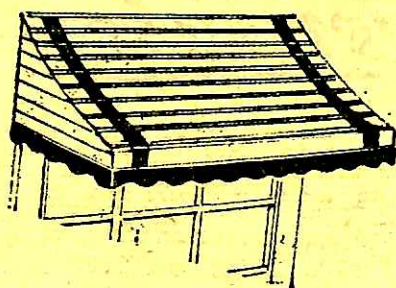


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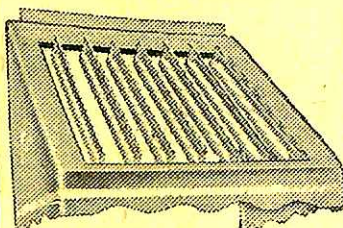
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THE AWNING WITH THE
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(See Advertisement This Page)

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Manufacturers of

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- Tourist Tents
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Mill Agents for Ounce and
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Creators of

MODERN PAK PRODUCTS

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Also all types of Plastic Packages and
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ALPINE PASTRIES
HaysboroShoppingPlaza. ALpin 5-7535
Bill's Bakery & Confectionery
1029RussettRd. 276-1220
Bonnie Del Bake Shops 708 16AvNW AVenu 9-1477
Store No 2 550aNorthmountDr 282-2830
(See Advertisement This Page)
Bowness Bakery 6435BownessRdBwns..... 288-3321
Cambrian Bakery 11CambrianPlAVenu 9-9144

Bonnie Del Bake Shops

★ HOME-MADE BREAD
★ CAKES - COOKIES - PIES - BUNS
PASTRIES - ETC.

★ WEDDING & BIRTHDAY CAKES

— 2 LOCATIONS TO SERVE YOU —

Store No. 1 — 708 - 16th Avenue N.W.

AVenu 9-1477

Store No. 2 — 550a Northmount Drive

282-2830

Bakers—Retail—(Cont'd)

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BREAD & PASTRIES
FRESH DAILY

Our Specialty — MEAT PIES Flavored with
Spices from the West Indies

ENQUIRE ABOUT OUR BREAD
FOR YOUR FREEZER

5016CentreStN 277-1313

CITY BAKERY 906 1AvNE.....266-2279

263-8578

(See Advertisement This Page)

Colonnade Bake Shop 3515 17AvSW.... 242-1955

(See Advertisement This Page)

Crescent Bakery 615 35AvNE CRstvw 7-1065

(See Advertisement This Page)

Daffodil Bake Shoppe 2607 14StSW CHery 4-5040

(See Advertisement This Page)

(Continued Next Page)

COLONNADE BAKE SHOP

HOMEMADE PASTRIES,
BREAD AND CAKES
WEDDING CAKES AND
BIRTHDAY CAKES

"Baked Fresh Daily in
Our Store"

242-1955

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Gasper Szentner, Prop.

HOME-MADE
BREAD - CAKES
& PASTRIES
Pumpnickle &
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Rye Bread
A Specialty



FRESH DAILY
Wholesale & Retail

CRstvw 7-1065

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



FRESH DAILY

CHery 4-5040

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Quality **C.B.C.** Product

From

City Bakery

WITH THE MOST COMPLETE LINE OF
PRODUCTS IN TOWN

IMPORTANT:—We do not use any chemical or substitute
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PUMPERNICKLE — TWIST — FRENCH — KOSHER BREAD
(BAKED IN THE OLD BRICK OVEN) — PARKERHOUSE
DOUGHNUTS — SWEET GOODS — CONTINENTAL
BIRTHDAY CAKES — FRENCH PASTRY — PETIT FOURS

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ONLY VEGETABLE SHORTENING USED

Special Discount for Quantity — Churches - Schools - Communities

RETAIL — WHOLESALE — DELIVER

Our Products are available in our store, the Bay or
House Delivery

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One Block from General Hospital - 906 - 1st Avenue N.E.

Em's Bakery
LIMITED
"The Toast of Calgary"



WEDDING CAKES — BIRTHDAY CAKES

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

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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



The Bakery of HOME-MADE STYLE

**BREAD, BUNS,
COOKIES, PIES**

**Wedding & Birthday
Cakes**

**Full Line of Pastries
Free Home Delivery**

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Located Opposite General Hospital

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Bakers—Retail—(Cont'd)

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SPECIALIZING IN:

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No 2 7702 Elbow Dr ALpin 5-4242

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

No 4 3230 28StSW CHrchl 2-2639

(See Advertisement Preceding Page)

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(Sarcee Shopping Plaza)

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

BAKED FRESH DAILY ON OUR PREMISES

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WE SPECIALIZE IN

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Bakers—Retail—(Cont'd)

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Holland Shop 327 7AvSW 263-5755

Italian Bakery 806 4StSE 263-6268

(See Advertisement This Page)

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HOME MADE BREAD - BUNS - DUTCH

CAKES - PASTRY - COOKIES

Free Delivery

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Downtown Store 220 7AvSW 262-7470
North Hill Store CRstvw 7-8196
1604 Centre St N 262-6485
Westend Store 724 17AvSW 263-4141
Gen Ofc Upstrs 1606 Centre St N CRstvw 7-5522
276-1035

OLDE COUNTRY BAKERY LTD

101 9StNE. 266-2172

(See Advertisement This Page)

Parpass Food Products Ltd 263-1512

914 Centre St N CRstvw 7-3757

Patricia Bakery 2614 4StNW ALpin 5-5985

Chinook Centre Chinook Centre (See Advertisement This Page)

Pfeiffer's Bakery 3007 26AvSW CHrchl 9-5231

3831 Banff Coach Rd CHrchl 9-7078

Picardy Division of Canadian Food Products

Sales Ltd 1326 17AvSW .. CHery 4-5525

RIVERS WEDDING CAKE SERVICE

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(See Advertisement This Page)

SAM'S HOME BAKERY

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Baked Fresh Daily on our
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BREAD (FREEZER) 18 cents

SPECIALS - TWICE WEEKLY

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Doughnuts Every Variety

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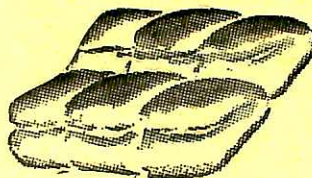
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**HOME STYLE
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AT YOUR STORE OR
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- We will pick-up, deliver and arrange on the day of your wedding.

- GUARANTEED SATISFACTION
Hundreds of recommendations.

- We also make and decorate Wooden Dum-mies and supply free pillars.

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SPECIALIZING IN
Dutch Cakes, Home Made
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Wedding & Birthday Cakes
Made to Order
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Windmill Bakery 4631b Bowness Rd Mtgy. 288-3644
(See Advertisement This Page)
WINDMILL WEDDING CAKE DECORATORS
221 Underwood Bldg. 269-3488
(See Advertisement This Page)
Wooden Shoe Pastry Shop
817 49aVSW. CHstnt 3-4554
(See Advertisement This Page)

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94 Springwood Dr. ALpin 5-5344
Warehouse 348 11aVSW 266-1026
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Four Star Bakery 623 35aVNE CRstW 7-6665
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203 58aVSE. ALpin 5-7761
(See Advertisement This Page)
Hannah Bread Ltd 640 14aVSE 269-4335
HONEYBOY BREAD (CALGARY) LTD
231 66aVSE. ALpin 5-1165
(See Advertisement This Page)
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NIGHT CALLS CHery 4-2731
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FOR EVERY OCCASION

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Every Variety

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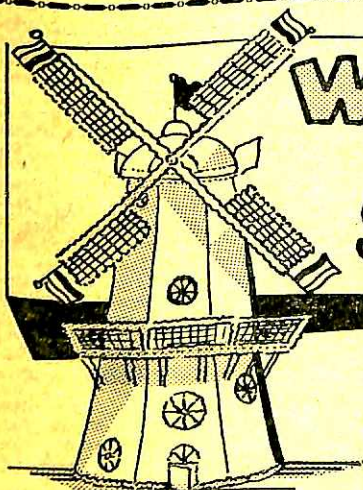
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AT YOUR GROCERS

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ready to give you friendly,
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Petroleum & Natural Gas Dept

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BritishAmericanOilCoBldg262-9571

City Hall Branch 709 2StSE269-3751

Elbow Park Branch 2302 4StSW263-7150

Fifth St West Branch 604 8AvSW263-1290

Haysboro Shopping Centre {ALpin 5-4737
Branch Cor82Av&ElbowDr. { 252-2313

Highfield Branch 4307 6StSE243-3206

Hillhurst Branch {ATlas 3-4564
223 10StNW. {ATlas 3-6233

Macleod Trail Branch
4108MacleodTr. CHstnt 3-2591

North Hill Branch 1615CentreStN 277-0186

Seventeenth Ave West & Seventh St
Branch 727 17AvSW. 244-5501

Seventh Ave West Branch
318 7AvSW. 263-0210

Stockyards Branch
AlbertaStockyardsBldg. 273-3396

University District Brentwood (Plaza)
Branch 3517-19CharleswoodDr. 289-2541

BANK OF NOVA SCOTIA 125 8AvSW263-1810

T Young Mgr263-1810

Eighth Avenue West Branch
607 8AvSW. 262-2126

Scotia Plan Loans262-2126

H L Murray Mgr262-2126

West End Branch 17Av&14StSWCHery 4-8941

North Hill Br 1303CentreStNCRstvw 7-0716

Thirty-Third Ave SW Branch
2131 33AvSW. 249-3101

D B Rathbone Mgr249-3101

First Street West & Sixth Ave Branch
1StSW&6Av. 262-5546

J H M Jutras Mgr262-5546

Macleod Trail Branch 4812MacleodTr 243-3226

G C Porter Mgr243-3226

Seventeenth Av SW & Thirty-Eighth St Br
3820 17AvSW. 249-3106

W J Buckley Mgr249-3106

Seventh Avenue & Sixth St West Branch
7Av&6StSW. 262-4681

J G Smith Mgr262-4681

Fifth Ave & Second St SW Branch
5Av&2StSW. 262-5526

G M Cross Mgr262-5526

Lakeview Shopping Plaza Branch
63Av&24StSW. 249-3161

J A Zyla Mgr resALpin 5-4724

Banks—(Cont'd)**CANADIAN IMPERIAL BANK OF COMMERCE**

MORE THAN
1260 BRANCHES

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Personal Loan Dept269-7361
309 8AvSW266-7251
102 8AvSE262-1136
101 8AvSW266-3001
407 8AvSW263-5550
628 8AvSW263-1605
410 7AvSW263-8343
717 7AvSW (Elveden House)262-5531
361 82AvSEALpin 5-4212
410 16AvNECRstvw 7-7220
510 17AvSW263-4621
634 16AvNW289-1971
1202 1StSW263-1020
1230 9AvSE273-2361
1601 14StSWCHery 4-9771
1630 14AvNW (Calgary Centre)AVenu 9-2506
1812 4StSW263-7296
1912 37StSWCHrchl 9-3050
2318 CentreStNCRstvw 7-6056
2502 KensingtonRdATlas 3-3279
3610 17AvSE (Forest Lawn)272-1185
5010MacleodTrCHstnt 3-0219
5032 16AvNW (Montgomery)288-2155
7724ElbowDrALpin 5-4686
BanffCoachRd&45StSWCHrchl 9-5662
ElbowDr&96AvSWALpin 5-6006
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IN YOUR
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**"LIST OF BRANCHES"****ROYAL BANK OF CANADA**

Main Branch 4St&8AvSW266-8751
8th Ave & Centre St Branch266-8751
Assistant General Mgr's Dept266-8751
4th St & 23rd Av SW Branch263-2680
263-2681
7th Ave & 2nd St SW Branch262-3906
8th Ave & 7th St SW Branch263-2000
740 8AvSW263-2001
814 49AvSW BranchCHstnt 3-2716
1141a 17AvSW Branch244-7451
244-0344
2101a 66AvSE BranchBRovng 9-4030
279-4554
3829 Banff Coach Rd BranchCHrchl 9-2833
242-4454
Cambrian Branch 2CambrianDr289-1916
Crescent Heights BranchCRstvw 7-8516
101 16AvNWCRstvw 7-8517
Glamorgan Shopping Centre Branch
3909RichmondRd. 249-3151
Hillhurst Branch
10St&SunnysideBlvdNWATlas 3-5571
Macleod Trail Branch 5828MacleodTr 252-1118
Bowness Branch
6411BownessRdBwns.BUTlr 8-4431
Bowness West End Branch
44BownessShoppingCentreBwns.288-4441
Montgomery Branch 4828aBownessRd.288-6674

Banks—(Cont'd)**TORONTO-DOMINION BANK**

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TORONTO-DOMINION BANK THE
114 8AvSW. 269-5541

NIGHT CALLS AFTER 5 PM

Manager T Eustace269-5543

Asst Manager D D McLean269-5542

Accountant's Dept269-5541

Current Acct Dept269-5546

Savings Dept269-5545

Clearing Dept269-5547

Manager's resCHstnt 3-5797

Asst Manager's resAVenu 9-8743

OIL & GAS DEPARTMENT

303-505 8AvSWBldg269-5541

NIGHT CALLS AFTER 5 PM269-5544

Manager R G Humphries resCHstnt 3-3392

Special Representative

W G Printz res252-1978

8 AVE & 4 ST SW BRANCH

505 8AvSW269-8211

NIGHT CALLS AFTER 5 PM

Manager D E McGeachan269-8214

Asst Manager W Scheidt269-8213

Accountant's Dept269-8211

Manager's resCHstnt 3-2490

Asst Manager's resCHrchl 9-8958

8 AVE & 1 ST SE BRANCH

200 8AvSE263-6005

Manager David Lloyd Hutchison263-6005

Asst Manager M A Patterson263-6005

Manager's res242-2794

Asst Manager's resCHrchl 2-4011

8 AVE & 8 ST SW BRANCH

901 8AvSW263-0620

Manager W G McDonald263-0620

Manager's resCHstnt 3-3953

2933 RICHMOND RD BRANCH {CHrchl 9-3333
{CHrchl 9-0848

Manager S H Scott resCHery 4-2079

RIVERSIDE BRANCH

41-4StNE263-7475

Manager M K Farhall263-7062

Manager's resCHrchl 9-5704

CALGARY CENTRE BRANCH

1840 14AvNWAVenu 9-6471

Manager L A ReyAVenu 9-7360

Manager's resCHrchl 9-0418

117 16 AV NW BRANCH

General OfficeCRstvw 7-0834

Manager W H SnowCRstvw 7-8332

Manager's resCHrchl 9-2655

CHINOOK CENTRE BRANCH

General OfficeALpin 5-5222

Manager Robert A SpiersALpin 5-5131

Manager's resALpin 5-1755

FOREST LAWN BRANCH

3515 17AvSEBRIdg 2-1171

Manager Erwin R Bobroske res282-4389

17 AVE & 4 ST SW BRANCH

501 17AvSW263-4085

Manager Frederick H Gibbs res.ALpin 5-7271

TREASURY BRANCHES PROVINCIAL

Enquiries266-3154

See Alphabetical Section for Complete

Listings under "T"

Banquets

See Caterers also Restaurants

Bar Equipment & Supplies

LELAND BAR EQUIPMENT—
TEGART REFRIGERATION

322 10StNW. ATlas 3-2252

Barbecued Foods

CALGARY CATERERS LTD

1538 17AvSW. CHery 4-1176

Barbers

Arlo's Hairstyling 120 16AvNWCRstvw 7-5059
Beacon Barber Shop 16Av&CentreStN276-1575
Beaudet's Barber Shop & Beauty Parlor
1002 17AvSW. CHery 4-4244

BEL AIR BARBER SHOP

SCALP HYGIENE CLINIC. PRIVATE TREAT-
MENTS FOR HAIR & SCALP DISORDERS
2034 42AvSW243-4338

Bowmont Beauty Salon & Barber Shop
5032 16AvNWMTg.288-5600

Brentwood Plaza Barber Shop
3537CharleswoodDr.289-3033

Britannia Barber Shop
810a-49AvSW. CHstnt 3-0220

Broadway Barber Shop 814CentreStS.262-1074

Calgary Centre Barber Shop
1822 14AvNW. AVenu 9-5707

Chinook Barber Shop
LwrMall ChinookCentre. ALpin 5-1567

Clipper The
LwrFlrHudson'sBayOil&GasBldg.266-2221

Colonnade Barber Shop 3515 17AvSW.249-0352

Connaught Barber Shop 1413 11StSW.244-0126

Eddie's Barber Shop 1325a 9AvSE.273-1693

Elveden House Barber Shop
MnFlr 717 7AvSW.266-3541

Emmy's Hairstyling & Barber Shop
825 17AvSW.244-6805

Empire Barber Shop 118a 9AvSE.266-2524

Glamorgan Barber Shop
37St&RichmondRd. CHrchl 9-1257

Hans Barber Shop
MayfairShoppingCentre. ALpin 2-0666

Haysboro Barber Shop 901c 82AvSW ALpin 5-7147

Haysboro Plaza Barber Shop
HaysboroShoppingPlaza.255-0275

Headline Barber Shop 2919CentreStN276-2506

Henry's Mewata Barber Shop
638a 8AvSW.262-6598

Hotel Wales Barber Shop HtlWales263-2201

Hotel York Barber Shop CentreSt&7Av266-5765

Hub Beauty Parlor & Barber Shop
229a 8AvSW.262-9751

Ideal Barber Shop 1009a 1StSW262-3565

J B Barber Shop 4623BanffCoachRd CHrchl 9-0508

Jack's Barber Shop 706 3StSW263-2199

Joe's Barber Shop 407bCentreStS262-6333

Kingsland Barber Shop 7730ElbowDr ALpin 5-6344

Lakeview Barber Shop
LakeviewShoppingPlaza.242-2522

Larry's Barber Shoe & Repair
1733 40AvSE.273-5309

Lawrence's Barber Shop 2317 4StSW269-6024

Lincoln Park Barber Shop
9-2411 54AvSW. CHstnt 3-4330

Louie's Barber Shop 1161bNorthmountDr 282-2953

Matthew's Barber Shop 317 7AvSW269-3305

Michael's Barber Shop 808 2StSW269-7465

Model Barber Shop 719 4StSW263-5818

Mount Royal Barber Shop 626 17AvSW.266-1162

Nevan Barber Shop 2035 33AvSW. CHrchl 2-2454

Palliser Barber Shop PalliserHtl269-3640

Petroleum Building Barber Shop
310 9AvSW.266-4308

Quing's Barber Shop 205CentreStS263-2199

Royal Hotel Barber Shop & Beauty Parlor
HotelRoyal.266-4949

Shamrock Barber Shop 1034 21AvSE273-4380

Sisson's Barber Shop 806a 1StSW266-1810

Slim's Barber Shop 1203 1StSE266-5474

Sorensen's Barber Shop 2137a 33AvSW.242-2889

Spruce Cliff Barber Shop 9aSpruceCentre242-5160

Stan Little's Barber Shop 309 6AvSW269-6627

Stan's Sixth Avenue Barbers 131a 6AvSW263-0877

Star Barber & Beauty Shop
1024 2StSE.266-4738

Sunshine Barber Shop
CambrianShoppingPlaza.282-2783

Sure-Way Barber Shop
3715 17AvSW. CHrchl 9-9323

Svend's Barber Shop
Store No 2 AcadiaShoppingCentre ALpin 5-6588

Tecumseh Barber Shop 2450 23AvSW242-4544

Trend Barber Shop 330 9AvSW269-2005

Trim Barber Shop 109a 8AvSW262-3333

Uptown Barber Shop 631 8AvSW269-2770

Vic's Barber Shop Bsmt 1705 4StSW269-3900

Viscount Barber Shop 2514a 26AvSW249-4580

Wave Barber Shop 716a 5StSW269-1460

Westend Barber Shop 704 7StSW263-2599

York Barber Shop 610CentreStS269-3301

Zed's Barber Shop 720 17AvSW263-5403

Barbers' Supplies

MID-WEST BEAUTY & BARBER SUPPLY
207 7AvSE.262-7331

Another phone might easily be
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save steps, conserve energy.

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Alberta Barricade Co Ltd 16 Grafton Cr. . . 242-3554
(See Advertisement This Page)

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TRAFFIC CONTROL EQUIPMENT
SPECIAL WARNING EQUIPMENT
MADE TO ORDER
ELECTRONIC FLASHERS
Rentals to Contractors - City - Province
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24 HOUR SERVICE

242-3554
16 Grafton Crescent

Barristers

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Basement Waterproofing

See Waterproofing Contractors

Bathroom Accessories

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2203b Westmount Rd. . . {283-4491

Bathroom Fixtures

See Plumbing & Heating Supplies

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Alberta Battery Co Ltd 1312 Centre St. . . 262-4485
(See Advertisement This Page)

AUTOLITE BATTERIES OF CANADA LTD
58 Av & 4 St SE. . . ALpin 5-6643

Burgess Battery Co 4319 1st SE. . . 243-6601

COMMERCIAL TIRE LTD
1139 9 Av SE. . . BRdwy 3-1584

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The right battery to fit
the driving needs of
every car owner. Quick,
sure starting in all
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GIANT BATTERY CO LTD {269-7891
315 3 St SE. . . {266-3367

(See Advertisement This Page)

Globelite Batteries Ltd
4524 1st SE. CHstnt 3-3568

(See Advertisement This Page)

Goodyear Service Stores 9 Av & 3 St NE. . . 262-3916
7007 Macleod Tr. . . 252-2228

HART BATTERIES

HART BATTERY CO LTD

126 12 Av SW. . . 266-3108

Hart Battery Co Ltd 126 12 Av SW. . . 266-3108

HUTTON'S LTD 131 11 Av SW. . . 269-3725

Industrial Battery Company Limited
126 12 Av SW. . . 262-5822

Maple Leaf Sales Ltd 232 9 Av SE. . . 266-4866

PRESTOLITE BATTERY CO LTD
58 Av & 4 St SE. . . ALpin 5-6641

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

Zenith Propane Ltd 36 Av & 5 St SE. . . CHstnt 3-5526

Bearings

Alberta Brake & Clutch Ltd 217 4 St NE. . . 262-6388

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

BRAKE-DROME 1025 9 Av SE. . . BRdwy 3-4440

CANADA METAL CO LTD
Roto-Cast & Precision Bronze
Guaranteed Porosity Free
5524 4 St SE. . . ALpin 5-7901

CANADIAN S K F CO LTD {CHery 4-0044
1331 16 Av SW. . . {CHery 4-3366

City Auto Parts 4702 1st SW. . . CHstnt 3-2197

CORBETTS (CALGARY) LTD
461 42 Av SE. . . 243-4246

FEDERAL-MOGUL SERVICE LTD
Bower Roller Bearings
BCA Ball Bearings
National Oil Seals
701-703 11 Av SW. . . 263-2440

Moore's Machine Shop
Federal-Mogul Engine Bearings
719 3 St NE. . . 262-6474

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Warehouse Distributor
BC BEARING ENGINEERS LTD
451 42 Av SE. . . 243-5521

(Continued Next Page)

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B.C.

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Bearing and Transmission Specialists

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CASTERS, SIER BATH COUPLINGS, HOLROYD
REDUCTION GEARS, ROLLER CHAINS & SPROCKETS
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A B C

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Wholesale and Retail

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ESTABLISHED 1917

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TRUCKS & BUSES

SERVICE - REPAIRS

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The Battery Built For
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- Tractor
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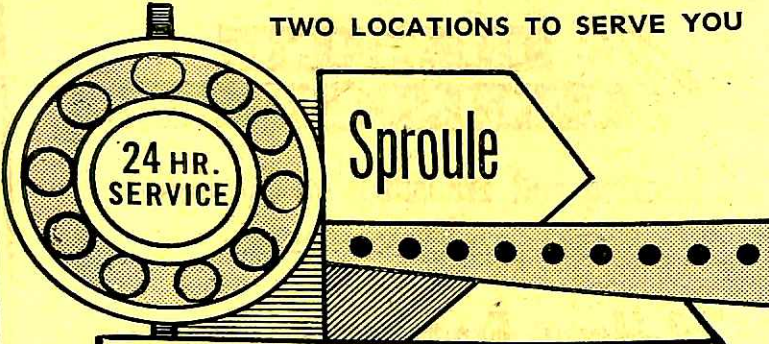
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NICKEL-CADMIUM and NICKEL IRON

CHstnt 3-3568

Factory Branch

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 ANYTHING THAT ROLLS — WE HAVE IT

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 Br Ofc 5504MacleodTr ALpin 5-6618
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 Superior Automotive Supply Ltd
 919 17AvSW. 244-2796

TAYLOR PEARSON & CARSON LTD

RED DEER - CALGARY - MEDICINE HAT

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Timken, SKF, Hyatt

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 Helene Curtis Ltd 110 6AvSW269-3375

MID-WEST BEAUTY & BARBER SUPPLY

207 7AvSE. 262-7573
 Monarch Beauty Supply Co 135 6AvSE. 263-3390
 (See Advertisement This Page)

Ontario Beauty Supply Co Ltd {266-6348
 116 5AvSE. {263-3573
 (See Advertisement This Page)

Beauty Parlors**A 1 BEAUTY SHOP**

PERMS — HAIR COLORING
STYLING & HAIR CUTTING

Julie Dobrocki & Gladys Rhodes

1002aCentreStN262-6686

ACADIA BEAUTY SALON

ALSO

J. Zee Beauty Salon

OPEN 6 DAYS A WEEK

THURSDAY & FRIDAY TILL 9 p.m.

AcadiaShoppingCentreALpin 5-5626

ADRIAN BEAUTY SALON

MADAME McGRANDLE

PHYLLIS HOLGATE

Harper Method Salon

— FACIALS —

SCALP TREATMENTS

514 17AvSW262-4429

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 8AvSW263-3304

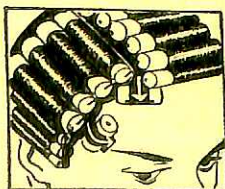
Ann Richard's Beauty Salon
 2440 23AvSW. 242-1706

Antoine's Salon de Beaute 1446 17AvSW 244-4755
 (See Advertisement This Page)

(Continued Next Page)

COLD WAVE PERMANENT

The First Step of
 Your Perm
**PLANNED
 HAIR SHAPING**
 by expert barbers who
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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
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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

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HOUSE OF BEAUTY

Upstrs 805 - 1st STREET S.W.

**MONARCH BEAUTY
SUPPLY CO.**

Distributors of
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"Realistic"

"L'Oreal de Paris"
 CLAIROL — ROUX — CURTIS
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**Keyboard Makeup
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COMPLETE LINE OF BARBER SUPPLIES

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CO. LTD.

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 BRECK - RILLING - ROUX - REVLON
 NESTLE - TECHNIQUE - SILHOUETTE
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 SILVER ANNIVERSARY

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266-6348 - 263-3573

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Antoine's

SALON de BEAUTE

244-4755

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 anything you need — services
 or stores, products or people

Beauty Parlors—(Cont'd)

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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 4StNW AVenu 9-9151

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"For Happy Hair Care"

ALL LINES OF BEAUTY
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Permanent, Safe Removal
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BOWMONT BEAUTY SALON & BARBER SHOP
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Bowness Beauty Salon
6419BownessRdBwns BUTlr 8-2447

BRENTWOOD BEAUTY CENTRE
1340NorthmountDr 282-4344

Bridgeland Beauty Salon 813 1AvNE 266-1117

Buchfield S 332 16AvNW CRstvw 7-2910

Cable's Barber & Beauty Shoppe
346 17AvSW 262-3210

CAMEO BEAUTY SALON
11CambrianPl AVenu 9-9122

Camill's Beauty Salon 3-1705 4StSW 269-6868
(See Advertisement This Page)

CAREFREE BEAUTY PARLOR
1132aKensingtonRd 283-2372

CARLTON BEAUTY SALON 126 9AvSW 266-6811
(See Advertisement This Page)

CHARM BEAUTY SHOPPE

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BEAUTY SHOPPE

The New Short Haircut

MODERN BEAUTY SERVICE

213 16AvNW CRstvw 7-1335

Charmaine's Beauty Salon
2220 7AvNW ATlas 3-6446

Cinderella Beauty Salon
1155NorthmountDr 289-1402

(See Advertisement This Page)

City View Beauty Salon 1811 26AvSW 244-9206

COIFFEURES BY ROSS
2-1302a 4StSW 263-7194

(See Advertisement Page 49)

COLLINGWOOD BEAUTY SALON
920NorthmountDr AVenu 9-0633

(See Advertisement This Page)

Cut-N-Curl Beauty Salon
6LincolnParkShoppingCentre 243-1838

(See Advertisement This Page)

A BEDROOM TELEPHONE
brings you comfort and
security at night.

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DANNEWALD HAIRDRESSING SHOP

Professional
Ladies' Haircutting
Styling and Coloring

— Open Mondays —

908aCentreStN 266-2350

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Specialists of
TINT & WAVE

6-112a 8AvSE 262-7396

Delmar Advanced Hairstyling Academy
2525a 17AvSW 242-5121

Delmar Hi Styling 2523a 17AvSW 249-6334
(See Advertisement This Page)

DELUXE HAIRSTYLING 1705 2StSE 263-5425
(Continued Next Page)

Arlo's Hairstyling



HAIR
CUTTING &
SHAPING
Tinting
Cold Waves
Permanent
Waving
Soft Water

Arlo Musselman, Prop.

Specializing in:

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CRstvw 7-5059

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Located Next to House of Modern

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Cold Waves

266-5753

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Velma LaBarge

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★ HAIR SHAPING
★ COLOR BLENDING
★ COLD WAVES

269-6868

3-1705 - 4th Street S.W.

L. GRETSINGER, Prop.
(Virginia Farrell Graduate)

CARLTON Beauty Salon

(Formerly Stabers)

OPPOSITE PALLISER HOTEL

Shampoo Finger

Wave \$1.50

All Lanolin

Coldwaves \$4.95 & Up

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

266-6811

Rose Ashcroft, Prop.

126 - 9th Avenue S.W.



SPECIALIZING IN

★ LATEST STYLES

★ HAIR COLORING

★ COLD WAVES

Open: Thurs. & Fri. Evenings

"OUR AIM TO SATISFY"

Amelia Melnyk, Prop.

289-1402

1155 Northmount Dr.

COLLINGWOOD

BEAUTY SALON



AWARD
WINNING
HAIRSTYLISTS

— OPEN —

Monday to Saturday - 9 a.m. to 5 p.m.
Thursdays & Fridays Until 9 p.m.

AVenu 9-0633

920 Northmount Drive

Violette Fries, Manageress

Cut-N-Curl Beauty Salon

● HAIR STYLES
● PERMANENT WAVES
● COLOR BLENDING

9 a.m. to 5 p.m. Monday - Saturday
9 a.m. to 9 p.m. Fridays

243-1838

6 Lincoln Park

Rae & Betty La Rose, Props.

CHrchl 9-2417

Located in
Lincoln Park Shopping Centre

DELMAR

Beauty School

242-5121

Basic Teaching by
A Qualified Instructor

INDIVIDUAL INSTRUCTION
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and Information

Learn By
Practical Experience

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ADVANCED
HAIR STYLING
ACADEMY**

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

Attending the course will be the next
closest thing to actually attending the
famous Virginia Farrell Academy of
Advanced Hairstyling in Detroit.



Hi-Styling

Beauty Salon

249-6334

PROFESSIONAL
HAIRSTYLISTS

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

Stylist 35 Years

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

DIPLOMAS U.S.A. — SASK. — ALBERTA

2523a 17th AVENUE, S.W.

Diana Beauty Salon



Specializing in

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

Atlas 3-5301
305a - 10th Street N.W.

GISELLE Beauty Salon



Specializing in
HAIRSTYLING
COLORING
HAIRCUTTING

GISELA WARNKE, Owner

CRstvw 7-3465

1607 Centre St. N.

Beauty Parlors—(Cont'd)

Diana Beauty Salon 305a 10StNW ..Atlas 3-5301
(See Advertisement This Page)
Dixon's Beauty Parlor 1205 2StSE266-6577
Dorothee Mae Beauty Salon
211UnderwoodBlk..266-4905

DOT'S BEAUTY SALON

- Above Kresge's
- SPECIALISTS IN
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- ★ TINTING
- ★ STYLING
- ★ PERMS FROM \$4.95 UP

262-2383

236 8AvSW262-2383

EATON CO CANADA LTD (THE T)
8AvSW bet 3&4Sts..266-0234

EDNA'S BEAUTY NOOK 1506 12AvSW 244-1667
Eduard's Hairstylists 6-707a 14StNW ..283-4867
(See Advertisement This Page)

Beauty Parlors—(Cont'd)

EDWARD'S BEAUTY SALON

Prop. Eddie Kurz

HARPER METHOD SALON
HAYSBORO SHOPPING
PLAZA
PHONE

ALpin 5-5622

HavenhurstCr&ElbowDrALpin 5-5622

Elbow Barber Shop & Beauty Parlor
2512 4StSW ..262-3157

ELITE BEAUTY SHOPPE

Call This Handy Neighborly
Shop for Your Next
Appointment

1431 17AvSWCHery 4-3334

ELIZABETH BEAUTY SALON

1016 2StSE..262-9658

ELSBETH'S BEAUTY SALON

Specializing in

PERMANENT WAVING
& HAIR STYLING

HERMANN & ELSBETH POLLHAUS, Props.

Res. Butlr 8-6703

4618bBownessRdMtgButlr 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 17AvSW244-6805

Edward's Hairstylists

Edward Todd's

ON YOUR WAY UP
TO THE NORTH HILL
SHOPPING CENTER

6-707a 14St N.W.
Ph. 283-4867

Glendale Beauty Salon

Located in Glendale Shopping Centre
Jan McGilvray, Prop.

LATEST IN:
HAIR STYLING
HAIR COLORING
PERMANENT
WAVING



249-0404

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.

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

FAIRMOUNT BEAUTY SALON



LATEST IN
HAIR
STYLING
COLD
WAVE
TINTING

252-3665

4 Fairmount Shopping Centre

Hair Styles Just So . . . at the



Flamingo

**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

266-6694

NO APPOINTMENT NECESSARY

**FLAMINGO
HAIR STYLING STUDIO**

214a - 8th Avenue S.E. Downtown

Opposite The Old Post Office

- PERSONALIZED COLORING - HAIR STYLING
- CUTTING & PERMANENT WAVING



HAIR BEAUTY

For Little
Girls Too!

Evsalons Hair Stylists
2925RichmondRd. CHrchl 9-2760

(See Advertisement This Page)

Exclusive Beauty & Bath Salon

1stFlr 3508 17AvSE. 272-2380

Fairmount Beauty Salon

4FairmountShoppingCentre..252-3665

(See Advertisement This Page)

FASHION 'N' FLAIR 2312a 16AvNW ..282-3000

FLAMINGO HAIR STYLING STUDIO

3-214a 8AvSE. 266-6694

(See Advertisement This Page)

FOREST LAWN BEAUTY SALON

ForestLawnShoppingCentre..BRidg 2-4400

FOREST LAWN HOTEL HI-STYLING

BEAUTY SALON

Specializing in All Types of
Hair Dos and Beauty Culture

202ForestLawnHtl272-1406

Garden Beauty Salon 2517 5AvNW ..Atlas 3-5301

Giselle Beauty Salon 1607CentreStN CRstvw 7-3465

(See Advertisement This Page)

GLADY'S BEAUTY SALON

3517 17AvSE. BRIdg 2-2000

Glendale Beauty Salon 5-1924a 37StSW 249-0404

(See Advertisement This Page)

Grainger's Hairdressing 1122 1StSW ..262-0000

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

(See Advertisement This Page)

(Continued Next Page)

Newcomer to town? Use the
YELLOW PAGES to locate
new dealers to serve you.

Beauty Parlors—(Cont'd)

Helen's Beauty Parlor 822 3StNE. 266-3359
(See Advertisement This Page)

Highlander Beauty Salon & Barber Shop
MnFlr Highlander Motor Htl AVenu 2-1515
(See Advertisement This Page)

Hi-Top Hairstyles 125a 6AvSW 262-2979
(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. 262-9751
(See Advertisement This Page)

J-Zee Beauty Salon
Acadia Shopping Centre. ALpin 5-5626

JACOBSON'S PROFESSIONAL HAIRSTYLISTS
Upstrs 128a 8AvSW. 269-1477
(See Advertisement This Page)

Jay's Beauty Salon Upstrs 4816 Macleod Tr 243-2922
(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)

Joan's Beauty Salon 2015 41AvSW. CHstnt 3-4503

Johnston's Barber Shop & Beauty Parlor
1403 11StSW. CHery 4-1247

K L Beauticians 1320 17AvSW. CHery 4-4359
(See Advertisement This Page)

KILLARNEY BEAUTY SALON
We Specialize In
HAIR STYLING — TINTING
PERMANENT WAVING
Mrs. Ann Farnum, Mgrs.
2705 17AvSW CHrchl 9-2929

KNIGHTS' BEAUTY SALON 114 7AvSE 262-6548
KNOB HILL HAIRSTYLISTS
2033 26AvSW. 244-7878

Lady Louise Beauty Salon
1114 3StNE. CRstvw 7-2254

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

La Moderne Mode Beauty Salon
2118a 4StSW. 262-9801

Lawrence Hairdressing 2317 4StSW 262-1777
(Continued Next Page)

HELEN'S BEAUTY PARLOR

Hair Stylists
Cutting
Shaping
Tinting
Permanent
Waving

266-3359

For Evening Appointments
Call 266-3359

822 - 3rd Street N.E.



The Highlander

BEAUTY SALON & BARBER SHOP
North Hill's
Most
Distinctive
Salon



Member of
International
Hairformer Assoc.
Max Scheu, Prop.

AVenu 2-1515

OPEN DAILY: 9 a.m. to 6 p.m.
Main Floor, Highlander Motor Hotel
European Wigs Imported Direct



the perfect
place for . . .

Complete Hairstyling

— CALL —

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HUB BEAUTY PARLOR & BARBER SHOP



"THE HOME OF
FASHIONABLE
HAIRDRESSING"
Opposite Capitol Theatre
262-9751

229a - 8th Avenue S.W.

BEAUTY SALON

K.L.
BEAUTICIANS

BARBER SHOPPE

Offer You P.P.T.
S77 PROTEIN
Balanced Hair
Conditioners with
Poly Pertides also
Vitamine and
Protine Perms

"SCIENTIFIC LAB FORMULAS"

At Popular Prices & Guaranteed Work

CHery 4-4359

1320 - 17th Avenue S.W.

A. C. Anderson, Prop.

JACOBSON'S

**BEAUTY
SALON**

Professional
Hairstylists



**BEAUTY
SCHOOL**

"One of the
Largest Schools
in Canada"

269-1477

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"

262-4219

★ 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.



By
JIM and SHIRLEY

Free Parking

Next to
Bank of Nova Scotia

Upstairs

4816 Macleod Trail

243-2922

JEANNE'S Beauty Salon

NORTH HILL
Mae Plumb, Prop.



- ★ EXPERT TECHNICIANS
- ★ LATEST METHODS IN
PERMANENT WAVING,
COLOR & STYLING
- ★ FACIALS, MANICURES,
MARCELLING
SOFT WATER USED
EXCLUSIVELY
- ★ AIR CONDITIONED
SALON

— OUR PERMANENT WAVES
MAKE PERMANENT FRIENDS —

AVenu 9-1436

824 - 16th Avenue N.W.

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

Phones

269-1040—262-2002

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

**Macleod
Trail**
BEAUTY SHOP

CREATIVE STYLINGS

By Experienced Operators

Doris Suffesick, Prop.

After Hours CHrchl 9-5779

243-7137

4820 Macleod Trail

Majestic
BEAUTY SALON

Specializing in:

- ★ PERMS
- ★ HAIR STYLING
- ★ HAIR COLORING

282-1944

2114 - 14th Street N.W.

Beauty Parlors—(Cont'd)

Leroy Beauty Salon 222A 8AvSW . . . [262-2002
[269-1040

(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 55StSW 266-6727

Lydia's Beauty Shop 2WestEnd
BownessShoppingCentreBwns . . . BUtlr 8-2685

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
4820MacleodTr . . . 243-7137

(See Advertisement This Page)

Madeleine's Beauty Salon
8104 34AvNWbwns . . . 288-4212

Madsen's Beauty College
MnFlr 107 8AvSE . . . 266-4262

(See Advertisement This Page)

Majestic Beauty Salon 2114 14StNW . . . 282-1944

(See Advertisement This Page)

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

MARGARET RAISBECK'S BEAUTY SHOP
134 17AvNE . . . CRstvw 7-2229

MARGARET'S BEAUTY SALON
1114 12StNE . . . 277-3635

MARGOT'S BEAUTY SALON
122a 10StNW . . . Atlas 3-4231

Marie Owens Coiffures 1827 39StSE BRidg 2-4211

MARIE'S BEAUTY SALON
2805 14StSW . . . 244-2004

Marvel Beauty Schools
2ndFlr 326a 8AvSW . . . 262-9944

(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 3-4008

Mayfair Lady Hairstyling
3-6511ElbowDr . . . ALpin 5-4676

(See Advertisement This Page)

Metro Beauty Salon 810 2StSW . . . 263-0180

(See Advertisement This Page)

MILADY'S BEAUTY SALON
MnFlr 4814 16StSW . . . 243-1111

Millie's Hairstyling Studio
631 16AvNW . . . AVenu 9-4444

(See Advertisement Opposite Page)

Mission Beauty Shoppe 2208 4StSW . . . 262-7000

MODERN BEAUTY SALON
PERMANENTS - TINTING - HAIR STYLING

— Keep Looking Beautiful —

4214 17AvSE BRidg 2-0728

Molly's Beauty Salon 318 16AvNW . . . CRstvw 7-2229

Mona Lisa Beauty Studios
550NorthmountDr . . . 282-1111

Monarch Beauty Salon
13SarceeShoppingPlaza . . . 242-4444

(See Advertisement Opposite Page)

Morley Trail Beauty Salon 2828MorleyTr . . . 282-1111

(See Advertisement Opposite Page)

MOUNT ROYAL BEAUTY SALON
1001a 17AvSW . . . 244-4444

(Continued Next Page)

Madsen
BEAUTY COLLEGE

FOR THOROUGH
BASIC TRAINING
IN THE ART OF
BEAUTY CULTURE

— CALL —

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or 107 - 8th Avenue S.E.
Maclean Block

MADSEN'S
Beauty College

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 —

262-9841

Open 6 Days a Week

2nd Flr. 326a - 8th Ave. S.W.

Over the Metropolitan Stores

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

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

263-0180

810 - 2nd Street S.W.

Beauty Parlors—(Cont'd)

NANZIO BEAUTY SHOP

NANZIO COIFFURE
PARISIAN HAIR STYLIST

2517 26AvSW249-0122

NEIL'S BEAUTY SALON

912a 16AvNW..AVenu 9-2963

Nellies Beauty Parlor
6303BownessRdBwns..BUTlr 8-2129

New Caprice Beauty Salon

317 19StNW..ATlas 3-3000

(See Advertisement This Page)

Norman's Beauty Salon Ltd 628 17AvSW 262-9748
Chinook Centre Branch

LwrMall ChinookCentre ALpin 5-0148

(See Advertisement This Page)

North Hill Beauty Salon 403 8AVNE269-8455

NORTHGATE BEAUTY SALON

Located In

NORTHGATE SHOPPING CENTRE

Specializing In

STYLING — TINTING — PERMANENT
WAVING

4815CentreStNCRstvw 7-8188

Otto Braaz Beauty Salons

Otto's Lady Fair

CalgaryShoppingCentre..AVenu 9-4758

Otto's Beauty Bar 1719 17AvSW..CHery 4-4488

Otto Braaz Hair Styles 607 1AvNE....262-5653

Otto's Fairview Beauty Salon & Barber Shop

7640FairmountDr...252-3838

(See Advertisement This Page)

Owens Marie Coiffures 1827 39StSE..BRIdg 2-4515

Palliser Hotel Beauty Shop PalliserHtl...262-1947

PARADISE OF BEAUTY

PERMANENTS — TINTING
HAIR STYLING
— FOR A LOVELIER YOU —

3515 17AvSW242-2212

PARKDALE BEAUTY SHOP

PERSONALIZED SERVICE TO MAKE YOU
LOOK YOUR LOVELIEST

3406 3AvNWATlas 3-2964

Parklane Beauty Shop

Cor24Av&14StSW..CHery 4-5203

Parkway Beauty Salon

GlenparkShoppingCentre...249-3838

Paul 'Este Hair Stylists

Upstrs1440a 17AvSW..CHery 4-5610

(See Advertisement This Page)

(Continued Next Page)

TRADE MARKS BRAND NAMES

Authorized dealers in most nationally advertised merchandise or services can be found by looking under the Trade Marks or Brand Names in their respective classifications.

Another
YELLOW PAGES
Service that Saves You Time

MILLIE'S HAIRSTYLING STUDIO

MILLIE LUFT & HER HAIRSTYLISTS

Specialize in:

- ★ PERMANENT
WAVING
- ★ HAIR
CUTTING
- ★ COLOR
BLENDING



AVenu 9-6565

Residence CRstvw 7-2114

631 - 16th Avenue N.W.

MONARCH



Beauty
Salon

For The Latest
In Hair Styling
& Personal Service

9 a.m. to 6 p.m. Weekdays &
Saturdays — 9 a.m. to 9 p.m. Fridays.

WE SELL AND SET WIGS

242-4373

37th Street & 45th Avenue S.W.
13 Sarcee Shopping Plaza

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

CHery 4-5610

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

Otto Braaz Beauty Salons

LEADING IN ITS FIELDS

Assures You of the Finest

NORTH WEST
OTTO'S LADY FAIR

Calgary Shopping Centre

AVenu 9-4758

SOUTH WEST

OTTO'S BEAUTY BAR

1719 - 17th Avenue S.W.

CHery 4-4488

NORTH EAST

OTTO BRAAZ HAIR STYLES

607 - 1st Avenue N.E.

262-5653

SOUTH EAST

**OTTO'S FAIRVIEW BEAUTY
SALON & BARBER SHOP**

7640 Fairmount Drive

252-3838



OTTO BRAAZ

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

ENQUIRE ABOUT OUR CONSTANT SPECIALS



MORLEY TRAIL BEAUTY SALON

- ★ HAIR STYLING &
CUTTING
- ★ PERMANENTS
- ★ HAIR COLORING

— Wigs Sold & Cared For —

282-1590

2828 Morley Trail
Capitol Hill District

(Opp. Wm. Aberhart School)

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.

262-9748

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)

263-4445



Robert's
Salon de beauté
Ltd.

263-2261

221 - 6th Avenue S.W.



"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.

Beauty Parlors—(Cont'd)

Peacock Salon 2025 33AvSW CHrchl 2-2295
Peter Pan Beauty Salon
Douglas Doherty Prop.
213LougheedBldg. 263-4445
(See Advertisement This Page)

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

2504a Kensington Rd. Atlas 3-1962

Phyll's Beauty Haven 1349 16AvSW .. CHery 4-3076

PINK LADY BEAUTY SALON 2821 14StSW .. 244-3525

PIXIE BEAUTY SALON 2106 18StNW Avenue 9-3695
(See Advertisement This Page)

Powder Puff Glamorgan Shopping Centre . 249-0088
(See Advertisement This Page)

RAMONA BEAUTY SALON 1710 35StNE. 276-1233

Reen's Beauty Salon 6-4610 Bowness Rd Mtgy. 288-3464

RENFREW BEAUTY PARLOR 1025a Russet Rd. 277-1383

Reo Beauty Parlour 125 7AvSE 266-1450

Richmond Beauty Salon 7706 Elbow Dr. 252-0136
(See Advertisement This Page)

Rieland Rita Beauty Salon Bsm 3828 Macleod Tr. CHstnt 3-7621
(See Advertisement This Page)

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

Rita's Beauty Salon 20 West End Shopping Centre Bwns. 288-3788

Riverpark Beauty Salon 3505 14StSW 243-7535
(See Advertisement This Page)

Roberto's salon de beauté Ltd 221 6AvSW. 263-2261
(See Advertisement This Page)

(Continued Next Page)

Richmond Beauty SALON

STAN LARSEN, Prop.

FOR:

- ★ SIMPLICITY
- ★ ELEGANCE
- ★ FEMININITY

IN: HAIR STYLING
CALL:

252-0136

LOCATED IN KINGSLAND SHOPPING CENTRE 7706 ELBOW DRIVE

RITA RIELAND BEAUTY SALON

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

UTMOST IN
BEAUTY CARE

Located in The Stampeders Hotel

Bsm. 3828 Macleod Trail

FOR APPOINTMENTS ...
CALL ANYTIME

CHstnt 3-7621

After Hours CHstnt 3-6268



The Best of Care
For Your Hair

243-7535

3505 - 14th St. S.W.

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centres of Alberta may be
obtained by contacting your
local Alberta Government
Telephone Office or Agent
in your Exchange Area.

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

Calgary & District
Southern District
Northern District
Central District
Peace River District

Beauty Parlors—(Cont'd)

ROSE'S BEAUTY SALON
Bsmr 720-17AvSW...269-2215

ROSS HAIRSTYLING 2-1302a 4StSW...263-7194
(See Advertisement This Page)

Royal Hotel Barber Shop & Beauty Parlor
RoyalHtl...266-4949

Schmidt Franz Upstrs 131 8AvSW...262-7236
266-5770

Uptown Shop 614 8AvSW...262-2210
266-5556

Brentwood Shop 3533CharleswoodDr...289-4500
(See Advertisement This Page)

Serena's Beauty Parlor 5614 4StNW CRstvw 7-4851
(See Advertisement This Page)

SHADY LANE BEAUTY SALON
5012CentreStN...277-0818

Sharra Lee Beauty Shop
4623BanffCoachRd. CHrchl 9-0232
(See Advertisement This Page)

Sieg's Beauty Salon 728a 17AvSW...262-9734

Silhouette Beauty Salon 1221 9AvSE...273-1323
(See Advertisement This Page)

Simone Van Kleef Coiffures f263-3058
400ElvedenHse...263-8128
(See Advertisement This Page)

SPRUCE CLIFF BEAUTY SALON
9SpruceCentre...CHrchl 9-1171
(See Advertisement This Page)

(Continued Next Page)

ROSS

Hairstyling

Coiffeures by Ross

263-7194

2-1302a - 4th Street S.W.

A kitchen phone lets mother
take or make calls without
"dropping everything".

To find
anything
you want . . .



SERENA'S Beauty Parlor



★
PERMANENT
WAVING
★
SHAPING
★
STYLING
★

TINTING — SETTING
Serena Duncan

CRstvw 7-4851

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

Sharra Lee BEAUTY SHOP

(LOCATED IN WESTGATE)

•
HAIR
STYLING

•
COLD
WAVES

•
SILVER
BLONDING



CHrchl 9-0232

4623 Banff Coach Road

273-1323



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

FRANZ SCHMIDT

International Hair Stylist

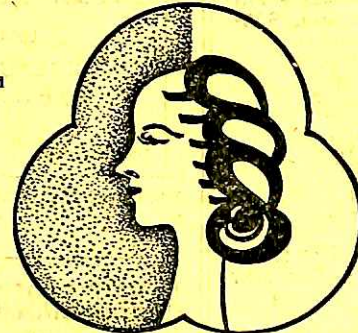
Diplomas from:

★ London, England

★ Zurich,
Switzerland

★ Paris,
France

★ Canada



Member of:

International

Association of

Master Ladies

Hairdressers

FRANZ SCHMIDT

UPSTAIRS

131 - 8th Avenue SW.

262-7236

266-5770

FRANZ SCHMIDT

UPTOWN SHOP

614 - 8th Avenue S.W.

262-2210

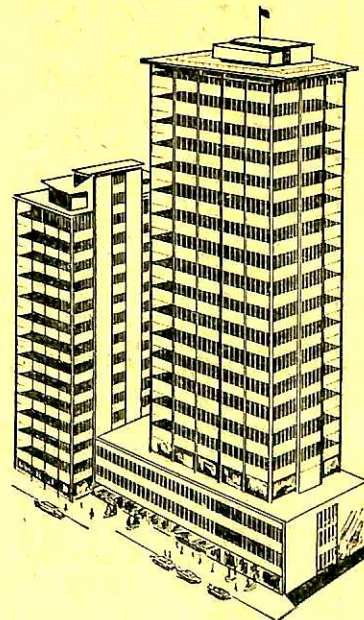
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FRANZ SCHMIDT

BRENTWOOD SHOPPING PLAZA

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3533 CHARLESWOOD DRIVE



Simone
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Coiffures



Experts in . . .

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WAVING

★ TINTING

★ BLEACHING

★ CUTTING

★ STYLING

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400

ELVEDEN HOUSE

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263-3058

263-8128

Venice Beauty SALON

317 - 7th Ave. S.W.



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SPECIALIZING IN:
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BLEACHING
PERMANENT WAVES
CHILDREN'S
HAIRCUTS
BUSINESS GIRLS WELCOME
TILL 6 P.M.
Thursday & Friday Till 9 P.M.

262-2387

Beauty Parlors—(Cont'd)

Star Beauty Parlor 1020 25th St. E. 262-6577
Style Beauty Shop 3009a 26th Ave SW CHrchl 9-3088
Sunny Beauty Parlor 306a 10th St NW 283-5880
Sunset Beauty Salon 1410 4th St SW 269-8469
Terry Beauty Salon 2220 20th Ave NW 282-2777

TOWERS BEAUTY SALON

LOCATED IN

RIDEAU TOWERS

Fay Finestone, Receptionist

106 Rutland Hse CHstnt 3-1992
CHstnt 3-2992

TURQUOISE BEAUTY SALON

1107 Centre St N. 277-3112

VANDENBERG'S BEAUTY SALON



"EXPERT
HAIR
STYLING"

EXPERT FACIALS
CHstnt 3-0594

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

Beauty Parlors—(Cont'd)

TUXEDO BEAUTY SALON

O'Linda Wunsch — Hilda Schlotterbeck

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 Preceding Page)

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

Vanity Beauty Shoppe 510b 9th St SW 262-9029

Venice Beauty Salon 317 7th Ave SW 262-2387
(See Advertisement This Page)

Vera's Beauty Salon 2616 4th St NW CRstnw 7-8092
(See Advertisement This Page)

VERNA'S BEAUTY STUDIO

3509 18th St SW 243-5952

WALDORF MAISON DE BEAUTE 266-2153
207a 8th Ave SW 263-2353
(See Advertisement This Page)

West Killarney Barber & Beauty Salon CHrchl 2-3772
3415a 26th Ave SW

WESTMOUNT BEAUTY PARLOR

Located One Block South of Kensington Road
and 21st St. N.W.
SOFT WATER USED FOR ALL
SHAMPOOS

Bertha George, Prop.

2203 Westmount Rd 283-4233

WILDWOOD BEAUTY SALON

3825 Banff Coach Rd. 249-2476

(See Advertisement This Page)

Beauty Schools

See Schools—Beauty Culture

Bed Wetting Control Systems

Nite-Dri of Western Canada 282-1455
747 Cambrian Dr.

Beds & Bedding

Calgary Mattress Co 333 36th Ave SE CHstnt 3-4548
Canadian Bedding Co Ltd 630 7th Ave SE 263-8635
Globe Bedding Co Ltd 11th St & 17th Ave SE BRdwy 3-5183
Hammond Furniture Co 4704 1st St SE CHstnt 3-3719
Ideal Rentals 601 17th Ave SW 269-1919
Parkhill Bedding & Furniture Ltd BRdwy 3-1627
Cor 9th Ave & 8th St SE CRstnw 7-6454
Rogers Services Ltd 1220 Centre St N. 263-8635
Sealy Mattress Company 630 7th Ave SE 266-5050
Simmons Limited 610 5th Ave SE

Bells & Chimes

SCHULMERICH CARILLONS INC CHrchl 9-2961
3120 35th Ave SW

Belt Conveyors

See Conveyors

Belting—Mechanical

Bennett & Emmott (Equipment) Ltd 263-2360
715 11th Ave SW
DOMINION RUBBER CO LTD CHstnt 3-5591
3613 Blackfoot Tr.
DUNLOP CANADA LTD 463 42nd Ave SE 243-6666
GATES RUBBER OF CANADA LTD
Factory Stocks at Edmonton Warehouse
MezzFlr Greyhound Bldg 262-4210

Belting—Mechanical—(Cont'd)

GOODRICH B F CANADA LIMITED CHstnt 3-6621
3500 75th St SE
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 25th St E 269-4301

COUTTS MACHINERY CO LTD

EXTREMULTUS - HI POWER PLASTIC CORE
GOODRICH - VEE - FLAT & CONVEYOR
Belt Lacings - Belt Dressing - All Types
4636 1st St E CHstnt 3-4618

WESTERN INDUSTRIAL IMPORTERS LTD

FOR EVERYTHING IN BELTS
Automotive, F.H.P., Multi-V, Conveyor
Belting
108 12th Ave SW 262-5374

Beverages

BLUE LABEL BOTTLING CO LTD

727 42nd Ave SE 243-3426

(See Advertisement This Page)

CALGARY BREWING & MALTING CO LTD

9th Ave & 15th St SE BRdwy 3-5681
Canada Dry Ltd 5312 3rd St SE ALpin 5-8545
Coca-Cola Ltd 66th Ave SW & Macleod Tr ALpin 5-5571

ORANGE CRUSH—

POLAR AERATED WATER WORKS LTD 263-7700
129 3rd Ave SE

PEPSI-COLA AUTHORIZED BOTTLER 243-3426
727 42nd Ave SE

(Continued Next Page)

The Waldorf Maison de Beauté

207-8th Avenue
S.W.

266-2353

266-2153

VERA'S Beauty Salon



- HAIR
STYLING
- COLD
WAVES
- TINTING
- RINSING

3 Operators To Serve You
CRstnw 7-8092

2616 4 St. N.W.

HAIR STYLING

TAKES ON A NEW DIMENSION AT

WILDWOOD BEAUTY SALON



★
OPEN
6 DAYS
A WEEK
9 a.m. to 9 p.m.
Thurs. & Fri.
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249-2476

3825 Banff Coach Road

In Your Own Words

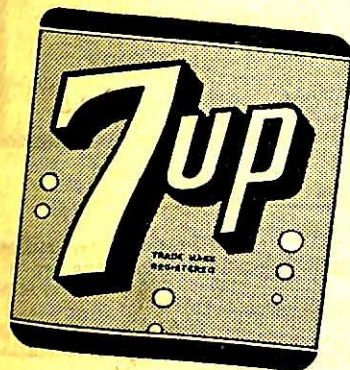
The classifications in the
Yellow Pages
are chosen from a study of
the terms buyers use to
describe what they want.

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it's so easy
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Beverages—(Cont'd)

POLAR AERATED WATER WORKS LTD
129 3AveS.E. 263-7700
Seven-Up Bottling Co 129 3AveS.E. 263-7700
(See Advertisement This Page)
SICKS' LETHBRIDGE BREWERY LTD
218 11AveSW. 263-2366
STAMPEDE CITY BOTTLING LTD
Cor50St&20AveS.E. BRIdg 2-0401

"fresh up"
with



You like it..It likes you!

SEVEN-UP BOTTLING CO.
263-7700

129 - 3 Ave. S.E.

Bibles

See Church Supplies and Books Religious and Educational

Bicycle Dealers & Repairers

ACADIA CYCLE & SPORTS LTD

Repairs to All Makes
Of Bicycles

AcadiaShoppingCentre252-0525

BOW CYCLE & MOTOR

THE BICYCLE EXCHANGE
NEW - USED
Trades - Terms

6532BownessRdBwns BUTlr 8-2887

Use beautiful colour tele-
phones to mix or match with
home or office decor.

Bicycle Dealers & Repairers—

(Cont'd)

Calgary Cycle Store 1504CentreStN277-3430
(See Advertisement This Page)
Custom Cycle Sports & Hardware
MnFir 3508 17AveS.E. 272-1677

DOUG'S CYCLE & SHARPENING SERVICE

CCM - RALEIGH - TRIUMPH
Repairs to All Makes

2129 33AveSW242-5666

KILLARNEY GENERAL REPAIRS & APPLIANCES

C.C.M. — RALEIGH
AUTHORIZED SALES & SERVICE
Repairs to All Makes
249-2858

2631 17AveSW249-2858

**CALGARY
CYCLE
STORE**

Raleigh
Triumph &
CCM Bicycles

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LOCKSMITH

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1504 Centre St. N.
277-3430



Ridley's Cycle & Sporting Goods

- C.C.M.
- RALEIGH
- TRIUMPH

REPAIRS TO ALL
MAKES OF BICYCLES

225 - 10th Street N.W.
ATlas 3-1421

9 out of 10

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Bicycle Dealers & Repairers—

(Cont'd)

MISSION CYCLE & SPORTS

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PREMIER CYCLE & SPORTS (CALGARY) LTD

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EVERYTHING
IN
BICYCLES

Easy Budget Terms

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319 7AveSW263-8855

Ridley's Cycle & Sporting Goods

225 10StNW. ATlas 3-1421

(See Advertisement This Page)

**SID'S CYCLE & HARDWARE (OF ALBERTA)
LTD**

REPAIRS TO ALL MAKES
OF BICYCLES

— KEYS CUT —

337 17AveSW262-5777

Tuxedo Cycle & Sports

2702CentreStN. CRstvw 7-2872

(See Advertisement This Page)

Western Cycle Works 1514 14StSW CHery 4-4044

(See Advertisement This Page)

Bicycles—Wholesale &

Manufacturers

British Industries Ltd 323a 8AveSW266-2750
Canada Cycle & Motor Co Ltd
1210 11AveSW. CHery 4-3413
Deeley Fred Cycles Ltd 921 9AveS.E. BRdwy 3-5780

Billiard Halls

B & G Billiards 4133 4StNW289-5233
Calgary Billiard Hall 334 8AveS.E.266-3641
Capitol Billiard Parlor 131 8AveS.E.269-1651
Central Billiards Bsmt MacleanBik269-9137
Classic Billiards 204 8AveS.E.266-5935
Cue & Cushion 4012BanffCoachRd242-3811
Corner Pocket Billiards Ltd
Bsmt 810 3StSW.269-4811

EXCHANGE BILLIARD PARLOR

815 1StSW.262-5288

Forest Lawn Billiards

Bsmt 3516b 17AveS.E.272-3180

Hergert & Carr Billiards 330 8AveSW269-3469

Oxford Billiards Bsmt 237 8AveS.E.266-1578

Stampede Billiards 407a 8AveSW269-9746

Star Billiards 233 8AveS.E.269-1144

Billiard Tables & Supplies

BRUNSWICK OF CANADA LIMITED

Manufacturers

BILLIARD TABLES & SUPPLIES

Billiard Table Repairing

108 12AveSW263-7064

Billing Machines

See Accounting & Bookkeeping Machines

**TUXEDO
CYCLE & SPORTS**

"Your North Hill Dealer"



Dealers for:
**RALEIGH — TRIUMPH
VISCOUNT — C.C.M.
BICYCLES**

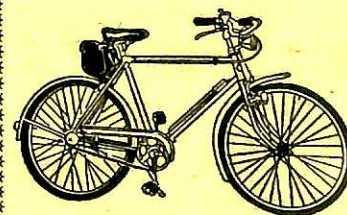
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After Hours Res. CRstvw 7-3410

**WESTERN
Cycle Works
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BICYCLES

Expert Repairs to all Makes

**LAWN MOWERS
SOLD, REPAIRED
and MACHINE
SHARPENED**

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1514 14th St. S.W.