

Repairs to All Makes

CHrchl 9-2858

2631 17 Ave SW CHrchl 9-2858

MISSION CYCLE & SPORTS

RALEIGH - RUDGE

& C.C.M.

Repairs & Accessories

2310 4 St SW AMhrst 2-2278

PREMIER CYCLE & SPORTS (CALGARY) LTD

FOR

EVERYTHING

IN

BICYCLES

Easy Budget Terms

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319 7 Ave SW AMhrst 3-8855

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C.C.M. & RALEIGH
Bicycle Sales & Service

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All Makes of Bicycles

225 10 St NW Atlas 3-1421

SID'S CYCLE & HARDWARE LTD

REPAIRS TO ALL MAKES
OF BICYCLES

— KEYS CUT —

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Tuxedo Cycle & Sports

2702 Centre St N. CRstvw 7-2872

(See Advertisement This Page)

(Continued Next Page)

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AMhrst 2-9161

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REPAIRS TO ALL MAKES OF ALL
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CYCLE & SPORTS**

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Modern managements
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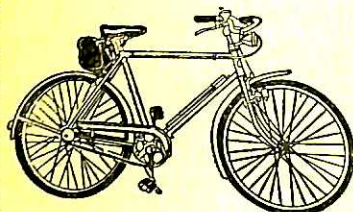
Western Cycle Works 1514 14StSW CHery 4-4044
(See Advertisement This Page)

Zirk's Cycle Works 1504CentreStN . CRstvw 7-3430
(See Advertisement This Page)

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SOLD, REPAIRED
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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 Bsmr MacleanBlk AMhrst 9-9137
Exchange Billiard Parlor 815 1StSW AMhrst 2-5288
Forest Lawn Billiards
Dwnstrs 3516b 17AvSE . BRldg 2-0344
Hergert & Carr Billiards 330 8AvSW AMhrst 2-3328
Oxford Billiards Bsmr 237 8AvSE AMhrst 6-1578
Stampede Billiards 407a 8AvSW . 269-9746
Star Billiards 233 8AvSE . AMhrst 9-1144

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BRUNSWICK OF CANADA LIMITED
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Billiard Table Repairing
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DOUBLE DIAMOND BOWLING SUPPLY LTD
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Biorhythmic Charts &

Computers

Biorhythmic Charts of Canada
24 Hour Service
2719WolfeSt . CHery 4-0151

Birds & Supplies

See Pet Section

Biscuits & Candy

Manufacturers & Jobbers
BRIDGEMAN'S CHOCOLATE SHOP
Retailers
1217 1StSW . AMhrst 6-6557
Christie Brown & Co Ltd
538 10AvSW . AMhrst 6-6996
Dad's Cookies Ltd 1317 9AvSE . BRdwy 3-4774
Manning Biscuit Co of Canada Ltd
312 42StSW . CHrchl 9-4631
Marven's Biscuits Ltd 106 11AvSE AMhrst 2-3319
OLIVIER G F & CO
Retailers
1005a 1StSW . AMhrst 2-2945
Paulin Chambers Co Ltd
325 10AvSE . AMhrst 3-8622
Scott-Bathgate Ltd
2ndFlr 305 10AvSE . AMhrst 2-9747
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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

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Blocks

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Blocks & Buildings

See Apartments Blocks & Buildings

Blowers & Fans

See Fans & Blowers

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