

LETHBRIDGE

●
AUGUST, 1960

YELLOW PAGES



ALBERTA GOVERNMENT TELEPHONES



THIS CLASSIFIED TELEPHONE DIRECTORY IS

Easy to use . . .

FOR YOUR CONVENIENCE a complete list of all business and professional telephone subscribers, throughout the community, appear in alphabetical order under the classification appropriate to their business, or the article or service they sell. The classifications, too, are in alphabetical order. You can find quickly and easily the Business, Service or Product you need.

1. When you want to buy something . . .

Suppose, for instance, a radio—

First look on the "R" pages for "Radio Sales, Service & Supplies".

Then pick out the dealer from whom you want to buy.

You can use the directory in the same way when you want to buy any one of thousands of other products or services.

2. When you want a dealer of a trade marked product . . .

Suppose you want a dealer for a nationally known product, or service, such as an automobile.

First turn to "Automobile Agencies & Dealers—New Cars" on the "A" pages.

Then select the dealer from the list of those who sell or service the particular automobile you want.

3. When you have forgotten a business firm's name but do remember the address . . .

You may forget the name of a business establishment but remember their location. For example, you want a mover located on Second Avenue.

First turn to "Movers" on the "M" pages.

Then look for the familiar address.

4. Even when you know the name . . .

The classified directory will help you in looking for business names you know. Suppose you want to telephone Smith, the plumber. Plumbers are listed on the "P" pages under the classification "Plumbers & Gasfitters". You will find your Smith under "Plumbers & Gasfitters" more easily than searching the long list of Smiths which normally appear in the white pages of our directories.



For advertising information and rates concerning this directory
communicate with Alberta Government Telephones,
Lethbridge — FAirfax 8-3331

The Telephone Company assumes no liability for errors
or omissions occurring in the Classified Directory.

USE THE CLASSIFIED . . .

IT'S EASY AS A B C

CLASSIFIED TELEPHONE DIRECTORY

LETHBRIDGE

AUGUST, 1960

No liability is assumed by Alberta Government Telephones for errors or omissions occurring in the Classified Directory

Abattoirs

City Packers Ltd near Exhibition Grds . . . FAirfx 7-3048
M A Adams 1010 32 St S FAirfx 7-3831

Accountants

Aldous Agency 11 Stafford Blk FAirfx 7-3712
Boulton C W & Co A Metcalfe Bldg . . . FAirfx 7-3974

CRANSTOUN ERIC

F.A.E., C.P.A.

AUDITORS & ACCOUNTANTS

Expert Advice
on Dominion Income Tax

3 Oliver Blk FAirfx 7-4135

DEWAR J M

ACCOUNTANT & AUDITOR
FARMERS & TRUCKERS

— Bookkeeping & Income Tax A Specialty —
"No Job Too Small or Too Large"

SERVICE OUR AIM

E Metcalfe Bldg FAirfx 7-4213

Gruman Richard 401 B C Trust Bldg . . . FAirfx 7-5006
Kaun & Conlin 1285 3 Av S FAirfx 7-5378
McIntosh & Spencer Acct Serv Ltd
2-612 3 Av S FAirfx 7-7386
PUKK ARNOLD 2-706 3 Av S FAirfx 7-8429
Thompson E W 814 18 St S FAirfx 7-2840

Accountants—Chartered

Christian Kergan Gerla & Berglund
118 McFarland Bldg FAirfx 7-4887
Hanhart P 304 9 St S FAirfx 8-2313
Paterson Ritchie & Co 315 10 St S . . . FAirfx 7-2619
Williams Tanner Bell & Watkinson
105 B C Trust Bldg FAirfx 7-8511
Young Parkyn & McNab
220 B C Trust Bldg FAirfx 8-4426

Accounting & Bookkeeping Machines

BURROUGHS ACCOUNTING & BOOKKEEPING
MACHINES—
BURROUGHS ADDING MACHINE OF CANADA LTD
1285 3 Av S FAirfx 7-7577
NATIONAL CASH REGISTER CO OF CANADA
LTD 118 8 St S FAirfx 7-4533

Accounting & Bookkeeping Systems

REMINGTON RAND LTD 423 5 St S . . . FAirfx 7-3966

Acetylene

LINDE COMPANY DIVISION OF UNION
CARBIDE CANADA LIMITED
5 Av & 28 St N FAirfx 7-7265

Adding Machines

BURROUGHS ADDING & CALCULATING MACHINES—
BURROUGHS ADDING MACHINE OF CANADA LTD
1285 3 Av S FAirfx 7-7577
NATIONAL CASH REGISTER CO OF CANADA
LTD 118 8 St S FAirfx 7-4533
REMINGTON RAND LTD 423 5 St S . . . FAirfx 7-3966

Adding Machines—(Cont'd)

UNDERWOOD LTD

ADD-MATE
ADDING MACHINES
ALL ELECTRIC
\$189.50

307 7 St S FAirfx 7-2555

Addressing Machines

ADDRESSOGRAPH-MULTIGRAPH OF CANADA LTD

ADDRESSOGRAPH MACHINES

Only authorized distributor of new machines.
Methods counsel, supplies, accessories, embossing and
mechanical service.

USED AND FACTORY REBUILT MACHINES

Addressograph-Multigraph of Canada Ltd.
727 - 5th Ave. S.W., Calgary. Call Long Distance and
ask for (Toll Charge) AMHrst 3-6682 or AMHrst 3-6707

Adjusters

Crosland Peacock Lethbridge Ltd * { FAirfx 7-4947
5 Cooper Blk { FAirfx 7-4789
{ FAirfx 7-4425

HUTCHINSON CARBERT HOWE & { FAirfx 7-5788
McKEEN Harris Bldg { FAirfx 7-3211

LILLY SHERLOCK & COMPANY LTD
304 9 St S FAirfx 7-8531

Advertising—Directory

ALBERTA GOVERNMENT TELEPHONES
Gen Ofc 808-810 4 Av S FAirfx 8-3331

Agricultural Implements

Deere John Limited 1239 2 Av S FAirfx 7-3786
Kjeldgard H 1720 2 Av S FAirfx 7-6276
Lethbridge Farm Equipment Ltd 1263 2 Av S
Parts & Serv FAirfx 7-3888
Ofc & Mgr FAirfx 7-4494
McKay Bros 1009 2 Av S { FAirfx 7-2043
{ FAirfx 7-5512

Smyth B J

Agt Minneapolis-Moline of Canada Ltd
1211 2 Av S FAirfx 7-3496

Air Conditioners—Room

CARRIER ROOM AIR CONDITIONERS

Complete selection of
Window and Console
Models built by the
people who know air
conditioning best.

They cool, dehumidify, and circulate healthful,
filtered air. For over 50 years Carrier has been
recognized the world over for fine air conditioning.



"For Information Call"

DISTRIBUTOR

CARRIER ENGINEERING LTD 8 Howie Bldg

Call Long Distance and ask for
Calgary ATlas 3-2277

DEALER

FEDOR-HARRIS-REICH REFRIGERATION LTD

1276 2 Av S FAirfx 7-0203

Air Conditioning—Contractors

CAPITAL HEATING LTD 1271 3 Av S . . FAirfx 7-1630
Charlton & Hill Ltd 208 13 St S FAirfx 8-3388
Chinook Sheet Metal Ltd 238 12 St-B N FAirfx 8-3022

Air Conditioning Equipment & Supplies

CARRIER AIR CONDITIONING

A name recognized the
world over for fine air
conditioning. Individual
units or complete systems
for stores, offices, buildings, industries, homes.
Engineering aid, prompt service.



"For Information Call"

DISTRIBUTOR

CARRIER ENGINEERING LTD 8 Howie Bldg

Call Long Distance and ask for
Calgary ATlas 3-2277

DEALER

FEDOR-HARRIS-REICH REFRIGERATION LTD

1276 2 Av S FAirfx 7-0203

Air Express Service

TRANS-CANADA AIR LINES (AIR CANADA)
Enquiries Kenyon Field FAirfx 7-2711
Pick-up & Delivery FAirfx 7-3434

Air Freight Service

PAN AMERICAN CLIPPER CARGO—
PAN AMERICAN WORLD AIRWAYS
1055 Alberni St Call Long Distance &
Ask for Vancouver MUTual 4-2121
TRANS-CANADA AIR LINES (AIR CANADA)
Enquiries & Pick-up & Delivery
Kenyon Field FAirfx 7-2711

Airline Companies

AIR CANADA—See Trans-Canada Air Lines

AIR FRANCE

"THE WORLD'S LARGEST
PASSENGER AND CARGO
NETWORK" —
COVERING 188,000 MILES,
AND SERVING 222 CITIES
76 COUNTRIES
AND 5 CONTINENTS



"For Information Call"

Air France French National Airline

Call Long Distance and ask for
(No Toll Charge) Zenith 6070

Air France French National Airline—Call Long
Distance and ask for (No Toll Charge) Zenith 6070
Alitalia Airlines—Call long distance and
ask for (No toll charge) Zenith 7-7850

(Continued Next Page)

Airline Companies—(Cont'd)

CANADIAN PACIFIC AIRLINES
CPR Station FAirfx 7-3512
KLM Royal Dutch Airlines—Call Long Distance
and ask for (No Toll Charge) Zenith 3100
Pan American World Airways Inc—
Call Long Distance and ask for
(No Toll Charge) Zenith 6010

SCANDINAVIAN AIRLINES SYSTEM INC
211 Portage Av Call Long Distance and ask for
(Toll Charge) Winnipeg Whitehall 3-1449

TRANS-CANADA AIR LINES (AIR CANADA)
PASSENGER RESERVATIONS INFORMATION
Kenyon Field FAirfx 7-3000
Business Hours 8:30 am to 5:30 pm daily
24 Hour Telephone Answering Service .FAirfx 7-3000

Airline Ticket Agencies**BUTTE INSURANCE & TRAVEL SERVICE**

SPECIALIZING IN
EUROPEAN TOURS
LOWEST FARES BY AIR & BOAT
Picture Butte REgnt 2-4537
1101a 4 Av S FAirfx 8-3201

LAWSON P TRAVEL LTD 305 6 St S FAirfx 7-4094
(See Advertisement This Page)

Ambulances

City of Lethbridge Ambulance
4 St & 2 Av S FAirfx 7-3340

Amusement Places**FORT WHOOP-UP GUEST RANCH LTD**

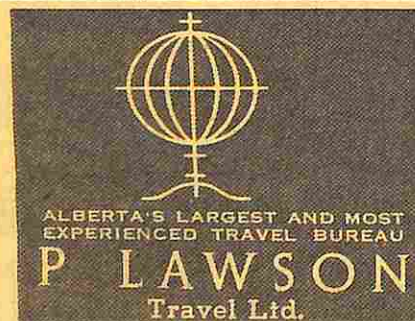
The Entertainment Centre of the South
Horse-Shoe Restaurant— Finest Foods
Round-Up Room — Conventions
Wedding Receptions — Private Parties
28 St & 34 Av S FAirfx 7-1113

HENDERSON LAKE PAVILION

DANCING
Every Friday & Saturday
See Advertisement under "Dancing Academies"
Henderson Lake Pavilion FAirfx 7-2536
If no answer call FAirfx 7-4950

Apartments, Blocks & Buildings

(For complete list of Apartments, Blocks & Buildings
see last page in Alphabetical Section)
Burkhart Apartments 515 11 St S FAirfx 8-9169
Cooper Block 507 7 St S FAirfx 7-4485
Victoria Mansions 1002 3 Av S FAirfx 7-5698



305 - 6th STREET SOUTH
FAirfx 7-4094
Agents for all Airlines

Appraisers

COLLEY & COMPANY 317 8 St S FAirfx 8-4481
Hutchinson Carbert Howe & McKeen
Harris Bldg FAirfx 7-5788

MERRILL DON AGENCIES LTD

F. D. Merrill, A.A.C.I., M.A.I.
REAL ESTATE APPRAISER
1269 6 Av S FAirfx 7-4474
FAirfx 7-1490

Architects

Fooks & Milne 27 St & 10 Av-A S FAirfx 7-8211
Lurie & Neufeld 516 3 Av S FAirfx 8-2563
Meech Mitchell Robins & Associates
529 6 St S FAirfx 7-3113

Argon

**LINDE COMPANY DIVISION OF UNION
CARBIDE CANADA LIMITED**
5 Av & 28 St N FAirfx 7-7265

Army & Navy Goods

War Surplus Stores (Leth) Ltd
317 6 St S FAirfx 7-2764

Artists' Supplies

CANADA PAINT & WALLPAPER STORE
424 7 St S FAirfx 7-2513

Asphalt Plants—Portable Stationary

WILKINSON & McCLEAN LIMITED
253 12 St N FAirfx 7-5428

Associations & Societies

Alberta Motor Association 903 3 Av S .. FAirfx 7-4109
Alberta Sugar Beet Growers
4 Stafford Blk FAirfx 7-3242

Associations & Societies—(Cont'd)

Boy Scouts Association 217 12 St-A S .. FAirfx 7-4647
Canadian Cancer Society
415 3 Av S FAirfx 7-5452
Canadian Red Cross Society
Cor 7 Av & 12 St S FAirfx 7-7117
Eastern Star Home No 1 948 14 St S .. FAirfx 7-2810
Home No 2 952 14 St S FAirfx 7-3779
Home No 3 956 14 St S FAirfx 7-1159
Green Acres Lodge Home for the Aged
102 5 Av S FAirfx 8-4127
Howard John Society of Alberta
Bsmt 216 5 St S FAirfx 7-8202
Independent Order of Foresters
1406 17 St S FAirfx 7-6358
Mer's Ofc John Hetesy FAirfx 7-6305
Lethbridge Chamber of Commerce
1113 3 Av S FAirfx 7-1586
Lethbridge Lodge 229 12 St-C N FAirfx 8-2985
Rehabilitation Society of Lethbridge
1261 2 Av-A N FAirfx 8-2048
Retail Merchants Association of Canada (Alberta) Inc
204 B C Trust Bldg FAirfx 7-1449
Senior Citizens Home Society
204 5 Av S FAirfx 7-4623
No 2 122 5 Av S FAirfx 7-6190
Southern Alberta Sheep Breeders Ltd
918 1 Av S FAirfx 7-3760
Tuberculosis Association 305 7 St S .. FAirfx 7-5401
Y M C A Program 4 Av & 10 St S FAirfx 7-3547
Genl Secty FAirfx 7-3268
Y W C A 604 8 St S FAirfx 8-1723
Office FAirfx 7-2284
Residence FAirfx 8-2749

Auctioneers

Downtown Auction Rooms & Exchange
1 Devon Crt FAirfx 8-3840
Hurlburt Auction Co 1251 2 Av S FAirfx 8-2305
(See Advertisement This Page)
(Continued Next Page)

HURLBURT AUCTION CO.

1251 - 2nd AVENUE SOUTH — LETHBRIDGE
YOU TOO CAN HAVE A SUCCESSFUL SALE
BY PHONING

FAirfax 8-2305

SPECIALIZING IN



- FARM SALES
- COMMERCIAL CATTLE SALES
- PUREBRED SALES
- DISPERSION SALES
- FURNITURE SALES

KEN HURLBURT — Auctioneers — TED NEWBY

Auctioneers—(Cont'd)

Newby E L 212 23 St SFAirfx 7-2349
 Perlch Auction Service 706 3 Av SFAirfx 8-3951
 (See Advertisement This Page)

SOUTHERN AUCTION SERVICE

FARM - ESTATE - CLOSE OUT SALES

F. W. MORRIS - Silver Dollar Auctioneer
 Res. Raymond 2-2263

1 Devon CrtFAirfx 8-3840

Automobile Accessories, Equipment & Supplies

(See Automobile Parts & Supplies—Retail & Automobile Parts & Supplies—Wholesale)

Automobile Agencies & Dealers—New Cars

ARCHIBALD MOTORS LTD

AUSTIN — MORRIS
 AUSTIN HEALEY & MGA
 SALES & SERVICE
 YOUR SPORTS CAR CENTRE

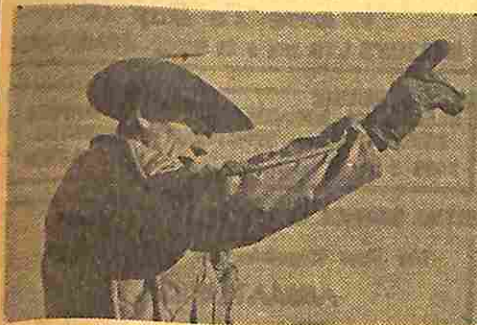
ServiceFAirfx 7-6363
 Sales Cor 6 Av & 5 St SFAirfx 8-3131

BENY CHEVROLET OLDSMOBILE (1959)

LTD Cor 2 Av & 8 St SFAirfx 7-3147
 (See Advertisement This Page)
 Car City Lethbridge Ltd 320 3 St SFAirfx 7-1545

"Selling Your Sales Is Our Business"

PERLICH AUCTION SERVICE



CONDUCTING

**FARM — LIVESTOCK
 HEAVY EQUIPMENT — REAL ESTATE
 AND CLOSING OUT AUCTION SALES**
 Offering A Complete Auctioneering -
 Advertising and Sales Management
 Service

JOE PERLICH — TONY PERLICH

Auct. Lic. No. 285 Auct. Lic. No. 138
 NORM BULLIED, Clerk

**LETHBRIDGE OFFICE
 706 - 3rd Avenue S.**

FAirfax 8-3951

Automobile Agencies & Dealers—New Cars—(Cont'd)

CHRYSLER PLYMOUTH & FARGO TRUCKS

Buy with confidence from your Chrysler, Plymouth, Fargo Dealer. See him for Planned Economy Service on your present automobile.



"Where To Buy Them"

FLEMING MOTORS LTD

7 St & 1 Av SFAirfx 7-1591

DKW SALES & SERVICE—

PRO MOTORS 518 3 St SFAirfx 8-4021

DODGE DE SOTO SIMCA & DODGE TRUCKS

See your Dodge - De Soto - Simca dealer for planned maintenance - conservation service.

DODGE-DE SOTO SIMCA

"For Sales & Service Call"

KING FRED MOTORS LTD

Cor 11 St & 3 Av SFAirfx 7-1566

BENY

CHEVROLET OLDSMOBILE (1959) LTD.

**CHEVROLET - OLDSMOBILE
 CADILLAC CARS
 CHEVROLET TRUCKS**

FAirfax 7-3147

Before 8 a.m. & After 5 p.m. Call —

Sales—New CarsFAirfx 7-3154
 Sales—Used CarsFAirfx 7-3150
 Parts & ServiceFAirfx 7-3147
 Towing ServiceFAirfx 7-3147

Corner 2 Ave. & 8 St. S.

ENERSON MOTORS LTD.

PONTIAC - BUICK - VAUXHALL
 & G.M.C. TRUCKS

FAirfx 7-5705

After Business Hours Call the Following Numbers

SALES OFFICEFAirfx 7-5190
 MAIN OFFICEFAirfx 7-5726
 SERVICE DEPT.FAirfx 7-5745
 PARTS DEPT.FAirfx 7-5266
 USED CAR LOTFAirfx 7-5750
 TOWING SERVICE 24 HrsFAirfx 7-6269

817 - 4th Ave S

Lethbridge

Automobile Agencies & Dealers—New Cars—(Cont'd)

Enerson Motors Ltd 817 4 Av SFAirfx 7-5705
 (See Advertisement This Page)

FLEMING MOTORS LTD

DEALER

**CHRYSLER - PLYMOUTH - VALIANT
 SIMCA & FARGO TRUCKS
 PURITY 99 PRODUCTS**

7 St & 1 Av SFAirfx 7-1591

FORD MONARCH FALCON & THUNDERBIRD

**AUTHORIZED SALES & SERVICE—
 PYRAMID MOTOR SALES LTD**

Cor 5 Av & 5 St SFAirfx 7-1581
MECHANICS SALES LTD

**STUDEBAKER & PACKARD CARS
 WILLYS TRUCKS
 MERCEDES BENZ**

Gas & Diesel Models
 SALES & SERVICE

REPAIRS TO ALL MAKES OF CARS

307 11 St SFAirfx 7-3933
 Parts DeptFAirfx 7-2622
FAirfx 8-3215

PLYMOUTH CHRYSLER & FARGO TRUCKS

Buy with confidence from your Chrysler, Plymouth, Fargo Dealer. See him for Planned Economy Service on your present automobile.



"Where To Buy Them"

FLEMING MOTORS LTD

7 St & 1 Av SFAirfx 7-1591

Pyramid Motor Sales Ltd

Cor 5 Av & 5 St SFAirfx 7-1581
 (See Advertisement This Page)

R & G CAR SALES

Your

"BRITISH FORD CENTRE"

315 3 St SFAirfx 7-6967

(Continued Next Page)

PYRAMID MOTOR SALES LTD.

— CARS —

**Ford - Monarch - Falcon -
 Thunderbird & Ford Trucks
 FAirfax 7-1581**

After Hours Before 8 a.m. After 5 p.m.
 Call the following Numbers:

PARTS DEPT.FAirfx 7-1581
 SERVICE DEPT.FAirfx 7-1582
 SALES DEPT.FAirfx 7-1583
 USED CAR LOTFAirfx 7-1584

Cor 5 Ave & 5 St S

Lethbridge

**Mercury, Lincoln,
Meteor & Frontenac
Sales & Service**

E. C. LONSDALE & C. G. SCHOENING

Genuine Ford Parts
& Accessories for
All Ford Products

**Smith Motors
Limited**

FAirfax 7-5763

Corner 6th Ave & 6th St South

**UNITED SERVICE
GARAGE
LETHBRIDGE LTD.**



WHITE ROSE PRODUCTS

DAY & NIGHT
TOWING SERVICE
BATTERIES — TIRES
ACCESSORIES

FAirfax 7-2750

FAirfax 7-1105

302 - 3rd Ave S Lethbridge

USED CAR LOTS

FAirfax 7-1418 — FAirfax 7-1780

**Automobile Agencies & Dealers—
New Cars—(Cont'd)**

SIMCA-VALIANT AUTOMOBILES—
FLEMING MOTORS LTD 7 St & 1 Av S FAirfx 7-1591
Smith Motors Ltd Cor 6 Av & 6 St S FAirfx 7-5763
(See Advertisement This Page)
United Service Garage Lethbridge Ltd
Service Dept 302 3 Av S FAirfx 7-2750
Parts & Sales FAirfx 7-1105
(See Advertisement This Page)

VALIANT-SIMCA AUTOMOBILES—
FLEMING MOTORS LTD 7 St & 1 Av S FAirfx 7-1591

**Automobile Agencies & Dealers—
Used Cars**

BENY CHEVROLET OLDSMOBILE (1959) LTD
Cor 2 Av & 8 St S FAirfx 7-3147
Car City Lethbridge Ltd 320 3 St S FAirfx 7-1545
Fleming Motors Ltd Cor 10 St & 3 Av S FAirfx 7-1540
Howard's Auto Sales
Cor 18 St & 3 Av S FAirfx 7-5557
King Fred Motors Ltd
Cor 11 St & 3 Av S FAirfx 7-1566
After Hours Used Car Lot FAirfx 7-1569
Mechanics Sales Ltd Ofc 307 11 St S FAirfx 7-3933
Parts & Serv FAirfx 7-2622
Pyramid Motor Sales Ltd
Cor 20 St & 3 Av S FAirfx 7-1584

R & G CAR SALES

J. Lawrence Richardson
BETTER USED CARS & TRUCKS
Res FAirfx 8-2269
315 3 St S FAirfx 7-6967

RIVERSIDE AUTO SALES Riverbottom FAirfx 8-1683
Smith Motors Ltd Cor 2 Av & 20 St S FAirfx 7-5763
Used Car Lot after 5 pm FAirfx 7-6717
United Service Garage Lethbridge Ltd
Used Car Lot 302 1 Av S FAirfx 7-1418
Used Car Lot 4 Av & 8 St S FAirfx 7-1780

Automobile Body Builders & Repairers

BENY CHEVROLET OLDSMOBILE (1959) LTD
Cor 2 Av & 8 St S FAirfx 7-3147
Car City Lethbridge Ltd 320 3 St S FAirfx 7-1545
Chinook Paint & Body Shop 612 4 St S FAirfx 8-2975
Christie's Auto Body Works 135 13 St N FAirfx 7-5191
ENERSON MOTORS LTD 817 4 Av S FAirfx 7-5705
Fleming Motors Ltd 313 7 St S FAirfx 7-1591
FOUR CORNER BODY SHOP
312-314 1 Av S FAirfx 7-1245
Hepp's Industries Ltd Fairview Subdiv FAirfx 7-4242
Hopp John Service Garage
Cor 4 St & 6 Av S FAirfx 7-5030
IMPERIAL MOTORS LTD
308 4 St S FAirfx 7-2505
Karl's Speed Shop 311 4 St S FAirfx 7-8693
Lethbridge Body Works 1801 3 Av S FAirfx 7-3987
Modern Body Shop 1511 3 Av S FAirfx 7-5544
(See Advertisement This Page)

MODERN BODY SHOP



DAY & NIGHT TOWING SERVICE
REPAIRS TO ALL MAKES OF CARS
FREE ESTIMATES A.M.A. SERVICES
RALPH VATH - JACK FINNERTY
Night Phones FAirfax 7-7228 - FAirfax 7-6591
1511 3rd Ave S **FAirfax 7-5544**

**Automobile Body Builders & Repairers
(Cont'd)**

SMITH MOTORS LTD
SPEEDY REPAIRS
QUALIFIED BODY WORKERS
Cor 6 Av & 6 St S FAirfx 7-5763

Terminal Service Station & Body Shop
Cor 4 Av & 4 St S FAirfx 7-3336
Volkswagen Body Works 412 1 Av S FAirfx 8-2825

Automobile Camps
(See Motels)

Automobile Driving Instruction
A B C DRIVING ACADEMY

**A B C
DRIVING ACADEMY**
FOR
COMPLETE DRIVING INSTRUCTION
OR BRUSH UP
706 3 Av S FAirfx 7-1241

Automobile Electrical Service
AUTOLITE AUTHORIZED SALES & SERVICE

Our Official Service Stations
are fully equipped and quali-
fied to render complete ser-
vice on starting, lighting,
ignition.



"AUTOLITE — LIFE-LINE OF YOUR CAR"

"Where To Buy It"

HUTTON'S LTD 321 8 St S FAirfx 7-2586

BISSETT ELECTRIC
ELECTRICAL REPAIRS TO ELECTRIC MOTORS
GENERATORS - STARTERS - MAGNETOS
1515 3 Av S FAirfx 7-7508

ELECTRO SERVICE LTD

For Fast Repairing or Exchange on

**ARMATURES
GENERATORS
STARTERS
REGULATORS**

817 - 3rd Av S FAirfx 7-2669
FAirfx 7-2300

HAGEN AUTO ELECTRIC 1209 3 Av S FAirfx 7-5090
HUTTON'S LTD

**SPECIALIZED AUTO
ELECTRIC SERVICE**

321 8 St S FAirfx 7-2586
FAirfx 7-5566

Automobile Parts & Supplies—Retail

Gordie's Service & Auto Parts
139 13 St NFAirfx 7-5049
Imperial Motors Ltd Cor 2 Av & 7 St S ..FAirfx 7-3650

Automobile Parts & Supplies—

Wholesale

BAALIM WHOLESALE LTD
DUNLOP TIRES
HERBRAND TOOLS
WHOLESALE AUTOMOTIVE
SUPPLIES
205 10 St SFAirfx 7-8587

ELECTRO SERVICE LTD 817 3 Av S ..FAirfx 7-2300
HUTTON'S LTD

Electrical & Carburetor
Parts & Repairs
321 8 St S
FAirfx 7-2586
FAirfx 7-5566
FAirfx 7-5158

Marshall Auto Wreckers 308 2 St S ...FAirfx 8-3316
MIDLAND AUTO SUPPLY 421 5 St S ..FAirfx 7-4951
MOTOR CAR SUPPLY CO OF CANADA LTD
1218 2 Av SFAirfx 7-3111
PARMAC WAREHOUSE DISTRIBUTORS LTD
Cor 2 Av & 7 St SFAirfx 7-3580

PEACOCK T H (SOUTHERN) LTD
WHOLESALE
AUTOMOTIVE PARTS
AND ACCESSORIES
After Hours Mgrs Res FAirfx 7-3282
1280 2 Av S...FAirfx 7-4697 - FAirfx 7-5133

Standard Auto Parts LtdFAirfx 7-2131
315 8 St SFAirfx 7-2001
TAYLOR PEARSON & CARSON (LETHBRIDGE)
LTD 2 Av & 11 St SFAirfx 7-3155

Automobile Radiators & Repairs

John's Radiator Shop 401 4 Av SFAirfx 7-3250
(See Advertisement This Page)
Lethbridge Radiators 1410 2 Av SFAirfx 7-8278
(See Advertisement This Page)
Radiators Alberta Ltd 114 8 St SFAirfx 7-4121
(See Advertisement This Page)
Roy's Radiator Shop 327 3 St SFAirfx 7-4412
(See Advertisement This Page)

Buy Christmas Seals . . . Every Year

**ROY'S
RADIATOR
SHOP**

Complete Radiator Service
Recoring
Cleaning and Repairing

PHONE
FAirfax 7-4412

327 - 3rd St S Lethbridge

**JOHN'S
RADIATOR
SHOP**



RADIATORS (ALL MAKES)
CLEANED - REPAIRED - RECORDED

PHONE

FAirfax 7-3250

401 - 4th Avenue South
Rear of Alexandra Hotel

**LETHBRIDGE
RADIATORS**

Authorized McCord
Radiator Shop

- REPAIRING
- CLEANING
- RE-CORING

LETHBRIDGE'S MOST COMPLETE
RADIATOR SERVICE

Radiators for Cars, Trucks,
Tractors and
Oil Well Equipment

W. T. Lacey, Prop.

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Automobile Rentals

BENY AUTOMOTIVE ENTERPRISES LTD
AUTOMOTIVE LEASING
AUTOMOTIVE INSURANCE
Cor 2 Av & 8 St SFAirfx 7-3147
Car City Lethbridge Ltd 320 3 St SFAirfx 7-1545
(Continued Next Page)

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**Alberta Government
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**RADIATORS
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Original Type, Replacement Radiators
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402 - 4th St South Lethbridge

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(See Advertisement This Page)

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After Hours: FAirfx 7-5610—FAirfx 7-8614

Cor 5 Av & 5 St SFAirfx 7-1581

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ELECTRO SERVICE LTD 817 3 Av S ..FAirfx 7-2669

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LETHBRIDGE SPRING & AXLE

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(See Advertisement This Page)

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SPRINGS FOR CARS, TRUCKS,
TRAILERS & OVERLOADS

SPRINGS, STEERING &
BRAKE LINING

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(See Advertisement Opposite Page)

Automobile Wheel Aligning

Dudley's Custom Shop 311 11 St SFAirfx 7-0237

GOWIN'S WELDING & ALIGNMENT SHOP

328 4 St SFAirfx 7-3860

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WHEEL BALANCING

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24 HOUR TOWING SERVICE

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USED PARTS FOR ALL MAKES OF
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Largest Auto Wreckers in the West

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ALWAYS BUYING
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Kenyon FieldFAirfx 7-3380

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R M Bell Mgr resFAirfx 8-4181

J Ingoldsby Engr resFAirfx 8-2109

(See Advertisement This Page)

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(See Advertisement This Page)

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516-518 3 Av SFAirfx 7-2212
Canada Rock Wool Sales 527 6 St S ..FAirfx 7-8791
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(See Poultry & Products)

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(See Luggage)

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(See Cartage)

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Marquis HotelFAirfx 7-4441
Loblaws Groceteria Branch
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Day & Night{FAirfx 7-3378
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NORTH SIDE BAKERY 428 13 St N ..FAirfx 8-1629

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(See Advertisement This Page)

TOASTMASTER BAKERY

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Weston Bakeries Ltd 1006 17 St NFAirfx 7-2745

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Bank of Montreal 522 3 Av SFAirfx 7-3175

North Lethbridge Branch
Genl Ofc 314 13 St NFAirfx 7-2486
ManagerFAirfx 7-2060

Bank of Nova Scotia

Main Br 702 3 Av SFAirfx 7-5794
Mayor Magrath Dr Branch
Shoppers' WorldFAirfx 7-5173

Canadian Bank of Commerce

4 Av & 7 St SFAirfx 8-3341
Branch 9 Av & 15 St SFAirfx 7-0228

Imperial Bank of Canada 323 7 St SFAirfx 7-5774

13 St N Branch 515 13 St NFAirfx 7-4646

Royal Bank of Canada 4 Av & 7 St SFAirfx 7-8541

Toronto-Dominion Bank 612 4 Av SFAirfx 7-5028

Mgr's Ofc F T GoldsmithFAirfx 7-4165

Barbers

Figaro Barber Shop Car City BldgFAirfx 8-3637

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— GUARANTEED NOT TO RUST —

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*A Durable Lasting Lustre
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For Your Car*

MASTER IN NATURAL GLAZING

THE ONLY NATURAL PAINT POLISH UNCONDITIONALLY
GUARANTEED FOR SIX MONTHS

- ★ RUBBERIZED UNDERCOATING
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D. B. MING AUTO PAINT PLATING

"The Only Complete Auto Reconditioning Service"

FAirfax 8-3175

139 - 13th STREET N.



DAY and NIGHT
PHONE

FAirfax 7-3378

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McGavin's Good Bread
Rolls and Pastries

McGAVIN BAKERIES LTD.

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AUTOLITE STA-FUL BATTERIES

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



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FOR EVERY PURPOSE

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MACLEOD'S LIMITED 426 6 St SFAirfx 7-4240
North Lethbridge Motors 305 13 St N ..FAirfx 7-3181
(See Advertisement This Page)

PREST-O-LITE BATTERIES

The Amazing New
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"HI-LEVEL
BATTERY"
Needs Water Only
3 Times a Year in
Normal Car Use



"Where To Buy Them"

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FAirfx 7-7777
FAirfx 7-7775
FAirfx 7-2775

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OLIVER INDUSTRIAL SUPPLY
Cor 3 Av & 9 St NFAirfx 7-1572

Beauty Parlor Supplies & Equipment

Alberta Beauty & Barber Supply
324 5 St SFAirfx 7-2051



**North
Lethbridge
Motors**

Wholesale & Retail
BATTERIES
GOOD TRADE INS ON YOUR
OLD BATTERY
FAirfx 7-3181
305 - 13th Street North

**Artistic
BEAUTY SALON**



*"Where Artistry in
Hair Styling Begins"*

- HAIR STYLING
- PERMANENTS
- TINTS

MONA DeCOSTE, Manageress

FAirfax 8-4118

535 - 13th Street North — Lethbridge

**ALBERTA
BEAUTY SCHOOL**



QUALIFIED
INSTRUCTRESSES

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INDIVIDUAL
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LEARN BY
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FAirfax 7-2250

324 - 5th Street South

Beauty Parlors

Alberta Beauty School 324 5 St SFAirfx 7-2250
(See Advertisement This Page)
Artistic Beauty Salon 535 13 St NFAirfx 8-4118
(See Advertisement This Page)
Beau Monde Beauty Shoppe
12 Rylands BlkFAirfx 7-3575
(See Advertisement This Page)
Beauty Box 539 5 St SFAirfx 7-4251
(See Advertisement Opposite Page)
Belaire Beauty Salon 318 13 St NFAirfx 7-7377
Bochan's Beauty Cottage 1104 6 Av S ..FAirfx 7-4578
Bonnydale Beauty Salon 1414 17 St S ..FAirfx 8-1637
(See Advertisement This Page)
Classic Beauty Salon 307 6 St SFAirfx 8-3066
(See Advertisement Opposite Page)
Coby's Beauty Shop 322 13 St NFAirfx 7-5687
(See Advertisement Opposite Page)
Cris's Beauty Salon 707 3 Av SFAirfx 7-2079
(See Advertisement Opposite Page)
Doreen's Beauty Salon 416 5 St SFAirfx 7-3494
(See Advertisement Opposite Page)
(Continued Next Page)

**Bonnydale
Beauty Salon**

Props.
DOREEN CHRISTENSEN & MARIA BARSİ
● INDIVIDUAL HAIR STYLES
● PERSONALITY HAIR CUTS
● EXPERTS IN PERMANENT
WAVING & HAIR COLORING

FAirfax 8-1637
1414 - 17th St. S.

**BEAU MONDE
Beauty Shoppe**

THELMA MILLER, Prop.



"Your Friendly Shop"

PERMANENTS
THAT
SATISFY
SHAMPOOS
HAIR STYLING

PHONE

FAirfax 7-3575

Located for Your Shopping Convenience
in the Rylands Block

302 - 5th Street South



The Beauty Box

INGRID AND GUNTER ANDER

SPECIALISTS IN:

- HAIR STYLING
- HAIRCUTTING & SHAPING
- PERMANENT WAVING
- HAIR COLORING

SPECIALISTS IN SILVER BLONDING

FAirfax 7-4251

539 - 5th Street S.

—AMPLE PARKING SPACE—

COBY'S Beauty Shop

COBY WALDREN, Prop.



We Specialize in:
PERMANENTS \$5.00 and UP
Fully Guaranteed

Experts in:
HARD TO CURL HAIR
TINTS, BLEACHES & HAIRCUTS
6 Experienced Operators to Serve You
NEXT TO NORTH LETHBRIDGE HARDWARE

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NEW LOCATION — NEW SHOP
322 - 13th STREET NORTH
COALDALE SHOP - DIKNS 5-3766

CRIS'S BEAUTY SALON

FOR THE BEST HAIR STYLE

- ALL HAIR STYLES
- PERMANENT WAVES
- DISTINCTIVE HAIR CUTS
- TINTS & MANICURES

ALL WORK GUARANTEED

PHONE

FAirfax 7-2079

707 - 3rd Avenue South

*Lethbridge's Newest, Most Modern
Beauty Salon*

CLASSIC BEAUTY SALON

307 - 6th STREET SOUTH

PHONE

FAirfax 8-3066

PHONE

Franchised Harper Method Salon



- HARPER CORONET - INSTANT HAIR CONDITIONER
- HARPER METHOD TREATMENT OF HAIR — SKIN — HANDS
- EXPERTS IN SILVER BLONDING
- HAIR COLORING EXPERTS

FREDA WALTON, Prop.

HARPER METHOD TECHNICIAN



PERMANENT SATISFACTION . . .

. . . and
Experts in Hair Styling,
Hair Cutting, and All
Lines of Beauty Culture.

DOREEN'S BEAUTY SALON

Specializing in Service

FAirfax 7-3494

416 - 5th STREET SOUTH
Next door to Capitol Theatre

Always Ahead in Hairdressing

Soft Water Shampooing



Lethbridge's Largest Beauty Salon

Specialists in Cutting and Shaping
Curly or Straight Hair

PURE LANOLIN PERMANENT WAVING

Lapinal Hair Colouring — Hair Conditioning

524 - 6th Street S. — FAirfax 7-3355

JOHN'S OF LETHBRIDGE BEAUTY SALON

Beauty Parlors—(Cont'd)

- EL RANCHO BEAUTY SALON
El Rancho Motel FAirfx 7-5822
- John's House of Glamour 506 4 Av S ... FAirfx 8-3650
(See Advertisement This Page)
- John's of Lethbridge Beauty Salon
524 6 St S FAirfx 7-3355
(See Advertisement This Page)
- Lakeview Beauty Salon 2605 10 Av-A S FAirfx 7-4843
- Lethbridge Beauty School 322 13 St N ... FAirfx 8-4130
(See Advertisement This Page)
- Lindrud Gertrude 1201 3 Av S FAirfx 7-4020
- Little's Beauty Parlor 1110 6 Av S ... FAirfx 7-3926
- Marquis Beauty Shop Marquis Hotel ... FAirfx 8-2328
(See Advertisement This Page)
- Marvelle Beauty Bar McFarland Bldg ... FAirfx 7-4262
(See Advertisement This Page)

(Continued Next Page)

ENROLL NOW AT THE

**LETHBRIDGE
BEAUTY SHOOL**

FOR A HAIRDRESSING CAREER
WITH LOW TUITION COSTS

FOR INFORMATION PHONE

FAirfax 8-4130

Located in Same Building as Coby's Beauty Shop

322 - 13th Street North

**The
Marquis
Beauty Shop**

RITA McCREA, Prop.



- OIL PERMANENTS
- HAIR CUTTING & SHAPING
- HAIR COLORING
- CONDITIONERS

"Personalized Hair Styling & Care"

FAirfax 8-2328

Mezzanine Floor — Marquis Hotel

**Marvelle
Beauty Bar**

FLORENCE LEINES - VERA HLEUCKA

PERSONALIZED
HAIR CUTTING STYLED
TO PLEASE YOU

SPECIALISTS IN
HAIR COLORING, CONDITIONING
AND PERMANENT WAVING

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McFARLAND BUILDING

**JOHN'S
HOUSE OF GLAMOUR**

506 - 4th AVENUE SOUTH



PURE LANOLIN
PERMANENT WAVING

For the Latest in:

- HAIR SHAPING
- HAIR STYLING
- PERMANENTS
- SOFT WATER SHAMPOOING

FAirfx 8-3650

506 - 4th AVENUE SOUTH

PARK AVENUE Beauty Salon

Owned and Operated by Angeline Hleucka

HAIR STYLISTS

Expert Hair Cutting
Shaping, Coloring
and Conditioning

FULLY
GUARANTEED
PERMANENTS

FAirfx 8-2846

712a - 3rd Avenue South



Silverdale Beauty Shop



- PERMANENT
WAVING
- COLD WAVES
- HAIR STYLING

WE GUARANTEE ALL OUR WORK

FAirfax 7-1086

1016 - 20th Street S.

MODERN BEAUTY SHOP

★
PERMANENTS
GUARANTEED

★
HAIR STYLES
TO PLEASE

★

HAIR CUTTING
HAIR SHAPING
HAIR COLORING
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Managed by

MRS. ANNE SCHNELL and LILLIAN MARKS

FAirfax 7-1065

813 - 3 Ave. South



MILDRED SKROVE Hair Fashions

*The Most
Beautiful Women*

ENJOY THESE SKILLED
SERVICES AT OUR

HARPER METHOD SALON

- Harper Method Scalp Treatments
- Harper Method Skin Treatments
- Harper Method Hand Treatments
- Harper Coronet Instant Hair Reconditioner
- Harper Cold Treatments
- STYLING • HAIR COLORING
- MAKE-UP ART

SHOPPERS WORLD

FAirfax 8-1662

Mildred Skrove, Prop.



Harper Method
BEAUTY SALON

Beauty Parlors—(Cont'd)

Modern Beauty Shop 813 3 Av SFAirfx 7-1065
(See Advertisement This Page)

Park Avenue Beauty Salon 712a 3 Av S FAirfx 8-2846
(See Advertisement This Page)

Silverdale Beauty Shop 1016 20 St S ...FAirfx 7-1086
(See Advertisement This Page)

Skrove Mildred Hair Fashions
Shopper's WorldFAirfx 8-1662
(See Advertisement This Page)

Style-Rite Beauty Salon 1514 9 Av S ...FAirfx 7-5000

Viking Barber Shop 210 5 St SFAirfx 7-0150

Belting—Mechanical

OLIVER CHEMICAL CO (LETHBRIDGE) LTD

GATES MECHANICAL RUBBER GOODS
WORTHINGTON SHEAVES

Cor 3 Av & 9 St NFAirfx 7-1571

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Bert & Mac's Cycle Ltd 913 3 Av SFAirfx 7-3221
(See Advertisement This Page)

DAN'S REPAIR SHOP

DOOR CLOSERS
BICYCLES REPAIRED

SKATES SHARPENED - GUNSMITHS
LOCKSMITHS

1117 3 Av SFAirfx 7-3905

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Arcade Billiard & Cigar Store
325 5 St SFAirfx 8-9168

Mac's Billiards 322 5 St SFAirfx 8-9198

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McCormick's Ltd 2309 10 Av-A SFAirfx 7-4669

Weston George Ltd 1833 5 Av-A NFAirfx 7-2979

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Bell's Welding Ltd 317 4 St SFAirfx 7-4528

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GENERAL BLACKSMITHING
ORNAMENTAL IRON WORK
Res. FAirfx 7-8071

1605 3 Av SFAirfx 7-2488

Lethbridge Spring & Axle 402 4 St S ..FAirfx 7-3478

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LARGEST STOCK OF BICYCLES IN
SOUTHERN ALBERTA

**BERT & MAC'S CYCLE
LTD.**

FAirfax 7-3221

SEE OUR TOY DEPT.

913 - 3rd Avenue South

Lethbridge

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**DRAFTING
& DESIGN SERVICES
BLUEPRINTING**

Hans Bohnert

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FAirfx 8-2563

27 St & 10 Av-A S

LETHBRIDGE BLUE PRINTING CO

1215 3 Av SFAirfx 8-3321

Boarding Houses

Fischer Mrs Julia 322 3 St SFAirfx 8-9149

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Fairview SubdivFAirfx 7-4242

Boats—Manufacturing

Prairie Plastics Ltd RiverbottomFAirfx 8-2823

Boilers

Liberty Boilers (Lethbridge) Ltd

1402 2 Av SFAirfx 7-3921

(See Advertisement This Page)

Bonds

(See Stocks & Bonds)

Bookkeeping Machines

(See Accounting & Bookkeeping Machines)

Liberty Boilers (Lethbridge) Ltd.

**Manufacturers of
STEAM & HOT WATER BOILERS**

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WELDING
CONTRACTORS**

**BOILER REPAIRS AND
PRESSURE WELDING**

NEW & USED BOILERS FOR SALE

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Residence
FAirfax 7-4945 — FAirfax 7-8849

1402 - 2nd Ave S Lethbridge

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Agnew Surpass Shoe Stores Ltd

605 4 Av SFAirfx 7-8444

Avenue Shoes McFarland BldgFAirfx 7-2760

Baird's Shoes & Leather Goods

306 5 St SFAirfx 7-3764

Bata Shoe Store 319 5 St SFAirfx 7-8308

Bon Ton Shoe Store 505 4 Av SFAirfx 7-3784

Camm's Shoes 403 5 St SFAirfx 7-3050

Green's Shoe Store 324 6 St SFAirfx 7-2982

Lilley & Skinner (Canadian) Ltd

615 4 Av SFAirfx 7-7300

Sterling Shoes Ltd 314 6 St SFAirfx 7-3344

Bottlers

Canada Dry Ltd 327 3 St SFAirfx 8-3081

Chinook Soft Drinks Ltd 2907 2 Av-A S .FAirfx 7-1310

PEPSI-COLA—**CHINOOK SOFT DRINKS LTD**

2907 2 Av-A SFAirfx 7-1310

Purity Bottling Ltd 1421 3 Av SFAirfx 7-2501

Seven-Up (Lethbridge) Bottling Co Office

1518 3 Av SFAirfx 7-5125

Plant 237 12 St-B NFAirfx 7-4579

Bowling Alleys

Bowladrome 323 7 St SFAirfx 7-3330

Johnnys Bowling Cor 1 Av & 5 St SFAirfx 8-3716

Boys' & Girls' Clothing & Furnishings

Juniors' McFarland BldgFAirfx 7-2678

Brewers

Sicks' Lethbridge Brewery Ltd

2 Av & 1 St SFAirfx 7-2444

E S Neils MgrFAirfx 7-6666

Soft Drink DeptFAirfx 7-3442

Brewers' Distributors

Government Beer Warehouse 1 St & 2 Av S FAirfx 7-3554

Bricklayers

Getkate Masonry Construction Ltd

Fairview SubdivFAirfx 7-7542

Pohl H 1505 6 Av-A NFAirfx 7-8958

Broadcasting Stations

CJLH-TV 28 St NFAirfx 7-1521

CJOC Radio 1015 3 Av SFAirfx 7-3161

SOUTHERN ALBERTA BROADCASTING**LIMITED** 401 Mayor Magrath Dr ...FAirfx 8-3311

News & SportsFAirfx 7-1090

Brushes

De Bang George 1412 17 Av SFAirfx 7-1141

Building Materials & Supplies—Retail**ADVANCE LUMBER CO LTD**

Complete Stocks of
Building Materials—Paints
Builders Hardware

13 St & 2 Av SFAirfx 8-3301

Allan Builders Supplies Ltd {FAirfx 7-3421
1301 1 Av NFAirfx 7-3887

**Building Materials & Supplies—
Retail—(Cont'd)****ARBORITE**

GENUINE

ARBORITE



The Famous surfacing material for home and industry . . . for walls, counter tops, all horizontal and vertical applications.

"Where To Buy It"

DISTRIBUTORS

GRANT INDUSTRIES (LETHBRIDGE) LTD

3003 Leaside AvFAirfx 7-3313

LETHBRIDGE BUILDING SUPPLIES CO

1266 1 Av SFAirfx 8-4466

Atlas Lumber Co Ltd 3 Av & 16 St S ..FAirfx 7-5777

Beaver (Alberta) Lumber Ltd {FAirfx 7-3516

3 Av & 17 St SFAirfx 7-5576

Crestline Builders' Market Ltd {FAirfx 7-5444

Cor 30 St & 2 Av NFAirfx 7-5110

FORMICA

The premium - quality decorative plastic surface for long-life table tops, counters and walls.



CYANAMID OF CANADA LTD.

Formica the Premium Quality

"Where To Buy It"

DISTRIBUTOR

PRIMCO (WESTERN) LTD

806 2 Av-A NFAirfx 7-3131

DEALER

BIRD BUILDING SUPPLIES

202 13 St NFAirfx 8-2050

HILLTOP MILLWORK Hwy 25FAirfx 7-8985

HOYT HARDWARE LTD

606-608 3 Av SFAirfx 7-5767

KITAGAWA MOULDING & BUILDING SUPPLIES

Complete line of Building Supplies

LUMBER - PLYWOOD - MILLWORK

PAINTS (Pittsburgh)

BUILDERS' HARDWARE

Manufacturers of Wood Mouldings

249 12 St-A NFAirfx 7-8343

Marvan Building Supplies 240 13 St N.FAairfx 7-5533

MONARCH LUMBER CO LTD

1902 3 Av SFAirfx 7-1501

Reliable Building Supplies & Hardware Ltd

241 12 St-A NFAirfx 8-1704

SUPERIOR MASONRY PRODUCTS LTD

9 Av & 6 St NFAirfx 7-4875

Transit Mix DivisionFAirfx 7-8103

TANNER BUILDING SUPPLIES LTD

WINDOW UNITS

Wood & Aluminum

Lethbridge 1601 3 Av SFAirfx 7-5161

**Building Materials & Supplies—
Wholesale**

Alexander Murray & Co Ltd 1040 Fern Cr FAirfx 7-0071
 B W Steel Products Supply Co Ltd (FAirfx 7-2700
 231 9 St N (FAirfx 7-2370
 (See Advertisement This Page)
 Building Products Ltd 518 26 St S FAirfx 7-5961

GRANT INDUSTRIES (LETHBRIDGE) LTD**WHOLESALE DISTRIBUTORS**

Zonolite - Plywoods - Masonite - Doors
 Ten/Test - Roofing - Mouldings - Arborite
 Fiberglas - Millwork - Residential
 Hardware

SERVING RETAIL LUMBER DEALERS

3003 Leaside Av (FAirfx 7-3313
 (FAirfx 7-3200

HILLTOP MILLWORK Hwy 25 FAirfx 7-8985

LETHBRIDGE BUILDING SUPPLIES CO

1266 1 Av S FAirfx 8-4466
 (See Advertisement This Page)

**NORTHERN ASBESTOS & BUILDING
SUPPLIES LTD**

Wholesale Distributors

**Johns-Manville Building Materials
& Asbestos Materials**

FIR & MAHOGANY PLYWOODS & MOULDINGS
 WASCO LITE - SKY DOMES
 DEXION RACKING & SHELIVING
 TAYLOR & RIDGE GARAGE DOORS
 PLYWOOD & PLYWALL DOORS

253 12 St N FAirfx 7-6166

(Continued Next Page)

**B W STEEL PRODUCTS
SUPPLY CO. LTD.****FAirfx 7-2700****FAirfx 7-2370**A COMPLETE CONSTRUCTION
SPECIALTY SERVICE**A C HORN PRODUCTS**VISQUEEN POLYETHYLENE FILM
FLINTKOTE PRODUCTS

Atlas Asbestos Products

GATES FORMING ACCESSORIES
EXPANSION JOINTSWaterstop Joint Sealing Compounds
CAULKING GUNS & COMPOUNDS

Block Weld & Concrete Accessories

FOUNDATION COATINGS

CONCRETE ADMIXTURES

SNAP TIES — JOIST HANGERS

231 - 9th St. N. — LETHBRIDGE

Lethbridge Building Supplies Co.

B.P. Insulated Siding

- Insul-Bric
- Insul-Tex
- Insul-Shake

B.P. Asphalt Shingles

- Strip
- Lok-Tab
- Tite-On
- Veelock

Roll Roofing

Building Paper

Roof Coating

Donnacona Hardboard

Insul Board

Excel Board

Arborite ——— Duratile

ARMSTRONG'S**LINOLEUMS — EMBOSSED — INLAID — PRINTED**

- Quaker Rugs
- Quaker Wall Covering
- Linoleum Tile
- Vinyl Tile
- Asphalt Tile
- Rubber Tile
- Corlon Plastic
- Deltax Rugs

PLYWOODS

Fir - Mahogany - Birch - Walnut - Knotty Pine - Redwood - Maple

WHOLESALE DISTRIBUTORS**FOR SOUTHERN ALBERTA****FAirfax 8-4466**

1266 - First Avenue South

Lethbridge

**Building Materials & Supplies—
Wholesale—(Cont'd)****PRIMCO (WESTERN) LTD** 806 2 Av-A N FAirfx 7-3131
(See Advertisement This Page)**RELIABLE BUILDING SUPPLIES & HARDWARE LTD**Complete Line of
BUILDING SUPPLIES
For The Builder
WHOLESALE & RETAIL DISTRIBUTORS
241 12St-A NFAirfx 8-1704**WESTERN CANADA HARDWARE LTD**Western Canada Distributors for
**MURRAY - BRANTFORD
ROOFING MATERIALS**

907-915 2 Av SFAirfx 7-5711

Buildings—Prefabricated**B W Steel Products Supply Co Ltd**
231 9 St NFAirfx 7-2700
(See Advertisement This Page)**STRAN-STEEL BUILDINGS**All-steel, site-styled buildings in
choice of six baked-on colors.
Quickly erected, readily expanded.
Economical and firesafe. For
manufacturing, warehousing, re-
tail and service operations. Purchase Plan
available for financing.*"For Information Call"*DEALER
**STEEL STRUCTURES & BUILDING PRODUCTS
LTD** 920 3 Av NFAirfx 7-8888**Wonder Steel Building (Alberta)**
6 Stafford BlkFAirfx 8-1200**Bus Lines****Greyhound Lines (Western Canadian)**
411 5 St SFAirfx 7-1551
Lethbridge Northern Bus Lines
1415 3 Av SFAirfx 7-3536**Business Colleges****GARBUTT BUSINESS COLLEGE**Established 44 Years Personal Instruction
Streamlined Career Courses
Day and Evening Classes
Friendly, Expert Teachers
Res FAirfx 7-3463
1287 - 3rd Av SFAirfx 7-2315**LETHBRIDGE SECRETARIAL COLLEGE**Affiliated with Business Educators' Association
of Canada - Specialized Training for
the Better Business Positions
DAY and EVENING CLASSES
Miss Marion P. Biggs, Principal
618a 3 Av SFAirfx 7-3968Stay at home on stormy days — Shop
by Telephone;
The **CLASSIFIED DIRECTORY** has
solved many a buyer's problem.**Business Colleges—(Cont'd)****SPEEDWRITING SHORTHAND**Speedwriting Shorthand can be
learned so quickly, used so
practically, that it has been
enthusiastically welcomed not
only by stenographers, but by
men and women in every profession and
practically every field of business activity.**A B C
Shorthand***"For Information Call"***LETHBRIDGE SECRETARIAL COLLEGE**
618a 3 Av SFAirfx 7-3968**B W STEEL PRODUCTS
SUPPLY CO. LTD.**

YOUR

**BUILDER**Complete Line of
CONCRETE SPECIALTIES231 - 9th STREET NORTH
FAirfx 7-2700 — FAirfx 7-2370**Cabinet Makers****Kitagawa Moulding & Building Supplies**
249 12 St-A NFAirfx 7-8343
MARVAN BUILDING SUPPLIES**CABINET WORKS**ALL BUILDING NEEDS AND
ALL KINDS OF CONTRACTINGResidenceFAirfx 8-2076
240 13 St NFAirfx 7-5533**Mobile Workshop Ltd** 514 14 St SFAirfx 7-6376**PUSTASERI CONSTRUCTION LTD**

727 8 St SFAirfx 7-7663

Triangle Modern Wood Products1221 2 Av-A NFAirfx 7-4333
(See Advertisement This Page)**Van Ree's Upholstery & Woodwork**304 13 St NFAirfx 8-2628
Wermuth Paul 130 22 St NFAirfx 8-1402

1221 - 2nd Avenue A N.

PROFESSIONAL CABINET
MAKERS & FURNITURE
REFINISHERS

FAirfax 7-4333

**PRIMCO (WESTERN)
LTD.**

- TEN/TEST
- FIR PLYWOOD
- MASONITE
- EXOTIC HARDWOOD
PLYWOODS
- HOLMES INSULATION
- WASHINGTON HARDWARE
- 3M ADHESIVES
- ARMSTRONG ACOUSTIC TILE
- BIRCH PLYWOOD
- BIRCH DOORS
- ASBESTOS CEMENT BOARDS
- OAK & MAPLE FLOORING
- BARCLITE & BARCLAY TILE

FAirfax 7-3131

806 - 2nd AVENUE A NORTH

Calculating Machines

REMINGTON RAND LTD 423 5 St S .. FAirfx 7-3966

Canning

Alberta Canning Co Ltd 1257 2 Av-A N .. FAirfx 8-1663
Broder Canning Co Ltd 1 Av & 23 St N .. FAirfx 7-1561

Canvas Goods

DUCAN CANVAS CO

Manufacturers of

**SWATHER and COMBINE
CANVASES
TARPAULINS and AWNINGS**

FAST EFFICIENT REPAIR SERVICE

1520 2 Av S FAirfx 7-6550

Carbon Paper

BEAVER BRAND CARBONS & RIBBONS

ALSO
DIRECT PROCESS AND
OFFSET DUPLICATING
SUPPLIES



"Where To Buy It"

CANADA CARBON & RIBBON CO AGENCY
326 7 St S FAirfx 8-4115

Carburetors

Hutton's Ltd 321 8 St S FAirfx 7-2586
(See Advertisement This Page)

Carpet & Rug Cleaners

Benjamin's Cleaners Tailors
315 10 St S FAirfx 7-5771
(See Advertisement This Page)

Carpet & Rug Dealers

(See Rugs & Carpets—Retail & Rugs & Carpets—Wholesale)

Cartage

BELSHER'S LTD 3 Av & 12 St-A N ... FAirfx 7-4616
CANADIAN FREIGHTWAYS LTD } FAirfx 7-2944
520 3 St S FAirfx 7-2945
COOPER-BUCKINGHAM FREIGHTLINES
1231 2 Av-A N FAirfx 8-3381
Dench of Canada Ltd South Side of CPR
Freight Sheds FAirfx 7-4234
Don's Transport 520 3 St S FAirfx 7-2944
Ewing Transport 5 Av & 5 St S FAirfx 7-6177
HEMMING'S DELIVERY 1012 11 St S .. FAirfx 7-3911
IVES STAN 1810 20 St S FAirfx 7-8719
JARVIE A M

**TOP SOIL - SAND - GRAVEL
FILL DIRT - LEVELLING
Backfilling - Dirt Moving**

440 20 St N FAirfx 7-3047

LETHBRIDGE MESSENGER SERVICE

1229 2 Av-A N FAirfx 7-4776
McElroy's Livestock Cartage Ltd
Alberta Stockyards FAirfx 7-4814
Garage 2328 2Av-A N FAirfx 7-4053

Cartage—(Cont'd)

McLEAN TRANSFER LTD

Agents for
NORTH AMERICAN
VAN LINES CANADA LTD.
Local and Long-Distance Moving
Storage, Packing and
Shipping
Night Phone FAirfx 7-3473
640 6 St S FAirfx 7-2097

McNeely Bros Construction (Lethbridge) Ltd
518 3 St S FAirfx 7-2520
Muirhead Forwarding Ltd 103 1 Av S ... FAirfx 7-5050
OWEN DISTRIBUTING LTD

Storage & Distribution

Specialists in Local and Long
Distance Moving
AGENTS FOR ALLIED VAN LINES LTD
1233 2 Av S ... FAirfx 7-3011—FAirfx 7-2904

Roy's Delivery 724 19 St N FAirfx 7-4069
Skinner George 815 15 St N FAirfx 7-5931
Speedy Storage & Cartage Ltd
327 3 St S FAirfx 7-5734
Webb Transport 545 4 St S FAirfx 7-1144

Cash Registers

BURROUGHS CASH REGISTERS—
BURROUGHS ADDING MACHINE OF CANADA
LTD 1285 3 Av S FAirfx 7-7577
NATIONAL CASH REGISTER CO OF
CANADA LTD 118 8 St S FAirfx 7-4533

Cement Blocks

—See also Concrete Blocks
(See Advertisement This Page)

**Authorized Carburetor
Sales & Service Distributors**

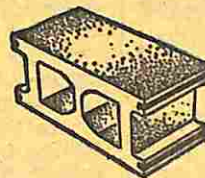
Carter Marvel-Schebler
Ford Stromberg
Holley Tillotson
Zenith Rochester

HUTTON'S LTD.

FAirfax 7-2586
FAirfax 7-5566
FAirfax 7-5158

321 - 8th STREET SOUTH

**KIMMITT CONCRETE LIMITED
CONCRETE BLOCKS**



Standard & Light Weight in All Types & Sizes
Chimney Block - Manhole - Drain Tile - Fancy Block

"We Will Deliver Any Place"

JACKSON 6-4363

364 Kipling Street S.E.

Box 71

Medicine Hat

EXCAVATION

SAND — GRAVEL — FILL — ROAD CRUSH — ROOFING GRAVEL



We Specialize in
RUG CLEANING
either in your home
or at our plant
FAST EFFICIENT
SERVICE

Dial FAirfax 7-5771

Benjamin's Cleaners Tailors

Masonic Bldg., 315 - 10th Street S.
FREE ESTIMATES

Cement Mixers

WILKINSON & McCLEAN LIMITED
253 12 St N FAirfx 7-5428

Cemetery Offices

Archmount Memorial Gardens Ltd
507 7 St S FAirfx 7-8456

Chains

OLIVER INDUSTRIAL SUPPLY
Cor 3 Av & 9 St N FAirfx 7-1572

RENOLD CHAINS CANADA LTD
TRANSMISSION AND CONVEYOR CHAINS
—Full Range Power Transmission Equipment—
Oliver Chemical Company (Lethbridge) Ltd.
Cor 3 Av & 9 St N FAirfx 7-1571

WILKINSON & McCLEAN LIMITED
253 12 St N FAirfx 7-5428

Cheese

Purity Dairy 516 5 Av S FAirfx 7-1525

Chemicals

CHIPMAN CHEMICALS LIMITED
1233 2 Av S FAirfx 7-1221

Oliver Chemical Co (Lethbridge) Ltd
Cor 3 Av & 9 St N FAirfx 7-1571

SEVENTY SEVEN OIL CO LTD
1804 3 Av S FAirfx 7-7777
Smith Ken 1233 2 Av S FAirfx 8-3660

VAN WATERS & ROGERS OF CANADA LTD
CHEMICALS FOR INDUSTRY
OIL & GAS PROCESSING
Laboratory Apparatus, Scientific &
Technical Plant Equipment
335 11 Av SW
(Toll Chge) Calgary AMhrst 2-2059

Children's Wear

Buy-Rite Tots To Teens 408 5 St S ... FAirfx 7-3680

CINDERELLA CHILDREN'S SHOP
504 3 Av S FAirfx 7-0369
Juniors' McFarland Bldg FAirfx 7-2678
Terry's Childrens' Wear 316 6 St S FAirfx 7-7175

China, Crockery & Glassware

CONSUMERS HARDWARE & SUPPLY
SPODE — China Dinnerware
SILVER — Flat and Holloware
GLASS — Stemware and Crystal
POTTERY — Sovereign Moderns
516-518 3 Av S FAirfx 7-2212
1522 9 Av S FAirfx 7-4122

Hallifax Gift Shop Shoppers' World FAirfx 7-5200

HOYT HARDWARE LTD
606-608 3 Av S FAirfx 7-5767

REED'S CHINA & GIFT SHOP
323 6 St S FAirfx 7-1193
(See Advertisement This Page)

Reed's China & Gift Shop

SPECIALIZING IN DINNERWARE
Minton - Royal Doulton - Wedgwood
and many others
ENGLISH & EUROPEAN
CRYSTAL & GIFTS



"The Dinnerware House of Alberta"

323 - 6th Street S. FAirfx 7-1193

Chinese Stores

Bow On Tong Co 316 2 Av S FAirfx 7-3675

Chiropodists

(See Podiatrists)

Chiropractors

Anderson Dr Roy E 509-511 7 St S ... FAirfx 7-6677

CHIROPRACTIC ASSOCIATE CLINIC {FAirfx 7-4261
509-511 7 St S FAirfx 7-6677

CLANCY DR L D 116 McFarland Blk ... FAirfx 7-2231

KUIPERS DR RALPH 1019 3 Av S ... FAirfx 7-1118

LETHBRIDGE CHIROPRACTIC CLINIC {FAirfx 7-2035
1013 3 Av S FAirfx 8-2725

Dr H J Fromm FAirfx 7-2035

Speelman Dr J C 509-511 7 St S FAirfx 7-4261

TAJIRI DR N M 5 Oliver Blk FAirfx 7-1244

Church Organizations

Assumption Church 2405 12 Av S FAirfx 7-8931

Bethany Baptist Church 329 19 St N ... FAirfx 8-3790

Bethel Baptist Church 1721 5 Av N ... FAirfx 8-1907

Catholic Family Service 1-303 5 St S ... FAirfx 7-6345

Central Church of Christ 425 11 St S ... FAirfx 7-4774

Christ-Trinity Lutheran Church

420 12 St S FAirfx 7-4505

Christian Missionary Alliance

1202 3 Av S FAirfx 7-2996

Christian Science Church & Reading Room

4 Av & 12 St S FAirfx 7-8088

Church of Christ 933 7 St S FAirfx 7-6680

Meeting Pl Rm 15 Civic Centre & 11 St S

Church of Jesus Christ of Latter Day Saints

Cor 5 Av & 12 St S FAirfx 7-3255

Ward 3 10 Av S FAirfx 7-5321

Seminary Cor 19 St & 5 Av S FAirfx 8-1492

Church of The Nazarene

Cor 9 Av & 16 St S FAirfx 7-8827

Dial-A-Thought 1202 3 Av S FAirfx 8-4488

First Baptist Church 1614 5 Av S FAirfx 7-2082

First United Church 13 St & 5 Av N ... FAirfx 7-2659

Hebrew Congregation 914 15 St S FAirfx 7-8621

Hungarian Presbyterian Church

1020 10 Av N FAirfx 7-5884

Jehovah's Witnesses 812 7 St S FAirfx 7-5954

Jubilee Gospel Supplies 310 13 St N ... FAirfx 8-2549

Lethbridge Bukkyo 1303 13 St N FAirfx 7-5918

Lethbridge Christian Reformed Church

2 Av-A & 18 St N FAirfx 7-8306

Lutheran Church Of The Good Shepherd

1105 24 St S FAirfx 7-3371

McKillop United Church 2329 15 Av S .. FAirfx 8-2703

Pentecostal Church 520 7 St S FAirfx 7-4957

St Andrews Presbyterian Church Office

1818 5 Av S FAirfx 7-2582

St Augustine's Church Ofc 11 St S FAirfx 7-3970

Envelope Secretary's Ofc FAirfx 7-1140

St Basil's Rectory 604 13 St N FAirfx 7-3412

St Mary the Virgin Church of

537 12 St-C N FAirfx 7-3671

St Patrick's Rectory 312 10 St S FAirfx 7-3489

St Peter & St Paul's Rectory

640 12 St-C N FAirfx 7-4105

Parish Hall 12 St-B & 7 Av N FAirfx 8-2352

Salvation Army Citadel Ofc 426 5 St S .. FAirfx 7-5832

Welfare 1-516 3 Av S FAirfx 8-2860

Southminster United Church Ofc 4 Av S {FAirfx 7-3404

{FAirfx 7-5294

A K Putland Organist FAirfx 7-8219

Ukrainian Catholic Church Rectory

715 13 St N FAirfx 7-5189

Ukrainian Greek Orthodox Church

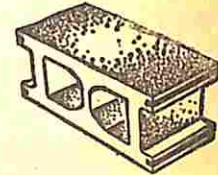
1417 9 Av N FAirfx 8-1449

Cinder Blocks

SUPERIOR MASONRY PRODUCTS LTD
9 Av & 6 St N FAirfx 7-4875
(See Advertisement This Page)

Superior Masonry Products Ltd.

and J. A. Jarvie Sand & Gravel



CONCRETE BLOCKS
LIGHT WEIGHT CONCRETE
BLOCKS
In All Types & Sizes
CHIMNEY BLOCKS

LIGHT WEIGHT & CONCRETE BRICKS
NORMAN BRICK — SPLIT BLOCK
TRANSIT-MIX CONCRETE

Washed Sand & Gravel
Mortar Sand & Road Gravel
MOBILE CRUSHING UNIT

FAirfax 7-4875
FAirfax 7-8103
FAirfax 7-8755

9th Avenue & 6th Street North

Support the Church of Your Choice

Attend Regularly

Take Your Family With You

Inserted by:
Alberta Government Telephones

Cleaners & Dyers

Benjamin's Cleaners Tailors

315 10 St S FAirfx 7-5771

(See Advertisement Following Page)

LEE DUCK

TAILORING & DRY CLEANING

Lowest Prices for Dry Cleaning,
Pressing, Hat Cleaning & Blocking

330 13 St N FAirfx 7-2770

(See also advertisement this page)

Lethbridge Laundry & Dry Cleaners Ltd (FAirfx 7-3451

542 4 St S FAirfx 7-3452

(See Advertisement Following Page)

Lowry Dry Cleaners 818a 3 Av S.. FAirfx 7-4242

(See Advertisement This Page)

(Continued Next Page)

**LOWRY
CLEANERS**

QUALITY FIRST
SERVICE ALWAYS
Pick-Up & Delivery

FAirfax 8-4242

818a - 3rd Ave. South — Lethbridge

You Can . . .

Save Time!

Save Money!

Save Effort!

. . . If you shop the

**YELLOW
PAGE**

way.

*The most complete
buyers' and service
guide in town.*



*Be Smart!
Look Smart!*

Shirt Laundry Service

- FREE PICKUP & DELIVERY
- QUALITY WORK
- LOWEST PRICES

330 - 13th STREET NORTH

**USE OUR
PROMPT SERVICE**

PHONE

FAirfax 7-2770

LEE DUCK

DRY CLEANERS



THIS TIME USE . . .
FLUR - O - SHEEN
 . . . THERE IS NO BETTER
DRY CLEANING

A COMPLETE SERVICE FOR YOUR CLOTHES AND HOME

- DRY CLEANING
- REPAIRS
- ALTERATIONS
- DYEING
- WATER PROOFING
- RUG CLEANING
- UPHOLSTERY CLEANING
- SHIRT LAUNDERING

Just Dial FAirfax 7-5771

MASONIC BLDG. **BENJAMIN'S** 315 - 10th ST. SOUTH
CLEANERS — TAILORS

PINCHER CREEK OFFICE — PHONE 523

Dry Cleaning Department
 OF
Lethbridge Laundry & Dry Cleaners Ltd.

542 - 4th STREET SOUTH

DIAL

FAirfx 7-3451 or FAirfx 7-3452
For Sanitone Dry Cleaning Service

OVER 50 YEARS OF KNOW HOW

LICENSED DRY CLEANERS FOR SANITONE CLEANING

The Service Approved by Most Clothing Manufacturers

Cleaners & Dyers—(Cont'd)

- NEILSON DRY CLEANERS & TAILORS**
 FREE PICK-UP & DELIVERY
 EXPERT REPAIRS — FAST SERVICE
 1514 9 Av SFAirfx 7-7771
- O K Laundry & Dry Cleaning
 312 3 St SFAirfx 7-4039
 (See Advertisement This Page)
- PARK'S DRY CLEANERS** {FAirfx 7-4141
 311 6 St SFAirfx 7-5151
 (See Advertisement Opposite Page)
- Perlux Cleaners 410 5 St SFAirfx 7-3666
 (See Advertisement This Page)
- Sparkle Cleaners & Launderers
 1818 3 Av SFAirfx 7-1234
 (See Advertisement Opposite Page)
- SPIC & SPAN DRY CLEANERS** {FAirfx 7-8116
 112 8 St SFAirfx 8-2437
 (See Advertisement Opposite Page)
 (Continued Next Page)

O.K. Laundry & Dry Cleaning

SUITS MADE TO ORDER
 Guaranteed Fit and Satisfaction
 EXPERT REPAIRS & ALTERATIONS
 Cleaning & Pressing While-U-Wait
 We Call For and Deliver

PHONE

FAirfax 7-4039

312 - 3rd St S Lethbridge

*Be Sure YOU
 Have The BEST!*

DIAL

FAirfax 7-3666

FOR OUR
"ULTRA-CLEAN"
 SERVICE

- REPAIRS
- ALTERATIONS
- SHOWER-PROOFING
- FAST SERVICE

PERLUX CLEANERS

Next Door to Capitol Theatre

THE WEST'S BEST
LETHBRIDGE



PARK'S DRY CLEANERS

FAirfax 7-4141 FAirfax 7-5151

- ONE DAY SERVICE AVAILABLE
- EXPERT REPAIRS & ALTERATIONS
- SHOWER PROOFING — MOTH PROOFING
- SUEDE & LEATHER COATS PROCESSED
- HATS CLEANED — SIZED & BLOCKED
- SHIRT SERVICE ●

FOR FREE PICK-UP & DELIVERY PHONE

FAirfax 7-4141 — FAirfax 7-5151

311 - 6th STREET SOUTH — LETHBRIDGE

BE SURE
PHONE

FAirfx 7-1233 or FAirfx 7-1234

FOR THE RECOGNIZED AND ACCEPTED

QUALITY CLEANING SERVICE

OF

LETHBRIDGE

SPARKLE
Cleaners & Launderers

1818 - 3rd AVENUE SOUTH
LICENSED SANITONE CLEANERS

**SPIC
&
SPAN
DRY
CLEANERS**

"Dry Cleaning is Our

Business — Not a Sideline"

2

HOUR SERVICE

AT NO EXTRA COST

ONE DAY SHIRT
SERVICE

- DYEING
- EXPERT TAILORING

PHONE

FAirfx 7-8116

FAirfx 8-2437

112 - 8th Street S.
LETHBRIDGE

Cleaning Equipment & Service—Industrial

EASY-WAY CLEANING SUPPLIES & SERVICES
221 12 St-B S FAirfx 8-4144

Clothiers—Retail

Black's John Men's Shop 619 4 Av S ... FAirfx 7-3551
Progress Clothing 114 5 St S FAirfx 7-2717
SAAN STORES 322 5 St S FAirfx 7-7331

Clubs

A A Club 10 Av & 17 St-A S FAirfx 7-8049
Army Navy & Air Force Veterans Club
517 5 Av S FAirfx 7-3846
Scty Mgr Ofc FAirfx 7-4526
Lounge FAirfx 7-4865
Canadian Legion
Club Rooms & Restaurant
1 Av & 9 St S FAirfx 7-3426
Lounge FAirfx 7-1334
Ladies & Escorts FAirfx 8-2634
Ofc FAirfx 7-6644
Chinook Club Cor 3 Av & 13 St S ... FAirfx 7-2443
Elks Club 1251 3 Av S FAirfx 7-2633
Scty & Mgr's Ofc FAirfx 7-7219
Lethbridge Country Club Riverbottom ... FAirfx 7-2527
Lethbridge Curling Club 6 Av & 9 St S ... FAirfx 7-1213
Lethbridge Golf Club Henderson Lake ... FAirfx 7-3652

Coal Miners & Shippers

LETHBRIDGE COLLIERIES LTD

ALL GRADES OF COAL
AVAILABLE YEAR ROUND
Monday thru Friday 7:45 AM to 3:45 PM
AT GALT MINE No. 10
(Short Distance North' on Picture Butte Hwy)
GOV'T. RATED ALBERTA'S BEST
Shaughnessy
FAirfx 9-3132

Cold Storage

CRYSTAL DAIRY LTD

COLD STORAGE
LOCKERS
TO RENT
434 8 St S FAirfx 7-2577

CURRIE'S FROZEN FOOD & LOCKER SERVICE

CURING — CUTTING
WRAPPING
MEATS AT WHOLESALE PRICES
1516 9 Av S FAirfx 7-2044

Collection Agencies

CREDIT BUREAU OF LETHBRIDGE LTD

Operating the
"RETAIL CREDIT BUREAU"
COLLECTIONS — CREDIT REPORTS
ALL OVER THE WORLD
NO COLLECTION — NO CHARGE
Royal Bank Bldg
Cor 4 Av & 7 St S FAirfx 7-1157

Collection Agencies—(Cont'd)

FINANCIAL COLLECTION AGENCIES LTD

also operating

HOSPITAL & MEDICAL AUDIT BUREAU

Canada's Only National Collection Agency
Serving Canadian Business - Hospitals and the
Medical Profession for over 30 years.

No Collection — No Charge

— OFFICES IN PRINCIPAL CITIES —

CALGARY OFFICE — 4-121 - 11 Av S.W.
Call Long Distance and ask for (Toll Charge)
CALGARY AMhrst 3-1960

Colleges & Schools

Jack & Jill Nursery & Kindergarten
428 14 St S FAirfx 7-8255
Kradle Koop 502 5 Av S FAirfx 8-2835
Robin Hood Nursery 709 6 Av S FAirfx 7-5668

Compressors

WILKINSON & McCLEAN LIMITED
253 12 St N FAirfx 7-5428

Concrete Blocks

See also Cement Blocks

SUPERIOR MASONRY PRODUCTS LTD
9 Av & 6 St N FAirfx 7-4875
(See Advertisement Opposite Page)

Concrete Products

CON-FORCE PRODUCTS LTD
4 Av & 5 St N FAirfx 8-3093

Concrete—Ready Mixed

SUNDQUIST CONSTRUCTION
222 12 St-B N FAirfx 7-1744
SUPERIOR MASONRY PRODUCTS LTD
9 Av & 6 St N FAirfx 7-4875

Confectioners—Retail

American Confectionery 328 13 St N ... FAirfx 7-3638
Empress Confectionery 816 3 Av S ... FAirfx 7-2872
Fairview Confectionery 1524 9 Av S ... FAirfx 7-5075
J & N Confectionery & Grocery
1016 9 Av S FAirfx 7-3625
James Confectionery & Coffee Shop
308 1 Av S FAirfx 8-2716
Loo's Confectionery 913 9 Av N FAirfx 8-2019
O K Confectionery 1260 3 Av S FAirfx 7-2653
Pacific Confectionery 1424 3 Av N FAirfx 7-6378
Regal Confectionery Cor 5 St & 6 Av S ... FAirfx 7-5140
Roy's Confectionery 418a 5 St S FAirfx 7-5803
United Confectionery 1315 9 Av S FAirfx 7-5172
Wong Confectionery 2126 7 Av S FAirfx 7-7545

When You Use
the
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tell the advertiser
you found
his name and
telephone number
there

Confectioners—Wholesale

BUTLER DISTRIBUTOR 1229 2 Av-A N FAirfx 7-4776
Kitson's Wholesale Ltd 427 5 St S FAirfx 7-2023
Stuart John Sales Ltd 943 20 St S ... FAirfx 7-5658

Contractors—Automatic Controls

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LTD 1106 19 St N FAirfx 7-1130

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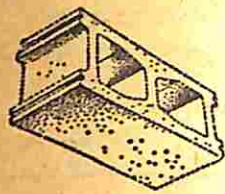
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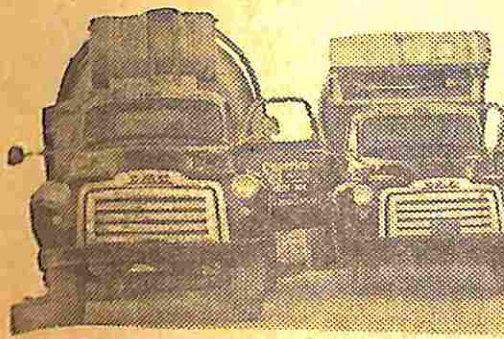
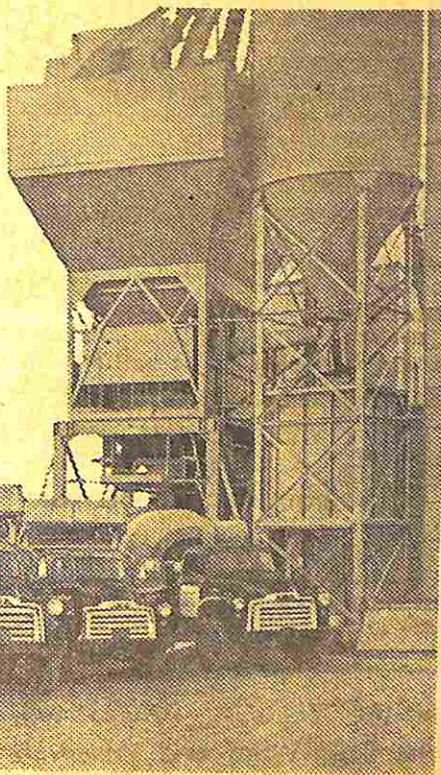
FAirfax 7-4875

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SAND and GRAVEL

Fairview SubdivFAirfx 7-6647

(Continued Next Page)

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BUILDERS & CONTRACTORS
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Cooper Construction Ltd 420 5 St SFAirfx 7-5106

Dorigatti Construction Ltd Hull BkFAirfx 7-4981

Engineered Homes (Lethbridge) Ltd
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1106 19 St NFAirfx 7-1130

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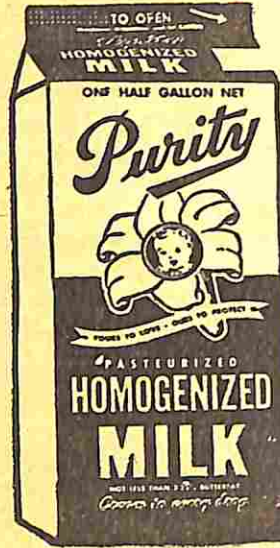
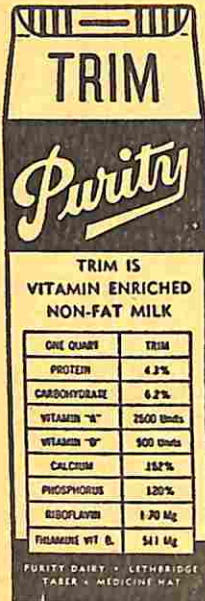
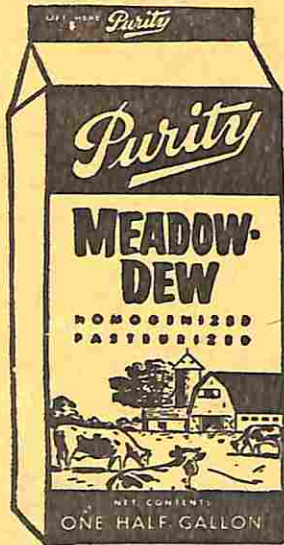
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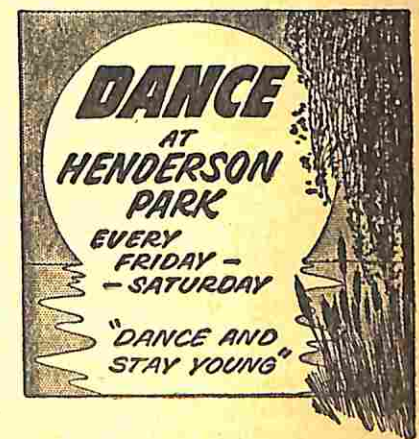
Dancing Academies

Henderson Lake Pavilion Henderson Lake FAirfx 7-2536

(See Advertisement This Page)

(Continued Next Page)

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205 Medical Dental Bldg FAirfx 7-2822
Dental Arts Dental Laboratory
4 Metropolitan Bldg FAirfx 8-4095
(See Advertisement This Page)
Dietrich Dental Plate Laboratory
1-2 McLeay Blk FAirfx 7-7244
(See Advertisement This Page)
Lethbridge Dental Laboratory
204 Medical Dental Bldg FAirfx 7-3823
Office FAirfx 7-6565
Southern Dental Laboratory
212 Woolworth Bldg FAirfx 7-6331

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Allen Dr L T 208 Medical Dental Bldg FAirfx 7-2165
Anderson Dr G F
207 Medical Dental Bldg FAirfx 8-3007
Carson Dr J E 202 Medical Dental Bldg .. FAirfx 7-4504
Christou Dr Van E
203 Medical Dental Bldg FAirfx 7-2559
Clark Dr Ward F 121 McFarland Blk .. FAirfx 7-4140
Fletcher Dr Elmo E
206 Medical Dental Bldg FAirfx 7-2474
Fumerton Dr A S
208 New Woolworth Bldg FAirfx 7-6533
Gray Dr A R S 2-503 7 St S FAirfx 7-4397
Matkin Dr B Wayne 1510 9 Av S FAirfx 7-3410
Matkin Dr H Lamont Shoppers' World .. FAirfx 8-1300
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201 Medical Dental Bldg FAirfx 7-4244
Moscovich Dr J 1 Equity Bldg FAirfx 7-3788
Redding Dr H D 211 Woolworth Bldg .. FAirfx 7-2631
Rylands Dr D A 210 New Woolworth Bldg FAirfx 7-2497
Steed Dr D J New Woolworth Bldg FAirfx 7-8333
Witbeck Dr Tom O
209 Medical Dental Bldg FAirfx 7-2071
Wood Dr F T New Woolworth Bldg FAirfx 7-8333

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4 Av & 6 St S FAirfx 7-8553
Progress Clothing 114 5 St S FAirfx 7-2717
(See Advertisement This Page)
SAAN STORES LTD 322 5 St S FAirfx 7-7331
SUPINA MERCANTILE
Ofc & Order Desk 230 13 St N FAirfx 7-2966
Grocery Dept FAirfx 7-2766
Meat Dept FAirfx 7-3456

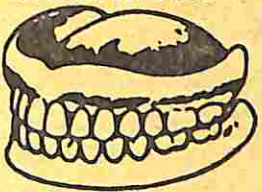
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with
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(See Engines—Diesel)

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411 3 Av SFAirfx 7-3470

Holland's Drapery Shop 325 7 St SFAirfx 7-4475
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(See Automobile Rentals)

Driving Instruction

(See Automobile Driving Instruction)

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 Stubbs Pharmacy Ltd 1506 9 Av SFAirfx 7-5448

TAMBLYN REXALL DRUG STORE

Shoppers' WorldFAirfx 8-2121
 L G Gillott Mgr resFAirfx 8-2614
 Thrift-Way Drugs 622 13 St NFAirfx 7-0340
 York Pharmacy 13 St NFAirfx 7-2453

Dry Goods—Retail

Fraser's Fabrics 320 7 St SFAirfx 7-4400
 Holland's Drapery Shop 325 7 St SFAirfx 7-4475

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 FURNISHINGS

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**HOLLAND'S
 Drapery Shop**

- Draperies
- Slip Covers
- Blinds
- Awnings

DRYGOODS & NOTIONS

FAirfax 7-4475

325 - 7th STREET SOUTH

Dry Goods—Retail—(Cont'd)

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 {FAirfx 7-4057

WILKS & CRANSTOUN

DRY
 GOODS

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Drywall

(See Contractors Drywall)

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MULTIGRAPH-MULTILITH MACHINES

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 DUPLICATING SUPPLIES AND ACCESSORIES,
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Dynamite

EXPLOSIVES LTD 907-915 2 Av SFAirfx 7-5715
 Night Calls F H Art Jones resFAirfx 7-6733
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ELECTRICAL REPAIRS TO ELECTRIC MOTORS
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 1515 3 Av SFAirfx 7-7508

ELECTRO SERVICE LTD 817 3 Av S ..FAirfx 7-2669

Hagen Auto Electric 1209 3 Av SFAirfx 7-5090

OLIVER INDUSTRIAL SUPPLY

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WESTERN CANADA HARDWARE LTD

Distributors for

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1/30 H.P. to 200 H.P.

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Electrical Contractors

(See Electricians)

A MODEL
 FOR
 EVERY NEED
 AND BUDGET



The World's
 LEADER
 In Stencil & Offset DUPLICATORS
GESTETNER (Canada) LTD.

FAirfx 7-4480

307 - 7th Street South

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**CANADIAN GENERAL ELECTRIC CO
LTD** 312 9 St SFAirfx 7-4184
MOTOR CAR SUPPLY CO OF CANADA LTD
1218 2 Av SFAirfx 7-3111
WESTERN CANADA HARDWARE LTD
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BARRETT-JAMIESON TV & APPLIANCES
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Authorized Beatty Dealer for
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FOR ALL BEATTY APPLIANCES**

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Paramount Theatre BldgFAirfx 7-2272
Bruce Robinson Electric Ltd
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Canadian Fairbanks-Morse Co Ltd
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9th Av StoreFAirfx 7-4122

Domestic Wholesale Co Ltd
3 Metcalf BldgFAirfx 7-7177
Filter Queen Sales (Lethbridge)
903a 3 Av SFAirfx 7-6878
Galt Home Appliances 309 7 St SFAirfx 7-3889
(See Advertisement This Page)

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HOYT HARDWARE LTD

**RCA WHIRLPOOL
RCA VICTOR
MOFFAT**

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Lethbridge Appliances 905 3 Av SFAirfx 7-4456
MACLEOD'S LIMITED 426 6 St SFAirfx 7-4240
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A complete line of
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LAMPS - CLOCKS - TOASTERS - FANS
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Service Agents for WESTINGHOUSE
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& SYLVANIA

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309 - 7th Street South

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(Cont'd)**

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**FRIGIDAIRE APPLIANCES
GURNEY & TAPPAN RANGES
CONNOR WASHERS
SPARTON TV
BEN HUR FREEZERS**

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Appliance Dept 324 13 St N ...FAirfx 8-4441

Nugent's Electrical Repair Centre
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(See Advertisement This Page)

Parker Electric Ltd 319 7 St SFAirfx 8-1673

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Franchised Dealers for
**ZENITH — WESTINGHOUSE
LEONARD & TAPPAN
COMPLETE APPLIANCE SERVICE**

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Roy Electric Co 406 5 St SFAirfx 7-3735
St Louis Furniture Store 118 5 St S ...FAirfx 7-2210

SEVENTY SEVEN HARDWARE

**REFRIGERATORS
AND ALL LINES OF
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CENTRE**

Authorized Factory Warranty
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- INGLIS
- WHIRLPOOL
- SIMPLICIFY
- WEST BEND
- SILEX
- HAMILTON BEACH
- SEA BREEZE
- RCA VICTOR
- EUREKA

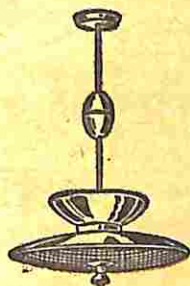
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1250 - 3rd Avenue S.

**PARSONS
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- RESIDENTIAL
WIRING
- FIXTURES



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*Free Estimates*  
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APPLIANCES

Complete Electrical
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and INSTALLATIONS

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Parsons Commercial Electric Ltd

1273 3 Av SFAirfx 7-4268

PARSONS ELECTRIC LTD 1273 3 Av S FAirfx 7-4268
(See Advertisement Preceding Page)

PINK & CHISTE ELECTRIC

204 12 St-A NFAirfx 7-3929

(See Advertisement This Page)

Pittman Electric Ltd 2217 2 Av NFAirfx 7-4546
(See Advertisement This Page)

ROY ELECTRIC CO

Motor Rewinds & Repairs
Frigidaire ☆ NEON
Commercial & House Wiring
NO JOB TOO LARGE OR TOO SMALL
ESTIMATES FREE

406 5 St SFAirfx 7-3735

Snider Electric 215 12 St-B SFAirfx 7-6996

(See Advertisement This Page)

WYATT ELECTRIC 725 2 Av-A NFAirfx 7-2048

SNIDER ELECTRIC

ELECTRICAL CONTRACTORS

KOHLER SALES & SERVICE
RURAL & CITY WIRING

PHONE

FAirfax 7-6996

215 - 12th Street B South

FREE ESTIMATES

South Lethbridge

Night & Emergency Phone **FAirfax 7-6537**

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ELECTRIC POWER & LIGHTING INSTALLATIONS

— WIRING SUPPLIES —

Service Anywhere in the South

Free Estimates — Guaranteed Installations — Fast Service

FAirfax 7-4546

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Elevators—Passenger & Freight

OTIS ELEVATORS

PASSENGER AND
FREIGHT ELEVATORS
"ESCALATORS"
DUMBWAITERS
RESIDENCE ELEVATORS
SALES & SERVICE
Maintenance - Repairs
Modernization
DAY OR NIGHT



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Federal Bldg 7 St S FAirfx 7-8535

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Kenwood Engineering Construction Ltd
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MUNICIPAL ENGINEERING
CONSULTING SERVICES
516 3 Av S FAirfx 8-2066

Materials Testing Laboratories Ltd
Cor 6 Av & 4 St S FAirfx 7-7474

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Electrical - Mechanical
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MEECH MITCHELL ROBINS & ASSOCIATES
529 6 St S FAirfx 7-3113

**MILNE & MARTIN ENGINEERS &
LAND SURVEYORS LTD**

CONSULTING ENGINEERS
ALBERTA & DOMINION
LAND SURVEYORS

John Milne — Dalton Martin
27 St & 10 Av-A S FAirfx 7-8211
FAirfx 8-2563

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CATERPILLAR DIESEL ENGINES

WIDE RANGE OF MODELS
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SELECTION OF CLUTCHES
AND TRANSMISSIONS
FOR INSTALLATION IN
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—Backed by complete parts and service facilities

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Save Hours of Window Shopping
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Consulting the **YELLOW PAGES**

Engines—Diesel—(Cont'd)

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Dependable 2-cycle Diesel Engines
from 20 to 1650 h.p. for all power
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DIESEL FUEL INJECTION

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Roosa — Master

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FAirfx 7-5566
FAirfx 7-5158

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Authorized Sales & Service
IHC DIESEL FUEL INJECTION PUMPS
We also repair any make or model of
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OLIVER INDUSTRIAL SUPPLY
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BRIGGS & STRATTON GASOLINE ENGINES

FACTORY APPROVED
SALES & SERVICE
Easy starting - Extra
Reliability



1 to 9 hp. For farm, home, and industry
NO. 1 IN THE WORLD

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(See Advertisement This Page)

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Authorized Sales & Service
BRIGGS & STRATTON
JOHNSON IRON HORSE
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FAirfx 7-5158

Engines—Gas—(Cont'd)

OLIVER INDUSTRIAL SUPPLY
Cor 3 Av & 9 St N FAirfx 7-1572

Equipment Rentals

Allied Equipment Rentals Ltd
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(See Advertisement This Page)
Construction Equipment Co Ltd
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EXPLOSIVES LTD 907-915 2 Av S FAirfx 7-5715
Night Calls F H Art Jones res FAirfx 7-6733

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- DUMP-OVER CARTS
- GARDEN TILLERS
- TRACTORS
- FRONT END LOADERS
- WOBBLES
- LIGHT PLANTS
- SPACE HEATERS
- ELECTRIC TOOLS
- SHEEPSFOOT PACKERS
- ELECTRIC HAMMERS

PHONE

FAirfax 7-6877

1201 2 Av-A N

Electro Service Ltd.

Authorized Sales & Service

- BRIGGS & STRATTON
- CLINTON
- JOHNSON IRON HORSE
- LAUSEN
- ROTO-TILLER
- WISCONSIN

Repairs & Parts For All Makes

AIR-COOLED ENGINES
2 Cycle & 4 Cycle

817 - 3rd Av S **FAirfax 7-2669**

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(See Physicians & Surgeons)

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Bowns Supply Centre Ltd 1710 2 Av S FAirfx 8-3326
 Canadian Co-operative Implements Ltd
 910 2 Av NFAirfx 7-8232
 Dogterom Equipment Ltd 1616 2 Av S ..FAirfx 7-4146
 General Farm Supplies Ltd Coutts Hwy ..FAirfx 7-3165

H & T DISTRIBUTORS LTD

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KIRCHNER MACHINE CO

Manufacturers of
**IRRIGATION DITCHERS - LAND
 PLANES - FRONT END LOADERS
 & BRIOSE-KIRCHNER BEET
 MACHINES**
 — HYDRAULIC SUPPLIES & SERVICE —
YOUR ALLIS-CHALMERS DEALER
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MacLeod D & Son Ltd

Parts & Sales 1262 2 Av SFAirfx 7-4070
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 Shop ServFAirfx 7-4223

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FOR IRRIGATION PUMPS**

Versatile - Sprayers & Swathers
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MODERN FARM EQUIPMENT LTD

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OLIVER CHEMICAL CO (LETHBRIDGE) LTD

Gates Belts & Pulleys—Fafnir & SKF Bearings
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 Oliver Champion Hydraulic Hose & Fittings
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 Mfrs. of OLIVER IRRIGATION EQUIPT.
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LTD 1009 2 Av S**

.....FAirfx 7-2043

Smyth B J

Agt Minneapolis-Moline of Canada Ltd
 1211 2 Av SFAirfx 7-3496

United Machine Distributors Ltd

Coutts HwyFAirfx 7-3165

UNIVERSAL FARM SALES LETH LTD

19 St & 3 Av SFAirfx 7-3941

VICTORY EQUIPMENT LTD

920 2 Av-A NFAirfx 7-4389

**WISCONSIN ENGINE & PUMP JACKS—
BRUCE ROBINSON ELECTRIC LTD**

1108 1 Av SFAirfx 7-8561

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**FEED ★ SEED
 FERTILIZER ★ HARDWARE
 FARM SUPPLIES
 MOBILE MILLING SERVICE**

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Ellison Milling & Elevator Co Ltd

1301 2 Av SFAirfx 7-5751
 Lethbridge Feed Service Ltd 208 26 St N FAirfx 8-2540

Fences**MAJOR IRRIGATION LTD**

SUPPLIERS & ERECTORS OF
CRUSADER FENCE
 In Southern Alberta

2125 2 Av SFAirfx 7-5525

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New Woolworth BldgFAirfx 7-8565
 Canadian Acceptance Corp Ltd
 109 McFarland BlkFAirfx 7-5621

COLLEY & COMPANY 317 8 St S

.....FAirfx 8-4481

GENERAL MOTORS ACCEPTANCE CORPORATION

503 7 St SFAirfx 7-8571

HOUSEHOLD FINANCE CORP OF CANADA

506 4 Av SFAirfx 7-1511

IAC MERIT PLAN—**INDUSTRIAL ACCEPTANCE CORPN LTD**

424 7 St SFAirfx 7-8521

IMPERIAL INVESTMENT CORPORATION LTD

505 7 St SFAirfx 7-5791

Industrial Acceptance Corpn Ltd

424 7 St SFAirfx 7-8521

LAURETIDE FINANCE COMPANY

505 7 St SFAirfx 7-5791

Preferred Finance Corp Ltd

303 Harris BldgFAirfx 7-7621

TRADERS FINANCE CORP LTD

321 6 St SFAirfx 8-3347

Fire Fighting Appliances**Chidlow Fire Protection Equipment Ltd**

314 3 Av SFAirfx 7-5156

(See Advertisement This Page)

Dominion Fire Protection Co

303 7 Av-A SFAirfx 8-2472

(See Advertisement This Page)

SAFETY SUPPLY CO

**Complete
 Fire Equipment Sales & Service
 Everything in Safety, First Aid for
 Every Industry**

Manufacturers and Distributors Safety Goggles, Safety
 Footwear, Breathing Equipment, First Aid Kits, Supplies,
 Safety Hats, Signs, Flammable Liquid Containers, Wood
 and Aluminum Ladders, Gas Masks, Gas Detectors, Safety
 Floor Coverings, Safety - Protective - Foul Weather
 Clothing all types.

Traffic Safety Lights, Cones, Barrlers, Flashes, etc.

1250 1 Av SFAirfx 7-2654

Fish & Chips**Ye Olde English Fish & Chip Shop**

1020 9 Av SFAirfx 7-0160

Fish Dealers—Retail

Nakagama Fish Market 322 2 Av SFAirfx 7-5337

Five to Twenty-five Cent Stores

Kresge S S Co Ltd Cor 4 Av & 6 St S ..FAirfx 7-4155
 Metropolitan Stores Ltd
 Metropolitan BldgFAirfx 7-4110
 Woolworth F W & Co Ltd 601 4 Av S ..FAirfx 7-2280

Flooring

Fashion Floors Ltd 1279 3 Av SFAirfx 7-4694
 (See Advertisement Opposite Page)

HAMILTON PERCY

**FLOOR SPECIALIST
 DRY KILN FLOORING
 TOWN & COUNTRY SANDING
 FREE ESTIMATES**

909 3 Av SFAirfx 7-5454
 804 16 St SFAirfx 7-2532

HAMILTON'S FLOOR COVERINGS LTD

Linoleum, Rubber, Cork & Asphalt Tiles,
 Carpets, Wall Coverings, Chrome Trim
 Mouldings, Floor Polishers & Sanders.
 Duro-Gloss Wax

909 3 Av SFAirfx 7-5454

(Continued Next Page)

**Chidlow Fire Protection
Equipment Ltd.****CHIDLOW DOUGANS INDUSTRIAL
SUPPLY LTD.****SAFETY SUPPLIES**

Sales, Service, Recharging
 Carbon Dioxide Extinguishers
 Hydrostatic Testing & Recharging
 Fire Hose Tested & Recoupled

Agents for

BULLARD HARD HATS - SAFETY WALK**Phone FAirfax 7-5156**

Res. FAirfx 7-0265

314 - 3rd Avenue South

P. J. DOUGANS, Manager

Dominion Fire Protection Co.

Alberta Agents for

**DOMINION LIGHTNING ROD CO.
Fire Fighting Equipment**

**Complete Lightning Rod Sales and
 Installations by Government approved
 and Licensed Installers on all types of
 Extinguishers**

FAirfax 8-2472**303 - 7 Ave.-A S.**

Flooring—(Cont'd)

Kinnell Thomas 950 17 St S FAirfx 7-7520
 Ray's Floor Service 241 14 St N FAirfx 7-2345
 (See Advertisement This Page)

Florists—Retail

FTD—FLORISTS' TELEGRAPH DELIVERY—

FRACHE BROS LTD 322 6 St S FAirfx 7-2666
 LORNA'S FLOWERS 1508 9 Av S FAirfx 7-8766
 MARQUIS FLOWER SHOP
 Marquis Hotel FAirfx 7-1515
 Frache Flower Shop 322 6 St S FAirfx 7-2666
 FAirfx 7-5747

(See Advertisement This Page)

Lorna's Flowers 1508 9 Av S FAirfx 7-8766

(See Advertisement This Page)

Marquis Flower Shop Marquis Hotel ... FAirfx 7-1515

(See Advertisement This Page)

North Plaza Florists 618 13 St N FAirfx 7-1212

(See Advertisement This Page)

Florists—Wholesale

Frache Bros Ltd 7 Av & 20 St N FAirfx 7-2003
 FAirfx 7-2768

FASHION

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LTD.

RESIDENTIAL
 COMMERCIAL
 INDUSTRIAL

- ★ LINOLEUM
- ★ ASPHALT TILE
- ★ RUBBER TILE
- ★ CORLON VINYL
- ★ WALL - TO - WALL CARPET
- ★ FREE ESTIMATES

PHONE

FAirfax 7-4694

Specializing in Arborite
 Sink & Counter Tops
 1279 - 3rd Ave. S.

RAY'S

Floor Service

- ★ FLOORING & FINISHING
- ★ EFFICIENCY IS OUR POLICY

— FREE ESTIMATES —

Ray Sincennes

FAirfax 7-2345

241 - 14th Street N.

Flowers

PHONE

FAirfax 7-2666

FAirfax 7-5747

Fraches

Flower

Shop

322 - 6 St. S

Quality

and

Artistry



IS OUR MOTTO

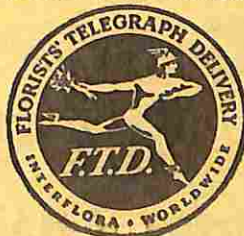
FRACHE BROS. LTD.

Nite Phone FAirfx 7-2548

Lorna's Flowers

1508 - 9th Avenue South

LORNA PERRY, Manager



Personalized Flower Service

Your Hospital
 Florist

We are only one block from
 both hospitals

Phone

FAirfax 7-8766

Night calls FAirfax 7-3382

**MARQUIS
 Flower Shop**



"FLOWERS SAY IT BEST"

Artistically Arranged
 Flowers for All
 Occasions

FAirfax 7-1515

Store Hours 9 a.m. to 5:30 p.m.
 Wednesday 9 a.m. to 12 noon.

Marquis Hotel Building, Lethbridge

**NORTH PLAZA
 FLORISTS**



"Lethbridge's Newest
 Flower Shop"

LAURA MEAD, Mgr.

FAirfx 7-1212

618 - 13th Street N.

OPENING OCTOBER 1st, 1960

Flour Mills

ELLISON MILLING & ELEVATOR CO LTD
1301 2 Av SFAirfx 7-5751

Foot Doctors

(See Podiatrists)

Forwarding Agents

Lethbridge Moving & Storage Ltd
312 4 St SFAirfx 7-1288

Foundries—Iron, Steel, Brass & Aluminum Castings

Lethbridge Iron Works Co Ltd
Cor 1 Av & 2 St SFAirfx 7-3332

Fraternities

Loyal Order of Moose 1234 3 Av NFAirfx 7-6566
Masonic Hall Co of Lethbridge 10 St S ..FAirfx 7-2707
Oddfellows' Hall 501 4 Av SFAirfx 7-3477

Frozen Foods

Coutts & Robertson Frozen Foods
216 11 St SFAirfx 7-7171

CRYSTAL DAIRY LTD

DISTRIBUTORS
BIRDS EYE FROZEN FOODS
BRODER'S FROZEN FOODS
MINUTE MAID JUICES
434 8 St SFAirfx 7-2576—FAirfx 7-2577

PURITY DAIRY 516 5 Av SFAirfx 7-1525

Fruit & Produce—Retail**ROYAL FRUIT STORE**

Fresh Fruit & Vegetables
Groceries & Confectionery
DELIVERY SERVICE
616 3 Av SFAirfx 7-3767—FAirfx 7-6897

Fruit & Produce—Wholesale

Plunkett & Savage 1120 1 Av SFAirfx 7-2584
Scott Fruit Co 3 Av & 4 St SFAirfx 8-3361

Funeral Directors**CHRISTENSEN FUNERAL HOME LTD**

A BEAUTIFUL CHAPEL
ON A QUIET STREET
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LEYDEN'S FUNERAL HOMEClaesholm 169

MARTIN BROS LTD

LICENSED
FUNERAL DIRECTORS
INTERNATIONAL CONNECTIONS
812 3 Av SFAirfx 7-3561

Furnaces—Heating

CHARLTON & HILL LTD
208 13 St SFAirfx 8-3388
(See Advertisement This Page)

Furniture Cleaners

Easy-Way Cleaning Supplies & Services
221 12 St-B SFAirfx 8-4144

Furniture Dealers—Retail

BASTEDO UPHOLSTERY & FURNITURE
417 5 St SFAirfx 7-7111
Capitol Furniture (Lethbridge) Ltd
404 5 St SFAirfx 7-8578
Warehse 1236 3 Av SFAirfx 7-5234
(See Advertisement This Page)

CUT RATE FURNITURE STORE

Cor 2 Av & 8 St SFAirfx 7-3024
(See Advertisement This Page)

Furniture Dealers—Retail—(Cont'd)

EMPIRE FURNITURE LTD Hull Bldg ... (FAirfx 7-3980
FAirfx 7-2552
GRAHAM & JELFS 411 3 Av SFAirfx 7-3470
HOWARD'S FURNITURE 254 13 St N ..FAirfx 8-3646
MACLEOD'S LIMITED 426 6 St SFAirfx 7-4240
Mart (Leth) Ltd 1260 3 Av NFAirfx 7-1114
(See Advertisement Opposite Page)
St Louis Furniture Store 118 5 St S ..FAirfx 7-2210
(See Advertisement Opposite Page)
Stern Furniture Co Cor 3 Av & 8 St S ..FAirfx 7-2428
THOMPSON FURNITURE STORE
120 5 St SFAirfx 7-1398
Times Furniture (Lethbridge) Ltd
326 6 St SFAirfx 7-3697
Tom's Trading Post 248 13 St NFAirfx 8-2114
Trader's Furniture & Auction
1520 3 Av SFAirfx 8-2816
(See Advertisement Opposite Page)

more Families buy
LENNOX
WARM AIR HEATING

Charlton & Hill

Ltd.
FAirfx 8-3388

208 - 13th Street South

CERTIFIED **LENNOX** DEALER

**CUTRATE
Furniture Store**

FAirfax 7-3024

COMPLETE
HOME FURNISHINGS

"The Store That Sells For Less"

Out of the High Rent District to Save You Money

After Hours FAirfx 7-2948

Cor. 2nd Ave. & 8th St. S.

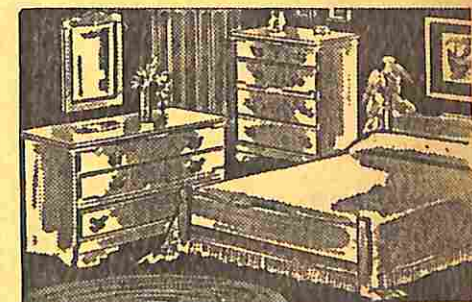
UNHEARD OF BARGAINS...ALL ON EASY TERMS!

Furniture for the Entire Home

WE HAVE THE LARGEST STOCK OF BROADLOOM
AND CARPETS IN THE SOUTH

PHONE
FAirfax 7-8578

DEALERS FOR
All Nationally Known
Refrigerators
Coal, Gas & Electric Ranges
and Appliances

**CAPITOL FURNITURE (Lethbridge) LTD.**

402-404 FIFTH STREET SOUTH

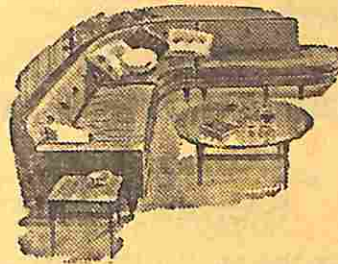
Warehouse Phone
FAirfax 7-5234

Residence Phones
FAirfax 7-2066 - FAirfax 7-4082

MEDICINE HAT STORE: 627 3rd Street — Phone JACKSON 7-1155

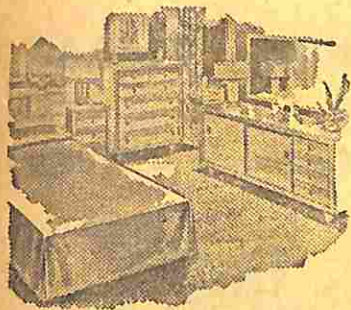
You Can BUY
With CONFIDENCE at the . . .

ST. LOUIS FURNITURE STORE



DEALERS IN

HOME FURNISHINGS & APPLIANCES



PHONE

FAirfax 7- 2210

118 - 5th Street South — LETHBRIDGE

Residence Phone FAirfax 7-4405

PRICES ARE SMALL
Furniture is Beautiful.. Quality is Superb

MART (Leth.) LTD.

O. H. Mehew, Mgr.

FURNITURE, APPLIANCES
SPORTING GOODS & MACHINERY
WE BUY, SELL, TRADE AND RENT
ANYTHING

Night Phone FAirfax 7-8837

FAirfax 7-1114

1260 - 3rd Ave. N.



LETHBRIDGE'S NEWEST AND
LARGEST TRADING CENTRE

PHONE

FAirfax 8-2816

1520 - 3rd Avenue South — Lethbridge

WASTED CALLS

Wrong numbers mean
wasted calls. If you're
not absolutely sure of a
number — look in the
directory.

Needless calls to "Infor-
mation" are wasted calls.
Before calling "Informa-
tion"—please look in the
telephone book.

Furniture Movers

Lethbridge Moving & Storage Ltd
312 4 St S FAirfx 7-1288
(See Advertisement This Page)

McLean Transfer Ltd 640 6 St S FAirfx 7-2097
(See Advertisement This Page)

NORTH AMERICAN VAN LINES CANADA LTD

AGENTS McLEAN TRANSFER LTD.

640 6 St S FAirfx 7-2097

Owen Distributing Ltd 1233 2 Av S FAirfx 7-3011
(See Advertisement This Page)

Soo-Security Motorways Ltd
725 2 Av-A N FAirfx 7-5532

McLean Transfer Ltd.

Agents for
NORTH AMERICAN
VAN LINES CANADA LTD.

Local & Long Distance Moving
Storage, Packing & Shipping

FAirfax 7-2097

640 - 6th STREET SOUTH
Night Phone FAirfax 7-3473



1221 - 2nd Avenue A N.

**PROFESSIONAL FURNITURE
& PIANO REFINISHERS**

FAirfax 7-4333

**OWEN
DISTRIBUTING LTD.**

FAirfax 7-3011

FAirfax 7-2904

STORAGE & DISTRIBUTION

Specialists in Local and
Long Distance Moving

AGENTS FOR ALLIED VAN LINES LTD.

1233 - 2nd AVENUE SOUTH Lethbridge

Furniture Repairing & Refinishing

Triangle Modern Wood Products
1221 2 Av-A N FAirfx 7-4333
(See Advertisement This Page)

VAN REE'S UPHOLSTERY & WOODWORK
304 13 St N FAirfx 8-2628

Furriers

CANADIAN FURRIERS
Paramount Theatre Bldg FAirfx 7-4348
(See Advertisement This Page)

LETHBRIDGE FURRIERS 514 3 Av S .. FAirfx 7-2209
(See Advertisement Opposite Page)

NEW YORK FUR & DRESS SHOP
604a 3 Av S FAirfx 7-3276
(See Advertisement Opposite Page)

Have the right number when you call — but when memory plays tricks with a telephone number, you're delayed. When you are not sure of a number —won't you look it up in the telephone directory?

LETHBRIDGE MOVING & STORAGE LTD.

"Moving With Care Everywhere"

ACROSS THE CITY OR ACROSS THE NATION

AGENTS FOR

UNITED VAN LINES CANADA LTD.

312 - 4th STREET SOUTH

PHONE FAirfax 7-1288

— 21,600 SQUARE FEET STORAGE SPACE —

CITY PICK UP AND DELIVERY SERVICE

FINE FURS need EXPERT CARE

PHONE

FAirfax 7-4348

... for the safest

Fur Storage in Town



More Women

CHOOSE THEIR FURS

from

Canadian Furriers

PARAMOUNT THEATRE BLDG.

Lethbridge

NEW YORK Fur & Dress Shop



FUR STORAGE

FAirfax 7-3276

604A - 3rd Ave South

Garages

Archibald Motors Ltd {FAirfx 7-6363
Cor 6 Av & 5 St S {FAirfx 8-3131
Beny Chevrolet Oldsmobile (1959) Ltd
Cor 2 Av & 8 St S FAirfx 7-3147
(See Advertisement This Page)
Dick's General Repairs 612a 4 St S FAirfx 8-2049

DOWNTOWN WHITE ROSE SERVICE STATION

REPAIRS TO ALL
MAKES OF CARS

Complete Lubrication Service

Cor 3 Av & 9 St S FAirfx 7-4940

Ellis Autodrome Cor 3 Av & 14 St S FAirfx 8-3025
(See Advertisement This Page)

BENY CHEVROLET OLDSMOBILE (1959) LTD.

CHEVROLET - OLDSMOBILE
CADILLAC CARS
CHEVROLET TRUCKS

FAirfax 7-3147

Before 8 a.m. & After 5 p.m. Call —

Sales—New Cars FAirfx 7-3154
Sales—Used Cars FAirfx 7-3150
Parts & Service FAirfx 7-3147
Towing Service FAirfx 7-3147

Corner 2 Ave. & 8 St. S.

Garages—(Cont'd)

Enerson Motors Ltd 817 4 Av S FAirfx 7-5705
(See Advertisement This Page)
Ernie's Service Garage 315 4 St S FAirfx 7-8962
(See Advertisement This Page)

FLEMING MOTORS LTD

DEALER

CHRYSLER - PLYMOUTH - VALIANT
SIMCA & FARGO TRUCKS
PURITY 99 PRODUCTS

7 St & 1 Av S FAirfx 7-1591

After Hours Towing Service:

437 Dieppe Blvd FAirfx 7-8143

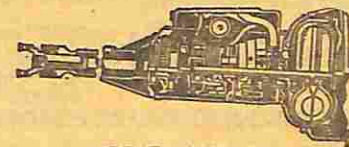
Green Acres Service Courtts Hwy FAirfx 7-6336

Hi-Way Service Station

Mayor Magrath Dr FAirfx 7-5255

(Continued Next Page)

Ellis Autodrome



SPECIALISTS IN
AUTOMOBILE TRANSMISSIONS
STEAM CLEANING
MAJOR OVERHAULS

FAirfax 8-3025

Cor. 3rd Ave. & 14th St. S.

The Lethbridge Furriers

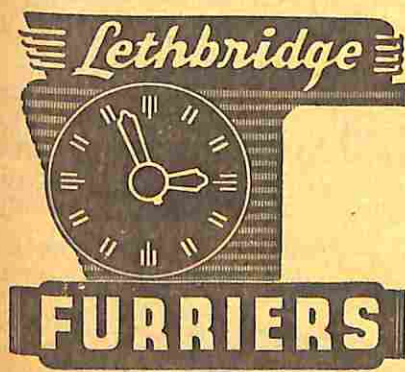
Fur Storage

we're specialists in the care of furs . . .

**FAirfax 7-
2209**

WHERE THE SIGN WITH THE CLOCK
TELLS YOU IT'S TIME TO STORE YOUR
FUR COAT

**FAirfax 7-
2209**



HIGH CLASS WORKMANSHIP - REPAIRING - RELINING - CLEANING AND GLAZING
WE CALL AND DELIVER

Your Oldest and Most Exclusive Fur House in Lethbridge

514 - 3rd AVE. S. Established 32 Years in Lethbridge **FAirfax 7-2209**

Enerson Motors Ltd.

PONTIAC, BUICK, VAUXHALL & G.M.C. TRUCKS

FAirfx 7-5705

After Business Hours Call the Following
Numbers

SALES OFFICE FAirfx 7-5190
MAIN OFFICE FAirfx 7-5726
SERVICE DEPT. FAirfx 7-5745
PARTS DEPT. FAirfx 7-5266
USED CAR LOT FAirfx 7-5750
TOWING SERVICE 24 Hrs FAirfx 7-6269

817 - 4th Ave S

Lethbridge

ERNIE'S SERVICE GARAGE



Specialists in —
MAJOR OVERHAULS
& TUNE UPS

FAirfax 7-8962

315 - 4th St. South