

**Poulin Pest Controllers
Winning Customers**

A family firm which has won success across western Canada is N. L. Poulin Limited, which provides a wide variety of pest control services, including the extermination of skunks, squirrels, rats, bats, sparrows and an extensive list of different types of mites, moths, beetles and roaches.

general manager is Don Poulin who supervises an operation from headquarters in St. Boniface, and includes branch offices in Alberta, Saskatchewan, Ontario and British Columbia. Much of the reputation of the firm enjoys stems to a great degree from the original formulas for insecticides and rodent poisons of the firm's founder, plus the continuing program of experimenting with new techniques and exploring new fields in pest control which is so vigorously carried on.

N. L. Poulin Ltd. is today also one of the foremost grain storage pest control companies in Canada and several of their insecticides and rodent poisons are sold in the United States. Russia expressed an interest in purchasing some of the firm's rat poisons.

A firm whose advertising has attracted most of its customers, N. L. Poulin at 247-7010 offers a guaranteed service that assures satisfaction for a period of up to three years and never less than 12 months.

**Both Pizza Place Stores
Attract Winnipeggers**

In a short few years (four) G. S. (Cal) Skagfeld has made Pizza Place a favorite rendezvous and household word not only among the long time lovers of Italian style cooking but among a host of new friends who call in at 141 Donald Street or at 1823 Portage Avenue. With fast, efficient delivery and a party arrangement service, the take out service at Pizza Place too, ranks high among Winnipeggers looking forward to the tantalizing tastes of the large variety of Pizzas and spaghetti specialties which have built a solid reputation for Pizza Place.

**Speed, Satisfaction, Variety
In Safeway Shopping**

Little time is left in the modern housewife's full schedule for old-fashioned, time-consuming "pick-and-choose" shopping. Her solution is Safeway... where quality, satisfaction and the right price are guaranteed. Shopping at Safeway is quick and pleasant... because the largest variety in all food is always stocked. It's wise and economical to shop the modern way at Safeway. When one enters the gleaming,

Mario's

at
443 PORTAGE AVE.

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TO INVITE
THE MODERN HOSTESS
TO VISIT THEIR
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Mario's Hairstyling

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**Complete Line and Service
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Washing Machine Clinic**

at their new ultra modern service depot at 949 Jarvis Avenue, just east of McPhillips Street. Yetman's Machine Clinic has now re-located

machines, dryers, lawn mowers and chain saws. They are distributors for Remington chain saws and a complete line of power garden equipment. They also handle the

Husky and Polaris snow toboggans, and have facilities to demonstrate these machines at their new location to potential customers.

Remember Yetman's are the authorized service depot and parts distributors for McClary - Easy, Beatty, Kelvinator and Leonard appliances. They carry a complete line of parts for all these makes.

**In Calgary More and More
It's Fred Deeves & Sons**

In Calgary, Fred Deeves & Sons Ltd., at 1314 - 17th Avenue, have earned an enviable reputation for their efficient service, use of premium equipment and products as well as a highly skilled staff of technicians. For plumbing, heating and air conditioning contracting or Globe automatic fire sprinklers, more and more the number to call in Calgary is becoming 244-8951. Rainsoft Conditioners Assure Clean Washes Rainsoft Limited, formed in 1955 by W. B. Atnikov, its president, operates two branches of its rental organization. In Winnipeg Rainsoft is now located at 1221 Gateway Road under the management of Mrs. Irene Mussell, and in Regina at 2810 Dewdney Avenue under the management of Gerry St. Jean.

More people are using soft water, as they become aware of the luxury it adds to daily living, and the savings it makes possible, by the use of soaps rather than harsh synthetic detergents for family laundry, so increasing the life of linens. The use of pure soap for baby's wash also helps eliminate unpleasant problems of diaper rash. A Rainsoft softener gives filtered, softened water; no more algae through household taps. So modern living

calls for a Rainsoft water conditioner in the home.

**Mario's — Portage Avenue
Attracting New Patrons**

Lino Visentin who won so many friends and patrons at Mario's Graham Avenue parlor is now managing Mario's Styling at 443 Portage Avenue where the beauty of the modern decor, combined with the gracious skilled service of staff, is winning ever more patrons for this well-known hair-styling house.

Lino's haircutting has won him numerous honors in Winnipeg competitions. His staff includes stylists, Karen and Gail whose previous patrons now make 443 Portage Avenue their hairdressing headquarters. And to mark the modernization and redecorating, Lino is featuring specials on human hair wigs, hairpieces and wiglets at saving which make these now popular style items a most attractive bargain for both long-time customers and the host of new ones who are finding their way to Mario's on Portage Avenue.

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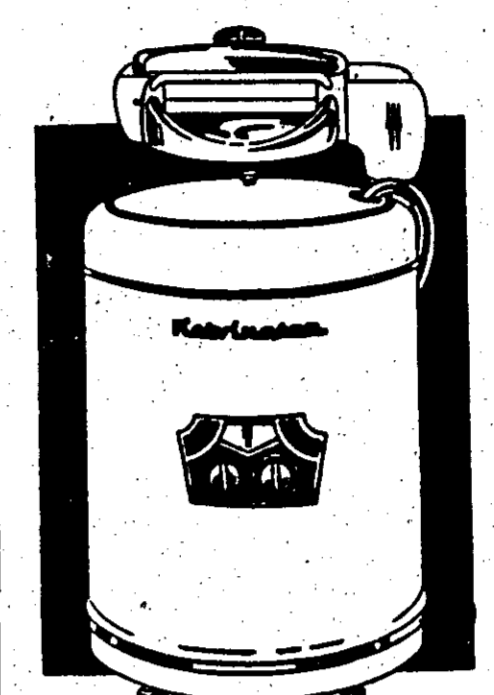
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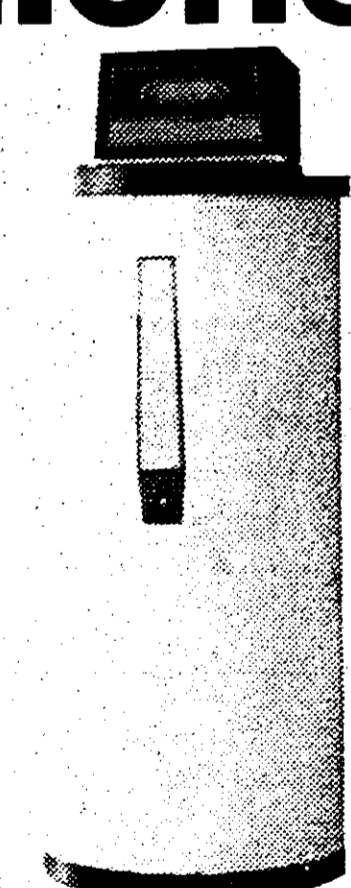
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