

To Speed Service....

PLEASE LOOK UP THE NUMBER FIRST

Each new issue of the
TELEPHONE DIRECTORY

*contains a high
percentage of listings
that are new
or changed.*

*Many new telephones
have been installed.*

*Many people have changed
their places of residence
or business.*



PLEASE CONSULT THE DIRECTORY FIRST



ALBERTA GOVERNMENT TELEPHONES

LETHBRIDGE

AUGUST, 1961

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 328-3331

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

Batteries
 Cameras
 Adding Machines
 Building Materials
 Bearings
 Tires
 Flooring
 Gunsmiths
 Iron
 Steel
 Oils
 Furriers
 Boats
 Pumps
 Saws
 Beauty Parlors
 Fences
 Tiles
 Radios



FIND 'EM FAST.

in the
YELLOW PAGES

For whatever you need, Products, Services or Professional help. All can be found in the Yellow Pages of this Directory

ALBERTA GOVERNMENT TELEPHONES

POSTAL INFORMATION RATES OF POSTAGE — CANADA

TO CANADA

FIRST CLASS

Local —4 cents for first ounce
2 cents for each additional ounce.
Mailed in any Post Office for delivery
in or by that office.

Domestic—5 cents for first ounce
3 cents for each additional ounce.
Mailed in Canada for delivery to
another Post Office in Canada.

All-Up —Letters mailed in Canada for delivery
in Canada at the domestic rate,
weighing up to and including 8
ounces, will be carried by air if
delivery can be speeded up.

Air Packets—Letters weighing over 8 ounces
paid at the rate of
7 cents for the first ounce
5 cents for each additional ounce
will be carried by air. If paid at the
domestic rate they will be carried by
surface only.

LETTERS

Foreign —5 cents for first ounce
3 cents for each additional ounce.
Mailed in Canada for delivery in
U.S.A. North and South American
countries. Great Britain, Republic
of Ireland, France, Spain and all
countries of the Commonwealth.

Foreign —6 cents for first ounce
4 cents for each additional ounce.
Mailed in Canada for delivery to
countries not mentioned in the above.

Air Mail—7 cents for first ounce
5 cents for additional ounce
to the United States.
10 cents for each ½ ounce
to Bermuda, Mexico, Central and
South America and the West Indies.
15 cents for each ½ ounce
to Great Britain and Europe.
25 cents for each ½ ounce
to Asia, Africa, Oceania, Australia.

POST CARDS

Post cards with writing other than name and address to whom it is addressed
require 4 cents postage to any country.

SECOND CLASS

2 cents for first 4 ounces and
1 cent for each 4 ounces after,
for Canadian and other Countries'
transient publications.

NEWSPAPERS and MAGAZINES

2 cents for first 2 ounces and
1 cent for each 2 ounces after.
For all other Countries except British
Commonwealth.

THIRD CLASS

2 cents for first 2 ounces and
1 cent for each 2 ounces after.

PRINTED MATTER — PRINTED CARDS

2 cents for first 2 ounces and
1 cent for each 2 ounces after.

PARCEL POST

Insurance

Free up to value of \$50.00
12 cents fee \$50.00 to \$100.00

C.O.D. Service

10 cents fee up to \$2.00
15 cents fee to \$50.00
30 cents fee \$50.00 to \$100.00
(No service outside Canada)

United States—Insurance

3 cents fee up to \$5.00
6 cents fee \$5.00 to \$25.00
12 cents fee \$25.00 to \$50.00
30 cents fee \$50.00 to \$100.00

Other Countries

12 cents fee up to \$50.00
30 cents fee \$50.00 to \$100.00

REGISTRATION

20 cents fee for indemnity to \$25.00
30 cents fee for indemnity to \$50.00
35 cents fee for indemnity to \$75.00
40 cents fee for indemnity to \$100.00

For amounts of indemnities and registration
fees to other countries, enquire at local Post
Office.

AEROGRAMMES

Aerogrammes may be purchased at any Post Office for 10 cents each and may be
sent to any country. These must not be registered or contain any enclosures.

FOR OTHER INFORMATION, ENQUIRE AT YOUR POST OFFICE.

MAIL EARLY AND OFTEN

CLASSIFIED TELEPHONE DIRECTORY

LETHBRIDGE

AUGUST, 1961

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 SFAirfx 7-3831

Accordion Instruction

See Music Colleges & Teachers

Accordions

See Music & Musical Instruments

Accountants

ALDOUS R A ACCOUNTANT

3 Stafford BlkFAirfx 7-3712
Boulton C W & Co A Metcalfe BldgFAirfx 7-3974

CRANSTOUN ERIC

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

AUDITORS & ACCOUNTANTS

Expert Advice

on Dominion Income Tax

3 Oliver BlkFAirfx 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 BldgFAirfx 7-4213

Gruman Richard 401 B C Trust BldgFAirfx 7-5006
Kaun & Conlin 1285 3 Av SFAirfx 7-5378
Nirk Helmut 1-706 3 Av SFAirfx 7-4708
PUKK ARNOLD 2-706 3 Av SFAirfx 7-8429
Thompson E W 814 18 St SFAirfx 7-2840

Accountants—Chartered

CHRISTIAN KERGAN GERLA & BERGLUND

118 McFarland BldgFAirfx 7-4887
Hanhart P 430 Mayor Magrath Dr328-4714
Paterson Ritchie & Co 315 10 St SFAirfx 7-2619
Williams Tanner Bell & Watkinson
105 B C Trust BldgFAirfx 7-8511
Young Parkyn & McNab
220 B C Trust BldgFAirfx 8-4426

Accounting & Bookkeeping Machines

BURROUGHS BUSINESS MACHINES LTD

1285 3 Av SFAirfx 7-7577

NATIONAL CASH REGISTER CO OF CANADA

LTD 118 8 St SFAirfx 7-4533

UNDERWOOD LIMITED

ACCOUNTING MACHINES

Sales & Service

910 3 Av SFAirfx 7-2555

Accounting & Bookkeeping Systems

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

Acetylene

UNION CARBIDE CANADA LIMITED

LINDE GASES DIV 5 Av & 28 St N FAirfx 7-7265

Adding Machines

BURROUGHS BUSINESS MACHINES LTD

1285 3 Av SFAirfx 7-7577

LETHBRIDGE TYPEWRITER & ADDING MACHINE CO

SMITH CORONA TYPEWRITERS
ODHNER ADDING MACHINES
CALCULATORS & CASH REGISTERS

524 6 St SFAirfx 7-4972

NATIONAL CASH REGISTER CO OF CANADA

LTD 118 8 St SFAirfx 7-4533

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

UNDERWOOD LIMITED

ADDING AND CALCULATING MACHINES

Sales & Service

910 3 Av SFAirfx 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

5 Cooper BlkFAirfx 7-1545

HUTCHINSON CARBERT HOWE &FAirfx 7-5788

McKEEN Harris BldgFAirfx 7-3211

LILLY SHERLOCK & COMPANY LTD

304 9 St SFAirfx 7-8531

Advertising—Directory

ALBERTA GOVERNMENT TELEPHONES

Gen Ofc 808-810 4 Av S328-3331

Advertising Specialties

DOROTHY'S ADVERTISING LTD

- ADVERTISING SPECIALTIES
- Imprinted With Your Trade Mark
- BUSINESS GIFTS
- CUSTOM MADE SPECIALTIES
- ZIPPO REPRESENTATIVE

For Information

Call Calgary (Collect) or write to above at
21-517 8 Av SWCalgary AMhrst 6-1168

Family Record Plan Limited

1012 2 Av SFAirfx 8-3882

.....FAirfx 8-3175

Agricultural Implements

Deere John Limited 1239 2 Av SFAirfx 7-3786

Kjeldgard H P & Sons Ltd 1720 2 Av S FAirfx 7-6276

McKay Bros 1009 2 Av SFAirfx 7-2043

.....FAirfx 7-5512

Smyth B J

Agt Minneapolis Moline of Canada Ltd

1211 2 Av SFAirfx 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 AIR CONDITIONING (CANADA)

LTD 8 Howie Bldg Call Long Distance and
ask forCalgary ATlas 3-2277

DEALER

FEDOR-HARRIS-REICH REFRIGERATION LTD

1276 2 Av SFAirfx 7-0203

Air Conditioning—Contractors

CAPITAL HEATING LTD 1271 3 Av S ..FAirfx 7-1630
(Continued Next Page)



YOUR
FAIRBANKS-MORSE DEALER

QUALITY EQUIPMENT AND
AIR CONDITIONING

FAIRBANKS-MORSE

HEATING

FAirfx 8-2516

408 - 13th Street N., Lethbridge

Air Conditioning—Contractors—(Cont'd)

Charlton & Hill Ltd 208 13 St SFAirfx 8-3388
LETHBRIDGE SHEET METAL LTD
 121 13 St NFAirfx 7-6633

MEC-MAN PLUMBING & HEATING

THE MECHANICAL MAN
TRANE CLIMATE CHANGERS
 Residential & Self-Contained Commercial Units
UNITRANE — ROOM UNITS
 COLD GENERATORS
 305 24 St SFAirfx 8-3010

Ritt Heating 408 13 St NFAirfx 8-2516
 (See Advertisement Preceding Page)

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 AIR CONDITIONING (CANADA)
 LTD 8 Howie Bldg Call Long Distance and ask forCalgary ATlas 3-2277
 DEALER
FEDOR-HARRIS-REICH REFRIGERATION
 LTD 1276 2 Av SFAirfx 7-0203

LENNOX AIR CONDITIONING

COMMERCIAL
 and
 RESIDENTIAL



HEATING and COOLING

"Where To Call"

CHARLTON & HILL LTD
 208 13 St SFAirfx 8-3388
LETHBRIDGE SHEET METAL LTD
 121 13 St SFAirfx 7-6633

Air Cooled Engines

See Engines—Gas

Air Express Service

TRANS-CANADA AIR LINES (AIR CANADA)
 Enquiries Kenyon FieldFAirfx 7-2711
 Pick-up & DeliveryFAirfx 7-3436

Air Freight Service

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

Aircraft Dealers

JOUBIN AIRCRAFT CORPORATION
 Distributor for Rotor Wing Umbaugh Aircraft
 1915 7 Av SFAirfx 7-2019

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 77850

CANADIAN PACIFIC AIRLINES
 CPR StationFAirfx 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) WinnipegWhitehall 3-1449

ALBERTA'S LARGEST AND MOST EXPERIENCED TRAVEL BUREAU
P LAWSON
 Travel Ltd.
 305 - 6th STREET SOUTH
FAirfx 7-4094
 Agents for all Airlines

TRANS-CANADA AIR LINES
AIR CANADA
 Serving . . . Canada, U.S.A., United Kingdom, Europe, Bermuda, Nassau, Caribbean
 PASSENGER INFORMATIONFAirfx 7-3000
 INCOMING FLIGHT ARRIVALSFAirfx 7-3000
 AIR FREIGHT INFORMATIONFAirfx 7-2711
 AIR EXPRESS INFORMATIONFAirfx 7-2711

Airline Companies—(Cont'd)

TRANS-CANADA AIR LINES (AIR CANADA)
 PASSENGER RESERVATIONS INFORMATION
 Kenyon FieldFAirfx 7-3000
 Business Hours 8:30 am to 5:00 pm daily
 24 Hour Telephone Answering Service .FAirfx 7-3000
 (See Advertisement This Page)

Airline Ticket Agencies

BURRITT TRAVEL SERVICE Call Long Distance and ask for (No Toll Charge)Zenith 4300
BUTTE INSURANCE & TRAVEL SERVICE

SPECIALIZING IN
EUROPEAN TOURS
 LOWEST FARES BY AIR & BOAT
 Picture Butte REgnt 2-4537
 909a 3 Av SFAirfx 8-3201

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

Aluminum Doors & Windows

See Doors Metal also Windows Metal

Aluminum Products

Also Sales of Lethbridge 527 6 St S .FAirfx 7-8791
 (See Advertisement This Page)

ALSCO
SALES of LETHBRIDGE
ALUMINUM
 * DOORS
 * WINDOWS
 * AWNINGS
 * PORCH RAILS
 * SIDING
FAirfx 7-8791
 527 - 6th Street S., Lethbridge

Ambulances

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

Amusement Places

Aut & Earl's Trampoline Centre
 516b 13 St NFAirfx 8-4015
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 SFAirfx 7-1113

HENDERSON LAKE PAVILION

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

Animal Hospitals

See Veterinarians

Apartments, Blocks & Buildings

(For complete list of Apartments, Blocks & Buildings see last page in Lethbridge Alphabetical Section)
 Burkhart Apartments 515 11 St S FAirfx 8-9169
 Cooper Block 507 7 St S FAirfx 7-4485
 McFarland Building 517 4 Av S FAirfx 7-5330
 Rideau Court Development
 125 Rideau Crt FAirfx 8-2925
 Victoria Mansions 1002 3 Av S FAirfx 7-5698

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
 (FAirfx 7-4474)
 1269 6 Av S (FAirfx 7-1490)

Aquariums & Supplies

Chinook Aquarium & Pet Shop
 Shoppers' World FAirfx 8-4065

Architects

HOOKS & MILNE 27 St & 10 Av-A S (FAirfx 7-8211)
 (FAirfx 8-2563)
 Lurie & Neufeld 516 3 Av S FAirfx 8-2066
 Meech Mitchell Robins & Associates
 529 6 St S FAirfx 7-3113

Argon

UNION CARBIDE CANADA LIMITED
 LINDE GASES DIV 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

GAINSBOROUGH GALLERIES
 612 3 Av S FAirfx 7-0278

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
 24 Hour Answering Service FAirfx 7-4109
 Alberta Sugar Beet Growers
 4 Stafford Blk FAirfx 7-3242
 Boy Scouts Association 217 12 St-A S .. FAirfx 7-4647
 Canadian Arthritis & Rheumatism Society
 Galt Rehabilitation Centre FAirfx 8-3772
 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
 Howard John Society of Alberta
 Bsmt 216 5 St S FAirfx 7-8202
 Independent Order of Foresters
 1818 14 Av S FAirfx 7-6358
 Lethbridge Chamber of Commerce
 1283 3 Av S FAirfx 7-1586

Associations & Societies—(Cont'd)

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
 Scandinavian Hall 229 12 St-C N FAirfx 8-2985
 Southern Alberta Sheep Breeders Ltd
 918 1 Av S FAirfx 7-3760
 Tuberculosis Association 7 Hull Blk ... 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

Hurlburt Auction Co 1520 2 Av S 328-4705
 (See Advertisement This Page)
 Newby E L 212 23 St S FAirfx 7-2349
 Perlich Auction Service 312 8 St S FAirfx 8-3951
 (See Advertisement This Page)

Auto Courts

See Motels

Automobile Accessories, Equipment &

Supplies

(See Automobile Parts & Supplies—Retail & Auto-
 mobile Parts & Supplies—Wholesale)

It pays to make frequent use of
 the **YELLOW PAGES**. It lists
 services, stores, products and
 professional people — all classi-
 fied for your convenience.

"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
 312 - 8th STREET S.
FAirfax 8-3951

HURLBURT AUCTION CO.

1520 - 2nd AVENUE SOUTH — LETHBRIDGE

YOU TOO CAN HAVE A SUCCESSFUL SALE
 BY PHONING

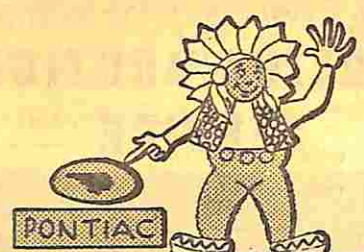
328-4705

SPECIALIZING IN



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

———— Auctioneers ————
KEN HURLBURT — JERRY HAMMON — TED NEWBY



ENERSON'S

★ PONTIAC
★ BUICK
★ VAUXHALL
★ G.M.C. TRUCKS

After Hours Call
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 Avenue S.
Lethbridge

FAirfx 7-5705

Automobile Agencies & Dealers—

New Cars

ARCHIBALD MOTORS

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

BENY
CHEVROLET OLDSMOBILE
(1959) LTD.

**CHEVROLET - OLDSMOBILE
CADILLAC CARS
ENVOY & CORVAIR
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.

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 S FAirfx 7-1591

DKW SALES & SERVICE—
PRO MOTORS Cor 13 St & 2 Av S .. FAirfx 8-4021
Enerson Motors Ltd 817 4 Av S FAirfx 7-5705
(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

**FORD MONARCH FALCON & THUNDERBIRD
AUTHORIZED SALES & SERVICE—**
HORNE MOTORS LTD
Cor 5 Av & 5 St S FAirfx 7-1581

FRED KING MOTORS LTD
Cor 11 St & 3 Av S FAirfx 7-1566
(See Advertisement This Page)

HILLMAN & SUNBEAM CARS—
LETHBRIDGE WATSON MOTORS
2019 2 Av S FAirfx 7-4477
Horne Motors Ltd Cor 5 Av & 5 St S .. FAirfx 7-1581
(See Advertisement This Page)

MECHANICS SALES LTD

- STUDEBAKER
- LARK
- RENAULT CARS
- WILLYS TRUCKS

Parts & Service {FAirfx 7-2622
FAirfx 8-3215
307 11 St S Office FAirfx 7-3933

MERCEDES-BENZ SALES & SERVICE—
PRO-MOTORS Cor 13 St & 2 Av S .. FAirfx 8-4021

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 S FAirfx 7-1591

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

**FRED KING
MOTORS LTD.**

DODGE, CHRYSLER, SIMCA,
VALIANT CARS
DODGE TRUCKS

SALES — PARTS — SERVICE

24 HOUR SERVICE
CONNECTING ALL DEPTS.

FAirfx 7-1566

Cor. 11th Street & 3rd Avenue South

FORD

**HORNE
MOTORS**

FORD — MONARCH
THUNDERBIRD — FALCON
Sales & Service
COMPLETE LINE OF FORD PARTS
FAirfx 7-1581

Cor. 5th Ave. & 5th St. S. — Lethbridge

Automobile Agencies & Dealers—

New Cars—(Cont'd)

R & G CAR SALES Bridgeview Lot
Riverbottom FAirfx 7-6161
Raewood Motors Parts & Service
316 3 St S FAirfx 8-4189
Sales & Office FAirfx 8-4539

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 Opposite Page)

SOUTHERN SERVICE (LETH) LTD

TRIUMPH HERALD
Sales & Service

2 Av & 3 St S FAirfx 7-2045

United Service Garage Lethbridge Ltd
Service Dept 302 3 Av S FAirfx 7-2750
Parts Dept 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
Fleming Motors Ltd Cor 10 St & 3 Av S FAirfx 7-1540
FRED KING MOTORS LTD
Cor 11 St & 3 Av S FAirfx 7-1566
After Hours Used Car Lot FAirfx 7-1569
Horne Motors Ltd Cor 5 Av & 5 St S .. FAirfx 7-1581
Howard's Auto Sales
Cor 18 St & 3 Av S FAirfx 7-5557

**UNITED SERVICE
GARAGE
LETHBRIDGE LTD.**



WHITE ROSE PRODUCTS

DAY & NIGHT
TOWING SERVICE

BATTERIES — TIRES
ACCESSORIES

FAirfx 7-2750
FAirfx 7-1105
FAirfx 7-2805

302 - 3rd Ave S Lethbridge

USED CAR LOTS

FAirfx 7-1418 — FAirfx 7-1780

Automobile Agencies & Dealers—

—Used Cars—(Cont'd)

Mechanics Sales Ltd Ofc 307 11 St S .. FAirfx 7-3933
Parts & Service FAirfx 7-2622
FAirfx 8-3215

R & G CAR SALES

**LATE MODEL USED CARS
TRUCKS & TRAILERS**

Bridgeview Lot Riverbottom FAirfx 7-6161

"Just A Good Place To Buy"

315 3 St S FAirfx 7-6967

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
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

**COMPLETE BODY SHOP &
MECHANICAL REPAIRS**

FREE ESTIMATES — 24 HOUR TOWING
After Hours Call FAirfx 7-0123

312-314 1 Av S FAirfx 7-1245

FRANK'S IMPERIAL BODY SHOP
308 4 St S FAirfx 7-2505

FRED KING MOTORS LTD
Cor 11 St & 3 Av S FAirfx 7-1566
24 Hour Towing Service FAirfx 7-1566

GOUGH'S AUTO BODY

**COMPLETE AUTO BODY REPAIRS
AND REFINISHING**

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After Hours Call FAirfx 7-1066

311 11 St S FAirfx 7-0237

Hepp's Industries Ltd Fairview Subdiv ... FAirfx 7-4242
Hopp John Service Garage
Cor 4 St & 6 Av S FAirfx 7-5030
Karl's Speed Shop 311 4 St S FAirfx 7-8693
Lethbridge Body Works 1801 3 Av S ... FAirfx 7-3987

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 FAirfx 7-7228 - FAirfx 7-6591

1511 3rd Ave S FAirfax 7-5544

Automobile Body Builders & Repairers—

(Cont'd)

Modern Body Shop 1511 3 Av S FAirfx 7-5544
(See Advertisement This Page)

PRO-MOTORS Cor 13 St & 2 Av S ... FAirfx 8-4021

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

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AUTOLITE AUTHORIZED SALES & SERVICE

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



"AUTOLITE — LIFE-LINE OF YOUR CAR"

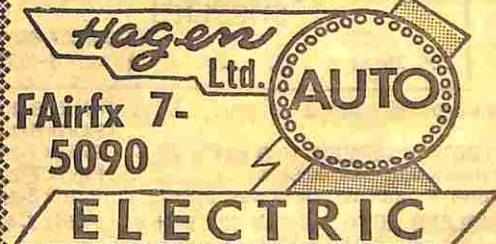
"Where To Buy It"

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BISSETT ELECTRIC

ELECTRICAL REPAIRS TO ELECTRIC MOTORS
GENERATORS - STARTERS - MAGNETOS
226 12 St-A N FAirfx 7-7508

(Continued Next Page)



**FAST EFFICIENT
GUARANTEED SERVICE ON
GENERATORS — STARTERS
& ELECTRIC MOTORS**

1209 - 3rd Avenue S. — Lethbridge

Automobile Electrical Service—(Cont'd)

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 Ltd 1209 3 Av S ..FAirfx 7-5090
 (See Advertisement Preceding Page)

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

HUTTON'S LTD

**Electrical & Carburetor
 Parts & Repairs**

321 8 St S {FAirfx 7-2586
 {FAirfx 7-5566
 {FAirfx 7-5158

Imperial Motors Ltd Cor 2 Av & 7 St S ..FAirfx 7-3650
 Midland Auto Supply 421 5 St SFAirfx 7-4951

Automobile Parts & Supplies—

Wholesale

ACKLANDS LIMITED

Operating T. H. Peacock Distributors Limited
**WHOLESALE
 AUTOMOTIVE PARTS
 AND ACCESSORIES**
 After Hours FAirfx 8-1715
 1280 2 Av S...FAirfx 7-4697 - FAirfx 7-5133

BAALIM WHOLESALE LTD

**DUNLOP TIRES
 HERBRAND TOOLS
 WHOLESALE AUTOMOTIVE
 SUPPLIES**

205 10 St S {FAirfx 7-8587
 {FAirfx 8-4530

Brake-Drome 1274 2 Av S {FAirfx 8-4059
 {FAirfx 8-4056

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

Hutton's Ltd 321 8 St SFAirfx 7-2586

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 7-3650

STANDARD AUTO PARTS LTD {FAirfx 7-2131

315 8 St S {FAirfx 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)

Automobile Rentals

BENY AUTOMOTIVE ENTERPRISES LTD

**AUTOMOTIVE LEASING
 AUTOMOTIVE INSURANCE**

Cor 2 Av & 8 St SFAirfx 7-3147

(Continued Next Page)

**ROY'S
 RADIATOR
 SHOP**

Complete Radiator Service
 Recoring

Cleaning and Repairing

PHONE

FAirfax 7-4412

327 - 3rd Street South Lethbridge

**LETHBRIDGE
 RADIATORS**

Authorized McCord
 Radiator Shop

- REPAIRING
- CLEANING
- RE-CORING

LETHBRIDGE'S MOST COMPLETE
 RADIATOR SERVICE

Radiators for Cars, Trucks,
 Tractors

W. T. Lacey, Prop.

PHONE

FAirfax 7-8278

1410 - 2nd Avenue South

**JOHN'S
 RADIATOR
 SHOP**



RADIATORS (ALL MAKES)
 CLEANED - REPAIRED - RECORDED

PHONE

FAirfax 7-3250

401 - 4th Avenue South
 Rear of Alexandra Hotel



114 - 8 St. South
 Lethbridge

FAirfx 7-4121

Wholesale
 and Retail

**RADIATORS
 ALBERTA LTD.**

Repairing, Re-Coring and Cleaning
 to restore circulation.

Authorized
Harrison & Carter Service

DISTRIBUTING
Carter Radiator Cores

Original Type, Replacement Radiators
 and Cores for All Cars, Trucks and
 Tractors.

Calgary . . . phone AMherst 2-1047

"DESIRE TO SERVE — PLUS ABILITY"

LETHBRIDGE SPRING & AXLE

"If It's a Spring,
Give Us a Ring"

Springs Made Up and Repaired

For any make of Car,
Truck or Trailer

PHONE

FAirfax 7-3478

402 - 4th St. South Lethbridge

Automobile Rentals—(Cont'd)

HERTZ RENT A CAR 410 3 Av S FAirfx 7-4038
HORNE MOTORS LTD

AGENTS FOR
TILDEN RENT-A-CAR SYSTEM
After Hours: FAirfx 7-5610 — FAirfx 8-2473
Cor 5 Av & 5 St S FAirfx 7-1581

WESTERN U DRIVE 410 3 Av S FAirfx 7-4038
(See Advertisement This Page)

Automobile Seat Covers

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

Automobile Springs & Axles

LETHBRIDGE SPRING & AXLE
402 4 St S FAirfx 7-3478
(See Advertisement This Page)

TENNANT REX J

SPRINGS FOR CARS, TRUCKS,
TRAILERS & OVERLOADS

SPRINGS, STEERING &
BRAKE LINING

813 3 Av S FAirfx 7-2667

Automobile Towing

See Towing Service

Automobile Transmission Service

Ellis Autodrome Cor 3 Av & 14 St S FAirfx 8-3025

Automobile Washing & Polishing

IMPERIAL AUTO LAUNDRY
Cor 2 Av & 7 St S FAirfx 7-3622
LETHBRIDGE SPEEDOMATIC CAR WASH LTD
Mayor Magrath Dr & 16 Av S FAirfx 8-3775
(See Advertisement This Page)

Automobile Wheel Aligning

Dudley's Custom Shop 311 11 St S FAirfx 7-0237
GOWIN'S WELDING & ALIGNMENT SHOP
328 4 St S FAirfx 7-3860

PETE'S WHEEL ALIGNMENT SERVICE

Peter N. Zubach, Prop.
WHEEL ALIGNING
WHEEL BALANCING
WHEEL STRAIGHTENING
518 5 St S FAirfx 7-1030

Automobile Wreckers

HEPP'S INDUSTRIES LTD

LATE MODEL AUTO WRECKING
24 HOUR TOWING SERVICE

BOX 577

One Mile East on Experimental Farm Road
Parts & Service FAirfx 7-2533
Office & Marine FAirfx 7-4242

(Continued Next Page)



- Sparkling New Cars!
- Gas, Oil, Insurance Included

FAirfx 7-4038

NIGHT CALLS FAirfx 7-7997

Western U-Drive Licensee

410 - 3rd Avenue South

LETHBRIDGE



LETHBRIDGE SPEEDOMATIC CAR WASH LTD.

- MOTOR STEAM CLEANING
- GUARANTEED WAX JOBS
- UPHOLSTERY SHAMPOOING
- HEAVY TAR & BUGS REMOVED
- YEARLY CAR WASHING CONTRACTS

"A CLEAN CAR LASTS LONGER"

3 MINUTE SERVICE

FAirfax 8-3775

Mayor Magrath Dr. & 16th Ave. S.

Automobile Wreckers—(Cont'd)

MARSHALL AUTO WRECKERS

USED PARTS FOR ALL MAKES OF
CARS - TRUCKS - TRACTORS

Largest Auto Wreckers in the West

Trailers Built to Order

308 2 St S FAirfx 8-3316

NATIONAL SALVAGE CO

ALWAYS BUYING
CARS FOR SCRAP
USED TRACTOR PARTS

Cor 12 St & 2 Av N FAirfx 7-8138
..... FAirfx 8-2419

Aviation

LETHBRIDGE FLYING CLUB

Kenyon Field FAirfx 7-3380

NIGHT CALLS

R M Bell Mgr res FAirfx 8-4181

Chief Engineer res FAirfx 7-6375

(See Advertisement This Page)

Awnings, Tents, Etc.

C-THRU ALUMINUM AWNING CO

516-518 3 Av S FAirfx 7-2212

Canada Rock Wool Sales 527 6 St S .. FAirfx 7-8791

Charlesworth A Metal Awnings

821 7 St S FAirfx 7-4714

(See Advertisement This Page)

DUCAN CANVAS CO LTD 2333 2 Av N FAirfx 7-6550

LEARN
TO FLY!



JOIN THE

**Lethbridge
Flying Club**

Affiliated with
The Royal Canadian Flying
Clubs Association

HANGAR & OFFICE

FAirfax 7-3380

DINING ROOM FAirfx 7-4467

LOUNGE FAirfx 7-4859

A. Charlesworth

METAL AWNINGS

- ADJUSTABLE
- PATIO COVER
- KAR-PORT
- DOOR CANOPY
- STORE CANOPY

Last A Housetime

— GUARANTEED NOT TO RUST —

FAirfax 7-4714

821 - 7th Street S.

Baby Chicks

See Poultry & Products

Baby Sitters

KRADLE KOOP

BABY SITTING SERVICE
AT THE NURSERY ONLY

Leave Your Child While You Go Shopping,
Bowling, Work, Etc.

502 5 Av S FAirfx 8-2835

Baggage

See Luggage

Baggage Transfer

See Cartage

Bags—Transparent

(See Advertisement This Page)

Bakers—Retail

Clack J L 906 19 St N FAirfx 7-4066

MARQUIS PASTRY & CANDY SHOP LTD

Marquis Hotel FAirfx 7-4441

Loblaws Groceteria Branch

324 Mayor Magrath Dr FAirfx 7-3258

McGAVIN SALES LTD 1502 3 Av S .. FAirfx 7-3378

Day & Night FAirfx 7-3378

..... FAirfx 7-4488

Sales Mgr's res FAirfx 7-7243

National System of Baking Lethbridge Ltd

407 5 St S FAirfx 7-2047

NORTH SIDE BAKERY 428 13 St N .. FAirfx 8-1629

Penny's Bakery 1504 9 Av S FAirfx 7-5636

STAR BAKERY

HUNGARIAN STYLE BREAD
EUROPEAN QUALITY PASTRIES
GERMAN RYE BREAD
CANADIAN STYLE BREAD, PASTRIES, BUNS,
MEAT PIES, TARTS, FRUIT PIES, ETC.
— Free City Delivery —

Rear 1408 3 Av S FAirfx 7-2569

TOASTMASTER SALES LTD

1502 3 Av S FAirfx 7-3266

Sales Mgr's res FAirfx 7-8919

Van Den Hengel's Pastry Shop

620 13 St N FAirfx 7-0353

WILLMAN'S CAKES—

CLACK J L 906 19 St N FAirfx 7-4066

MODERN PACKAGING

CO. LTD.

Creators of

MODERN PAK PRODUCTS

— Printed and Plain —

Manufacturers of Polyethylene
Cellophane & Marlex Bags
Also all types of Plastic Packages and
Construction Film



"Buy Alberta
Made Products"

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ALpin 5-7144 ALpin 5-7292

or Write: 6919 3rd St. S.E., CALGARY

Bakers—Wholesale

McGAVIN SALES LTD 1502 3 Av S {FAirfx 7-3378

..... FAirfx 7-4488

Day & Night FAirfx 7-3378

..... FAirfx 7-4488

Sales Mgr's res FAirfx 7-7243

(See Advertisement This Page)

Sunbeam Bakery 1006 17 St N FAirfx 7-2745

TOASTMASTER SALES LTD

1502 3 Av S FAirfx 7-3266

Sales Mgr's res FAirfx 7-8919

Weston Bakeries Ltd 1006 17 St N FAirfx 7-2745

Ballet Instruction

See Dancing Academies

Banks

Bank of Montreal 522 3 Av S FAirfx 7-3175

North Lethbridge Branch

Genl Ofc 314 13 St N FAirfx 7-2486

Manager FAirfx 7-2060

Bank of Nova Scotia

Main Br 702 3 Av S FAirfx 7-5794

Mayor Magrath Dr Branch FAirfx 7-5173

Shoppers' World FAirfx 7-5852

Canadian Bank of Commerce

—See Canadian Imperial Bank of Commerce

Canadian Imperial Bank of Commerce

4 Av & 7 St S FAirfx 8-3341

323 7 St S Branch FAirfx 7-5774

13 St N Branch 515 13 St N FAirfx 7-4646

9 Av S & 15 St Branch FAirfx 7-0228

Imperial Bank of Canada

—See Canadian Imperial Bank of Commerce

Royal Bank of Canada 4 Av & 7 St S FAirfx 7-8541

Mayor Magrath Br

1660 Mayor Magrath Dr FAirfx 8-2746

Toronto-Dominion Bank 612 4 Av S FAirfx 7-5028

Managers Office J W Runge FAirfx 7-4165



DAY and NIGHT
PHONE

FAirfax 7-3378

FAirfax 7-4488

Don't Say "Bread", Say

McGAVIN'S

McGavin's Good Bread
Rolls and Pastries

McGAVIN SALES LTD.

1502 - 3rd Avenue South

Barbers

Gal's Barber Shop 712a 3 Av S FAirfx 8-2719
 Modern Barber Shop 813 3 Av S FAirfx 8-3916
 Viking Barber Shop 218 5 St S FAirfx 7-0150
 Westbrook Barber Shop 319 6 St S FAirfx 7-3852

Barristers & Solicitors

See Lawyers

Batteries

AUTOLITE STA-FUL BATTERIES

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



"Where To Buy Them"

DISTRIBUTORS

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

HUTTON'S LTD

AUTO - FARM - RADIO
 Battery Sales & Service

321 8 St S { FAirfx 7-2586
 FAirfx 7-5566
 FAirfx 7-5158

LETHBRIDGE BATTERY CO

WILLARD BATTERIES
 FOR EVERY PURPOSE

A.M.A. SERVICE CALLS
 Albert Stuckart res FAirfx 7-5160
 Night Calls FAirfx 8-2280

217 12 St-B S FAirfx 7-5587

MACLEOD'S LIMITED 426 6 St S FAirfx 7-4240

SEVENTY SEVEN OIL CO LTD

SEVENTY SEVEN
BATTERIES

1804 3 Av S { FAirfx 7-7777
 FAirfx 7-7775
 FAirfx 7-2775

Bearings

TIMKEN-FAFNIR & SKF BEARINGS—
OLIVER INDUSTRIAL SUPPLY

Cor 3 Av & 9 St N FAirfx 7-1572

Advertising in the **YELLOW PAGES** tells **WHERE** to **BUY** the product or service you want. Use this handy **BUYER'S GUIDE** . . . it saves you time and trouble. A **LOOK IN THE BOOK** saves steps.

Beauty Parlor Supplies & Equipment

Alberta Beauty & Barber Supply
 324 5 St S FAirfx 7-2051

Beauty Parlors

Alberta Beauty School 324 5 St S FAirfx 7-2250
 (See Advertisement This Page)

Artistic Beauty Salon 535 13 St N FAirfx 8-4118
 (See Advertisement This Page)


Beau Monde Beauty Shoppe
 12 Rylands Blk FAirfx 7-3575
 (See Advertisement This Page)

Beauty Box 539 5 St S FAirfx 7-4251
 (See Advertisement This Page)

Belaire Beauty Salon 318 13 St N FAirfx 7-7377

Bochan's Beauty Cottage 1104 6 Av S .. FAirfx 7-4578
 (Continued Next Page)

ALBERTA BEAUTY SCHOOL



QUALIFIED INSTRUCTRESSES
 ★
 INDIVIDUAL INSTRUCTION
 ★
 LEARN BY EXPERIENCE

FAirfax 7-2250
 324 - 5th Street South

BEAU MONDE Beauty Shoppe

THELMA MILLER
 ERMA PETERS



"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

Artistic BEAUTY SALON



"Where Artistry in Hair Styling Begins"

- PERMANENTS
- TINTS

PAULINE WILSON, Manageress

FAirfax 8-4118
 535 - 13th Street North — Lethbridge

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—

Beauty Parlors—(Cont'd)

- 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 This Page)
- Coby's Beauty Shop 322 13 St NFAirfx 7-5687
(See Advertisement This Page)
- Cris's Beauty Salon 707 3 Av SFAirfx 7-2079
(See Advertisement This Page)
- Doreen's Beauty Salon 416 5 St SFAirfx 7-3494
(See Advertisement This Page)
- EL RANCHO BEAUTY SALON**
El Rancho MotelFAirfx 7-5822
- Joan's House of Beauty 410 13 St N ..FAirfx 8-2669
(See Advertisement Opposite Page)
- John's of Lethbridge Beauty Salon
524 6 St SFAirfx 7-3355
- House of Glamour 506 4 Av SFAirfx 8-3650
(See Advertisement Opposite Page)
(Continued Next Page)

**Bonnydale
Beauty Salon**

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

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

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

Operators:
ANNIE LANG - ROSARIO FIORINO
Next to North Lethbridge Hardware

FAirfax 7-5687
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



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

*Freda Walton's
Classic*

**BEAUTY
Salon**

FAirfx 8-3066

Franchised Harper Method Salon

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



307 - 6th STREET SOUTH

LETHBRIDGE



We
Can't
Do All
the
Hair
Dressing

...
So
We
Just
Do The
Best!

JOHN'S OF LETHBRIDGE

524 - 6th Street South

FAirfx 7-3355

HOUSE OF GLAMOUR

506 - 4th Avenue South
Concourse at Reitman's

FAirfx 8-3650

HOUSE OF BEAUTY

PINCHER CREEK

694



Joan's

house
of
beauty

FOR BEAUTY'S SAKE... MAKE NO MISTAKE CALL...

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

FAirfx 8-2669

FULLY GUARANTEED PERMANENTS

410 - 13th STREET NORTH _____ LETHBRIDGE

**LETHBRIDGE
BEAUTY**

School



- * FULLY
MODERN
- * AIR
CONDITIONED
- * QUALIFIED
INSTRUCTORS

INDIVIDUAL INSTRUCTIONS

LEARN BY EXPERIENCE
LEARN THE MODERN WAY

PLEASANT SURROUNDINGS

FAirfx 8-4130

322 - 13th Street N.

- MODERN EQUIPPED SHOP
- LANOLIN PERMANENT
WAVES
- HAIR CUTTING
- SHAPING & STYLING
 - HAIR COLORING
 - SILVER BLONDING
 - HAIR
CONDITIONERS

Mezzanine Floor

Marquis Hotel

328-4729



**The Marquis
Beauty Shop**

Rita McCrea, Prop.

Beauty Parlors—(Cont'd)

- Lakeview Beauty Salon 2605 10 Av-A S FAirfx 7-4843
- Lethbridge Beauty School 322 13 St N . . FAirfx 8-4130
(See Advertisement Preceding Page)
- Lindrud Gertrude 1201 3 Av S FAirfx 7-4020
(See Advertisement This Page)
- Little's Beauty Parlor 1110 6 Av S . . . FAirfx 7-3926
- MARQUIS BEAUTY SHOP** Marquis Hotel . . 328-4729
(See Advertisement Preceding Page)
- Marvelle Beauty Bar McFarland Bldg . . . FAirfx 7-4262
(See Advertisement This Page)
- Modern Beauty Shop 813 3 Av S FAirfx 7-1065
(See Advertisement This Page)
- Park Avenue Beauty Salon 712a 3 Av S FAirfx 8-2846
- SHIRLEY'S BEAUTY SHOP**
610a 13 St N FAirfx 7-0260
(Continued Next Page)

Silverdale Beauty Shop



- PERMANENT WAVING
- COLD WAVES
- HAIR STYLING
- HAIR COLORING

WE GUARANTEE ALL OUR WORK
FAirfax 7-1086
1016 - 20th Street S.

Marvelle Beauty Bar

FLORENCE LEINES - VERA HLEUCKA

PERSONALIZED
HAIR CUTTING STYLED
TO PLEASE YOU

SPECIALISTS IN
HAIR COLORING, CONDITIONING
AND PERMANENT WAVING

Phone

FAirfax 7-4262

McFARLAND BUILDING

MODERN BEAUTY SHOP

★
PERMANENTS
GUARANTEED

★
HAIR STYLES
TO PLEASE

★

HAIR CUTTING
HAIR SHAPING
HAIR COLORING
CONDITIONING RINSE



Managed by
MRS. LINDA HOFFMAN

FAirfax 7-1065

813 - 3 Ave. South

Lindrud's



For Appointment

FAirfax 7-4020

1201 - 3rd Avenue S.

GERTRUDE LINDRUD

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)

Silverdale Beauty Shop 1016 20 St S . . . FAirfx 7-1086
(See Advertisement Opposite Page)
Skrove Mildred Hair Fashions
Shoppers' World FAirfx 8-1662
(See Advertisement Opposite Page)

STYLE-RITE BEAUTY SALON
1514 9 Av S FAirfx 7-5000

Belt Conveyors

See Conveyors

Belting—Mechanical

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See Accounting & Bookkeeping Machines

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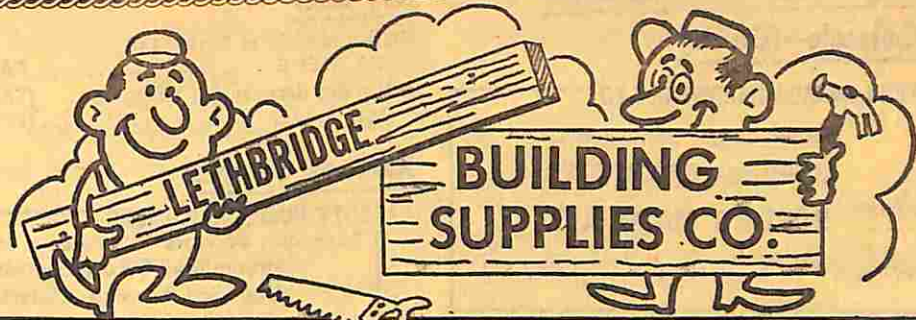
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- 4 Av & 12 St SFAirfx 7-8088
- Church of Christ 426 Rideau Cr.FAirfx 7-6680
- Meeting Pl Rm 15 Civic Centre & 11 St S
- Church of Jesus Christ of Latter Day Saints
- Cor 5 Av & 12 St SFAirfx 7-3255
- Ward 3 10 Av SFAirfx 7-5321
- Ward 4 1912 10 Av SFAirfx 7-0363
- Seminary Cor 19 St & 5 Av SFAirfx 8-1492

Church Organizations—(Cont'd)

- Church of The Nazarene
- Cor 9 Av & 16 St SFAirfx 7-8827
- Dial-A-Thought 1202 3 Av SFAirfx 8-4591
- First Baptist Church 1614 5 Av SFAirfx 7-2082
- First United Church 502 13 St NFAirfx 7-2659
- ChurchFAirfx 8-4512
- Hebrew Congregation 914 15 St SFAirfx 7-8621
- Hope Reformed Church 1505 6 Av SFAirfx 7-4969
- Hungarian Presbyterian Church
- 1020 10 Av NFAirfx 7-5884
- Jehovah's Witnesses 812 7 St SFAirfx 7-5954
- Jubilee Gospel Supplies 416 4 Av SFAirfx 8-2549
- Lethbridge Bukkyo 1303 13 St NFAirfx 7-5918
- Lethbridge Christian Reformed Church
- 2 Av-A & 18 St NFAirfx 7-8306
- Lutheran Church Of The Good Shepherd
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- McKillop United Church 2329 15 Av S ..FAirfx 8-2703
- Pentecostal Church 520 7 St SFAirfx 7-4957
- St Andrews Presbyterian Church Office
- 1818 5 Av SFAirfx 7-2582
- St Augustine's Church Ofc 11 St SFAirfx 7-3970
- Envelope Secretary's OfcFAirfx 7-1140
- St Basil's Rectory 604 13 St NFAirfx 7-3412
- St Mary the Virgin Church of
- 537 12 St-C NFAirfx 7-3671
- St Patrick's Rectory 312 10 St SFAirfx 7-3489
- St Peter & St Paul's Rectory
- 640 12 St-C NFAirfx 7-4105
- Parish Hall 12 St-B & 7 Av NFAirfx 8-2352
- Salvation Army Citadel Ofc 426 5 St S ..FAirfx 7-5832
- Welfare 1-516 3 Av SFAirfx 8-2860
- Southminster United Church Ofc 4 Av S {FAirfx 7-3404
- FAirfx 7-5294
- A K Putland OrganistFAirfx 7-8219
- Ukrainian Catholic Church Rectory
- 715 13 St NFAirfx 7-5189
- Ukrainian Greek Orthodox Church
- 1417 9 Av NFAirfx 8-1449

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- Kimmit Concrete (Leth) Ltd
- 1010 2 Av-A NFAirfx 8-4000

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- (See Advertisement This Page)

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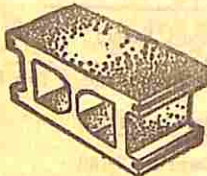
330 13 St NFAirfx 7-2770

(See also Advertisement Opposite Page)

- Lethbridge Laundry & Dry Cleaners Ltd {FAirfx 7-3451
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- (See Advertisement Page 24)

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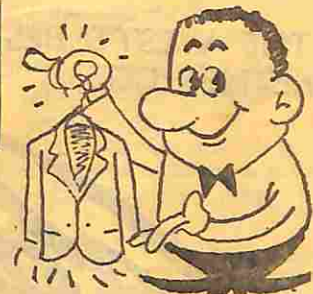
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222 12 St-B N FAirfx 7-1744
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Empress Confectionery 816 3 Av S FAirfx 7-2872
Fairview Confectionery 1524 9 Av S FAirfx 7-5075
Krol's Grocery & Confectionery
1016 9 Av S FAirfx 7-3625
Loo's Confectionery 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
SHANGRI LA CONFECTIONERY
321 5 St S FAirfx 7-2485
United Confectionery 1315 9 Av S FAirfx 7-5172
Wonder Confectionery 432 13 St N FAirfx 7-2155
Wong Confectionery 2126 7 Av S FAirfx 7-7545

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Cooper Construction Ltd 420 5 St S FAirfx 7-5106
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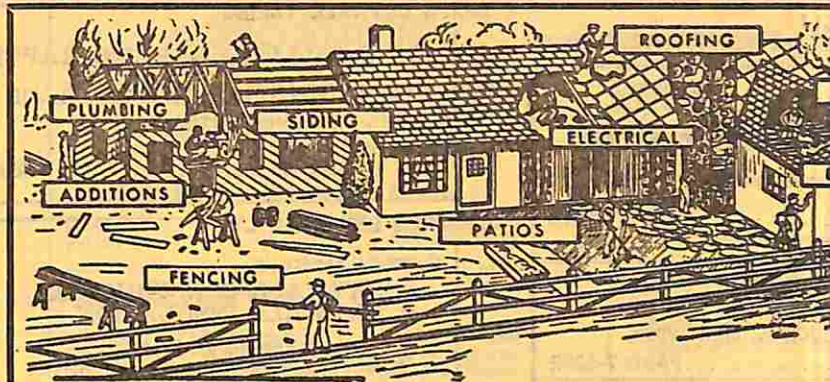
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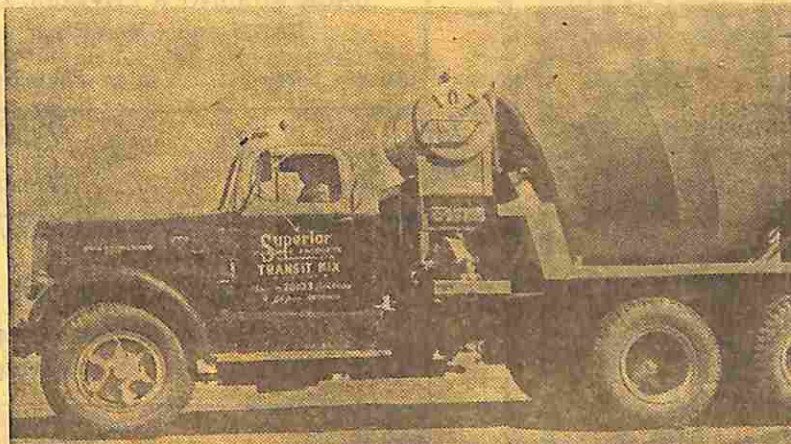
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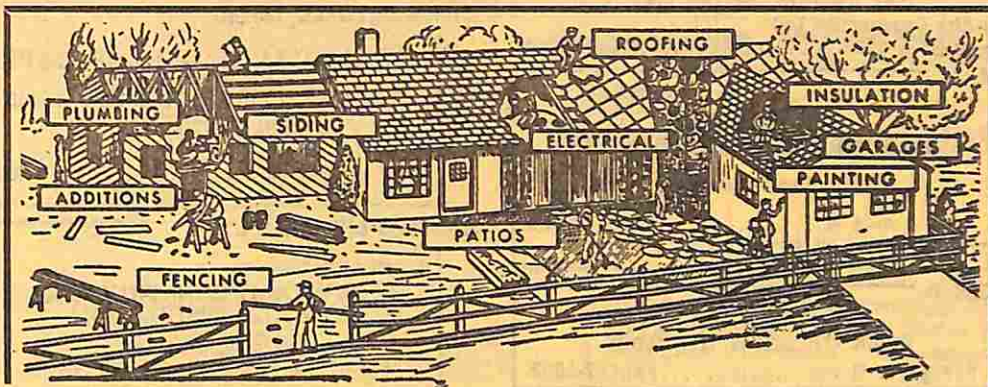
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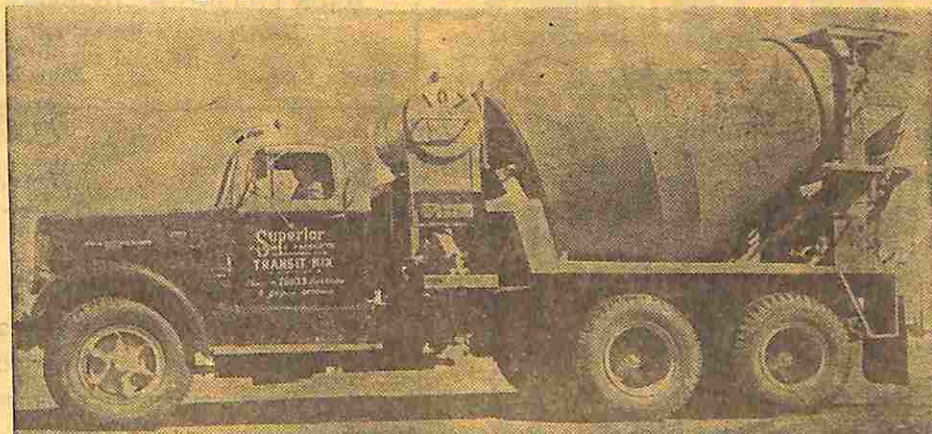
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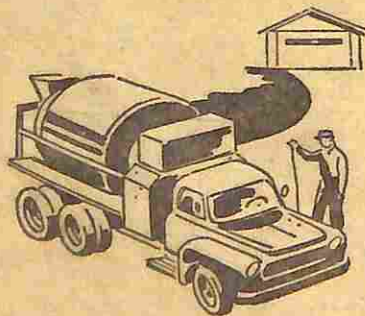
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 — STOCK PONDS —**

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518 3 St S FAirfx 7-2520

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WATER & SEWER LINES

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