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 434 8 St SFAirfx 7-2576

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 (See Advertisement Opposite Page)
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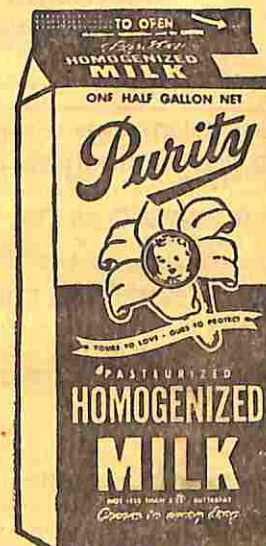
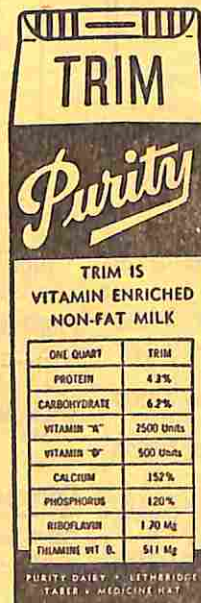
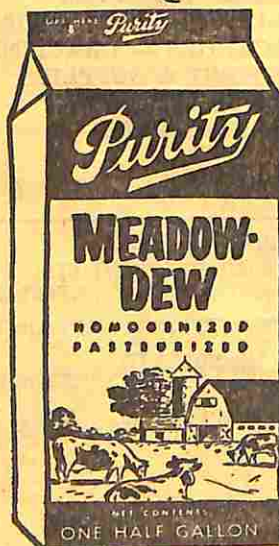
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Established 1922

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(Continued on Next Page)

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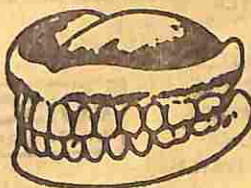
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(See Advertisement This Page)

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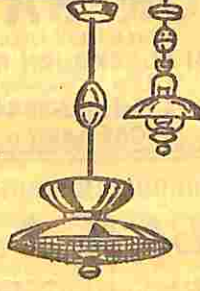
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South Lethbridge

Night &  
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Trouble Calls Any Time — Phone

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**NIGHT FAirfx 7-3454**

**KING &  
MAY Electric**

- INDUSTRIAL
- COMMERCIAL
- SERVICE MAINTENANCE
- ALL WORK GUARANTEED
- FARM WIRING
- FREE ESTIMATES

**FAirfx 7-4785**



1230 - 3 Ave. N.

**PINK and CHISTE  
ELECTRIC**

- INDUSTRIAL
- COMMERCIAL
- INSTITUTIONAL

**WIRING**

THE BEST IN WORKMANSHIP

— FREE ESTIMATES

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204 - 12th STREET-A NORTH

LETHBRIDGE

**Electricians—(Cont'd)**

**KING & MAY ELECTRIC** 1230 3 Av N FAirfx 7-4785  
 J B King res .....FAirfx 7-8192  
 L A May res .....FAirfx 7-6334  
 (See Advertisement Preceding Page)

**LETHBRIDGE ELECTRIC LTD**  
 1023 10 Av N .....FAirfx 7-1949  
 Parsons Commercial Electric Ltd  
 1273 3 Av S .....FAirfx 7-4268

**PARSONS ELECTRIC LTD** {FAirfx 7-4268  
 1273 3 Av S .....FAirfx 7-4284  
 (See Advertisement Page 34)

**PINK & CHISTE ELECTRIC**  
 204 12 St-A N .....FAirfx 7-3929  
 (See Advertisement Preceding Page)

Pittman Electric Ltd 2217 2 Av N .....FAirfx 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 S .....FAirfx 7-3735

Snider Electric 215 12 St-B S .....FAirfx 7-6996  
 (See Advertisement Preceding Page)

**SOUTHERN ELECTRICAL CRAFTSMEN LTD**

WIRING CONTRACTORS  
 & MAINTENANCE  
 — FREE ESTIMATES —  
 After Hours FAirfx 7-1749

1420 17 Av S .....FAirfx 8-1817

**WYATT ELECTRIC** 725 2 Av-A N .....FAirfx 7-2048  
 (See Advertisement Preceding Page)

**Elevators—Passenger & Freight**

**OTIS ELEVATORS**

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



**"For Information Call"**  
**OTIS ELEVATOR CO LTD**

1134 19 St S .....FAirfx 7-1666

Otis Elevator Co Ltd 1134 19 St S .....FAirfx 7-1666

**Employment Agencies**

National Employment Service  
 Federal Bldg 7 St S .....FAirfx 7-8535

**Enamels—Paint**

See Paint Section

**Engineers—Civil**

Lurie & Neufeld 516 3 Av S .....FAirfx 8-2066

**Engineers—Consulting**

Kenwood Engineering Construction Ltd {FAirfx 8-3727  
 234 12 St-B N .....FAirfx 8-3728

**LURIE & NEUFELD**

MUNICIPAL ENGINEERING  
 CONSULTING SERVICES

516 3 Av S .....FAirfx 8-2066

**Engineers—Consulting—(Cont'd)**

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

**McKENZIE R B**

CONSULTING ENGINEER  
 Electrical - Mechanical

Cor 3 Av & 5 St S Office .....FAirfx 7-3637

**MEECH MITCHELL ROBINS & ASSOCIATES**  
 529 6 St S .....FAirfx 7-3113

**MILNE & MARTIN ENGINEERS & LAND  
 SURVEYORS LTD**  
 27 St & 10 Av-A S .....FAirfx 7-8211

**Engineers—Industrial**

Lurie & Neufeld 516 3 Av S .....FAirfx 8-2066

**Engineers—Professional**

Hamilton J F 307 7 Av-A S .....FAirfx 7-3745  
 Lurie & Neufeld 516 3 Av S .....FAirfx 8-2066

**Engineers—Structural**

Lurie & Neufeld 516 3 Av S .....FAirfx 8-2066

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**GENERAL MOTORS DIESEL**

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  
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**MacLEOD D & SON LTD**

Authorized Sales & Service

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We also repair any make or model of  
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McIntosh Equipment Ltd 4650 2 St SE  
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Cor 3 Av & 9 St N .....FAirfx 7-1572  
 Southern Pump 2219 2 Av N .....FAirfx 8-3043

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 LTD.**

**ELECTRIC POWER & LIGHTING INSTALLATIONS**

— WIRING SUPPLIES —

**Service Anywhere in the South**

Free Estimates — Guaranteed Installations — Fast Service

**FAirfax 7-4546**

2217 - 2nd AVENUE NORTH

LETHBRIDGE

**Engines—Gas**

**AMCO EQUIPMENT LTD**

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**ALLIS-CHALMERS**  
**GAS - DIESEL - NATURAL GAS**  
**ENGINES & GENERATOR SETS**  
 TUSKY MATERIAL HANDLING HOISTS  
 I.H.C. CRAWLER & RUBBER TRACTORS  
 LOADERS

CONTRACTOR MACHINERY RENTALS

Calgary .....CHery 4-1166  
 2301 8 Av-A S .....Lethbridge FAirfx 7-7393

**BRIGGS & STRATTON GASOLINE ENGINES**

FACTORY APPROVED  
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 Easy starting - Extra  
 Reliability



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

**"For Information Call"**

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SERVICE DEALER

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

**CLINTON GASOLINE ENGINES—**

**ELECTRO SERVICE LTD** 817 3 Av S FAirfx 7-2669  
**Electro Service Ltd** 817 3 Av S .....FAirfx 7-2669  
 (See Advertisement This Page)

**FERGUSON SUPPLY ALBERTA LTD**

1201 2 Av-A N .....FAirfx 7-6385

**HERCULES ENGINES—**

**COUTTS MACHINERY CO LTD**  
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LAWN-BOY — CLINTON

LAUSON — POWER PRODUCTS

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 .....FAirfx 7-5566  
 .....FAirfx 7-5158

**OLIVER INDUSTRIAL SUPPLY**

Cor 3 Av & 9 St N .....FAirfx 7-1572

**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 Ave. S. FAirfax 7-2669

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 Special Company Promotions. Call Long Distance  
 & ask for 1705 2 St SE Calgary AMhrst 2-1454

**Equipment Rentals**

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 1201 2 Av-A N .....FAirfx 7-6877  
 (See Advertisement This Page)  
 Construction Equipment Co Ltd  
 1313 20 St S .....FAirfx 7-8415

**Explosives**

**EXPLOSIVES LTD** 907-915 2 Av S ....FAirfx 7-5715  
 Night Calls F H Art Jones res .....FAirfx 7-6733

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Canadian Pacific Merchandise Services  
 13 St (North of Subway) .....FAirfx 7-3436

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**WESTERN SPRAY SERVICES**

**Dairy & Poultry Farm Sanitation**

MOBILE SERVICE AVAILABLE  
 — We Exterminate All Types of Pest —  
 Call for Free Estimates

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**Exterminators**

Exact Exterminators 609 10 St S .....FAirfx 7-8210

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See Fire Fighting Appliances

**Allied Equipment  
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**RENTAL OF**

- AIR COMPRESSORS & TOOLS
- PUMPS
- MIXERS
- VIBRATORS
- CHAIN HOISTS
- FINISHERS
- WHEELBARROWS
- DUMP-OVER CARTS
- GARDEN TILLERS
- TRACTORS
- FRONT END LOADERS
- WOBBLERS
- LIGHT PLANTS
- SPACE HEATERS
- ELECTRIC TOOLS
- SHEEPSFOOT PACKERS
- ELECTRIC HAMMERS
- ROTO-TILLERS

PHONE

**FAirfax 7-6877**

1201 2 Av-A N

**Eye, Ear, Nose & Throat Specialists**

See Physicians & Surgeons

**Farm Machinery & Supplies**

Bowns Supply Centre Ltd 1710 2 Av S FAirfx 8-3326  
 Canadian Co-operative Implements Ltd  
 910 2 Av N .....FAirfx 7-8232  
 Dogterom Equipment Ltd 1616 2 Av S ..FAirfx 7-4146  
**ELECTRO SERVICE LTD** 817 3 Av S ..FAirfx 7-2669  
 Air Cooled Engines  
 General Farm Supplies Ltd Coutts Hwy {FAirfx 7-3165  
 {FAirfx 7-7621

**GEORGE'S SERVICE**

**COMPLETE MECHANICAL REPAIRS**

Tractors, Combines, Farm Machinery  
 Hydraulics and Pumps of All Kinds  
**AUTOMOBILES, TRUCKS, ETC.**  
**ALL WORK GUARANTEED**  
 Steam Cleaning — Free Estimates  
 After Hours FAirfx 7-6935

1210 1 Av S .....FAirfx 7-1753

**H & T DISTRIBUTORS LTD**

**JEOFFROY - CHISEL PLOWS AND  
 ROD WEEDERS  
 MEADE TRACTOR  
 & COMBINE CABS**

**Volume Gun Irrigation Systems  
 BIG SQUIRT IRRIGATORS  
 Irrigation Pumps & Power Units  
 HALE & MARLOW LINES**

1107 2 Av-A N .....FAirfx 7-2026

**J & J FARM SUPPLIES**

FORD TRACTORS  
 & EQUIPMENT

1604 2 Av S .....FAirfx 7-5867

**KIRCHNER MACHINE CO**

Manufacturers of

**IRRIGATION DITCHERS - LAND  
 PLANES - FRONT END LOADERS  
 & BRIOSE-KIRCHNER BEET  
 MACHINES**

— HYDRAULIC SUPPLIES & SERVICE —  
**YOUR ALLIS-CHALMERS DEALER**  
 SALES — PARTS & SERVICE

2005 2 Av S .....FAirfx 7-3678

**Lethbridge Farm Equipment Ltd Parts & Service**

1263 2 Av S .....FAirfx 7-3888  
 Ofc & Mgr .....FAirfx 7-4494

**Lethbridge Iron Works Co Ltd**

Cor 1 Av & 2 St S .....FAirfx 7-3576

**LUNDELL DISTRIBUTORS OF ALBERTA**

920 2 Av-A N .....FAirfx 8-2569

**MacLeod D & Son Ltd**

Parts & Sales 1262 2 Av S .....FAirfx 7-4070  
 Ofc & Sales .....FAirfx 7-5944  
 Shop & Service .....FAirfx 7-4223

**MAJOR IRRIGATION LTD**

**VERMEER P.T.O. DRIVES  
 FOR IRRIGATION PUMPS**

Versatile - Sprayers & Swathers

**SPRINKLER IRRIGATION EQUIPMENT**

2125 2 Av S .....FAirfx 7-5525

(Continued Next Page)



**Farm Machinery & Supplies—(Cont'd)**

**MODERN FARM EQUIPMENT LTD**  
 1262 1 Av S .....FAirfx 7-5691  
 Repairs & Service .....FAirfx 7-3659

**OLIVER CHEMICAL CO LETHBRIDGE LTD**  
 Gates Belts & Pulleys — Fafnir & SKF Bearings  
 Morse Roller Chain  
 Berkley Pumps & Accessories  
 Oliver Champion Hydraulic Hose & Fittings  
 Agricultural and Industrial Chemicals  
 Mfrs. of OLIVER IRRIGATION EQUIPMENT  
 Cor 3 Av & 9 St N .....FAirfx 7-1571

**RENN MANUFACTURING CO LTD**  
 419 34 Av SE .....Calgary CHstnt 3-5494

**ROCKY MOUNTAIN INDUSTRIAL EQUIPMENT LTD**  
 1009 2 Av S .....FAirfx 7-2043

Smyth B J  
 Agt Minneapolis-Moline of Canada Ltd  
 1211 2 Av S .....FAirfx 7-3496

United Machine Distributors Ltd  
 Coutts Hwy .....FAirfx 7-3165

**UNIVERSAL FARM SALES LETH LTD**  
 1107 2 Av-A N .....FAirfx 7-3941

**VICTORY EQUIPMENT LTD**  
 920 2 Av-A N .....FAirfx 7-4389

**Feed**

**BOWNS SUPPLY CENTRE LTD**  
 FEED ★ SEED  
 FERTILIZER ★ HARDWARE  
 FARM SUPPLIES  
 MOBILE MILLING SERVICE  
 1710 2 Av S .....FAirfx 8-3326

**ELLISON MILLING & ELEVATOR CO LTD**  
 1301 2 Av S .....FAirfx 7-5751  
 Lethbridge Feed Service Ltd 208 26 St N FAirfx 8-2540

**Feed Mill Equipment & Design**

Coutts Machinery Co Ltd  
 4636 1 St SE .....Calgary CHstnt 3-4618



FOR MAXIMUM PROTECTION  
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**Industrial Iron Works Ltd.**  
 CRstvw 7-4221  
 CRstvw 7-6688  
 4020 Edmonton Trail, Calgary

**Fences**

**MAJOR IRRIGATION LTD**  
 SUPPLIERS & ERECTORS OF  
**CRUSADER FENCE**  
 In Southern Alberta  
 2125 2 Av S .....FAirfx 7-5525

**Filters—Oil**

Baldwin Western Canada Whse  
 921 2 Av S .....FAirfx 7-3630  
 McIntosh Equipment Ltd 4650 2 St SE  
 Call Long Distance and ask for Calgary CHstnt 3-2526

**Financing**

**BENEFICIAL FINANCE CO OF CANADA**  
 New Woolworth Bldg .....FAirfx 7-8565  
**CANADIAN ACCEPTANCE CORP LTD**  
 109 McFarland Blk .....FAirfx 7-5621  
**COLLEY & COMPANY** 317 8 St S .....FAirfx 8-4481  
**DELTA ACCEPTANCE CORPORATION LIMITED**  
 1281 3 Av S .....FAirfx 7-5724  
**GENERAL MOTORS ACCEPTANCE CORPORATION**  
 503 7 St S .....FAirfx 7-8571  
**HOUSEHOLD FINANCE CORP OF CANADA**  
 506 4 Av S .....FAirfx 7-1511  
**IAC MERIT PLAN—**  
**INDUSTRIAL ACCEPTANCE CORPN LTD**  
 424 7 St S .....FAirfx 7-8521  
**IMPERIAL INVESTMENT CORPORATION LTD**  
 505 7 St S .....FAirfx 7-5791  
 (See Advertisement This Page)  
 (Continued Next Page)

**IMPERIAL INVESTMENT CORPORATION LTD.**



**INSTALLMENT SALES FINANCING OF:**

- ★ AUTOMOBILES
- ★ BOATS
- ★ COMMERCIAL EQUIPMENT
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Sponsors of  
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**AUTO INSURANCE**  
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**I.I.C.**  
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 GOVERNMENT  
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**RADIO TELEPHONES**

SALES — SERVICE

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- No Equipment to Buy
- No Maintenance or Replacement Problems

GENERAL MOBILE SERVICE  
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*For Information Call*

**328-3331**

**Financing—(Cont'd)**

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LAURENTIDE FINANCE COMPANY  
505 7 St S .....FAirfx 7-5791  
TRADERS FINANCE CORP LTD  
321 6 St S .....FAirfx 8-3347

**Fire Fighting Appliances**

DOMINION FIRE PROTECTION CO  
303 7 Av-A S .....FAirfx 8-2472  
Dougans Industrial Supply Ltd  
314 3 Av S .....FAirfx 7-1320  
(See Advertisement This Page)  
KLEEN LTD 312 4 St S .....FAirfx 7-1288  
SAFETY SUPPLY FIRE PROTECTION

RECHARGING SERVICE  
All Types of  
Extinguishers  
Call Our Service Dept.  
for Prompt Service

**SAFECO**

SALES EXTINGUISHERS, HOSE, RACKS,  
REELS, CABINETS, SIRENS,  
FIRE DEPT. NEEDS

"Where To Buy Them"  
SAFETY SUPPLY CO 1250 1 Av S FAirfx 7-2654

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AUTOMATIC SPRINKLER CO OF CANADA LTD  
Ofc & Warehse 4040 7 St SE Calgary CHstnt 3-4688

**Firearms—Retail**

See Gunsmiths also Sporting Goods Section

**First Aid Equipment**

**SAFETY SUPPLY FIRST AID EQUIPMENT**

FIRST AID KITS  
Comp. Board  
Approved  
COMPLETE AID and  
HOSPITAL ROOM  
SUPPLIES  
DRESSINGS, DRUGS, INSTRUMENTS  
FURNITURE, ELASTOPLAST PRODUCTS,  
RESUSCITATORS

**SAFECO**

"Where To Buy Them"  
SAFETY SUPPLY CO 1250 1 Av S FAirfx 7-2654

**Fish & Chips**

Marlene's Fish & Chips 544 13 St N ...FAirfx 8-3800  
Ye Olde English Fish & Chip Shop  
1020 9 Av S .....FAirfx 7-0160

**Fish Dealers—Retail**

Nakagama Fish Market 322 2 Av S ...FAirfx 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 Bldg .....FAirfx 7-4110  
Woolworth F W & Co Ltd 601 4 Av S ..FAirfx 7-2280

**Flooring**

Fashion Floors Ltd 238 12 St-B N ...FAirfx 7-4694  
(See Advertisement This Page)

**HAMILTON PERCY**

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

909 3 Av S .....FAirfx 7-5454  
804 16 St S .....FAirfx 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 S .....FAirfx 7-5454

Kinnell Thomas 950 17 St S .....FAirfx 7-7520  
Ray's Floor Service 1804 2 Av-B N ...FAirfx 7-2345  
(See Advertisement This Page)

**RAY'S  
Floor Service**

★ FLOOR COVERING  
AND FINISHING  
★ EFFICIENCY IS OUR POLICY

— FREE ESTIMATES —

Ray Sincennes

**FAirfax 7-2345**  
1804 - 2nd Avenue B-N.

**DOUGANS INDUSTRIAL SUPPLY LTD.**

314 - 3rd AVENUE SOUTH, LETHBRIDGE

**FIRE  
EXTINGUISHERS**

Sanitation Supplies — ISSCO PRODUCTS

For Prompt Fire Extinguisher  
RECHARGING SERVICE  
(All Types)

**FAirfx 7-1320**

Your  
Authorized

Sales & Service  
Distributor



**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  
238 - 12th St. B N.

**Florists—Retail**

Fraches 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)  
 White's Flower & Gift Shop  
 5316 49 Av ..... Taber 223-2552  
 (See Advertisement This Page)

**Florists—Wholesale**

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

**Flour Mills**

Ellison Milling & Elevator  
 Co Ltd 1301 2 Av S ..... {FAirfx 7-5751  
 {FAirfx 8-3210  
 {FAirfx 8-3211

**Food Supplements**

Bouma Henry 1011 3 Av S ..... FAirfx 8-2837  
**NUTRI-BIO—**  
 BOUMA HENRY 1011 3 Av S ..... FAirfx 8-2837

**Foot Doctors**

See Podiatrists

The CLASSIFIED DIRECTORY has solved many a buyer's problem.

# 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 7-8239

## 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 Flowers SHOP

ARTISTICALLY  
ARRANGED

*Flowers  
for all  
Occasions*

Flowers Say It Best  
**FAirfx 7-1515**

STORE HOURS:  
9 a.m. to 5:30 p.m.  
Wednesdays:  
9 a.m. to 12 Noon

**Delivery**  
Located in  
the Marquis  
Hotel Building







*"Lethbridge's  
Newest Flower  
Shop"*

## NORTH PLAZA FLORISTS

—WE DELIVER TO YOUR DOOR—  
LAURA MEAD, Mgr.  
**FAirfx 7-1212**  
618 - 13th Street N.

## WHITE'S FLOWER & GIFT SHOP


*"For Every  
Blooming Thing"*



EVERYTHING IN  
FLOWERS  
and  
EXCLUSIVE GIFTS

Call  
**TABER  
223-2552**

5316 - 49th Avenue, TABER



**Formal Wear—Rental**

**MALLABAR FORMAL WEAR**

**MALLABAR**  
LTD.

Tuxedos — White Jackets — Tails  
Grey Suits — Blue Suits  
Director Suits — Morning Suits  
Complete with all Accessories

LATEST STYLES

*"Where To Rent Them"*

Black's John Men's Shop  
619 4 Av S .....FAirfx 7-3551  
McGuire's Men's Wear Ltd  
310 5 St S .....FAirfx 7-3761  
Singer's Men's & Boys' Wear  
214 5 St S .....FAirfx 7-3958  
Walker Frank Men's Clothes  
321 7 St S .....FAirfx 7-2073

**Forwarding Agents**

Lethbridge Moving & Storage Ltd  
312 4 St S .....FAirfx 7-1288

**Foundation Garments**

See Corset Business—Manufacturers & Repairs

**Foundries—Iron, Steel, Brass &**

**Aluminum Castings**

Lethbridge Iron Works Co Ltd  
Cor 1 Av & 2 St S .....FAirfx 7-3332

**Fraternities**

Loyal Order of Moose 1234 3 Av N ....FAirfx 7-6566  
Masonic Hall Co of Lethbridge 10 St S FAirfx 7-2902  
Oddfellows' Hall 501 4 Av S .....FAirfx 7-3477

**Frozen Foods**

Lethbridge Locker & Freezer Service  
216 11 St S .....FAirfx 7-7171  
UNION MILK COMPANY LIMITED

DISTRIBUTORS

BIRDS EYE FROZEN FOODS  
BRODER'S FROZEN FOODS  
GOODNESS ME FROZEN FOODS  
MINUTE MAID JUICES

434 8 St S ....FAirfx 7-2576—FAirfx 7-2577

**Fruit & Produce—Retail**

**ROYAL FRUIT STORE**

Fresh Fruit & Vegetables  
Groceries & Confectionery

DELIVERY SERVICE

616 3 Av S ....FAirfx 7-3767—FAirfx 7-6897

**Fruit & Produce—Wholesale**

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

**Funeral Directors**

**CHRISTENSEN FUNERAL HOME LTD**

A BEAUTIFUL CHAPEL  
ON A QUIET STREET

327 10 St S .....FAirfx 7-2802

**LEYDEN'S FUNERAL HOME ..... Claresholm 169  
MARTIN BROS LTD**

LICENSED  
FUNERAL DIRECTORS  
INTERNATIONAL CONNECTIONS  
24 HOUR SERVICE

812 3 Av S .....FAirfx 7-3561

**Furnaces—Heating**

See also Heating Apparatus  
FLAME-MASTER LTD  
1337 17 Av NW .....Calgary AVenu 2-1776  
See Our Ad under "Heating Apparatus"  
Ritt Heating 408 13 St N .....FAirfx 8-2516

**Furniture Cleaners**

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

**Furniture Dealers—Retail**

BASTEDO UPHOLSTERY & FURNITURE  
417 5 St S .....FAirfx 7-7711  
Calder Don Interiors Ltd 310 6 St S ...FAirfx 7-4554  
(See Advertisement This Page)

**Furniture Dealers—Retail—(Cont'd)**

Capitol Furniture (Lethbridge) Ltd  
326 5 St S .....FAirfx 7-8578  
Warehse 412 4 Av S .....FAirfx 7-5234  
(See Advertisement This Page)

CUT RATE FURNITURE STORE  
Cor 2 Av & 8 St S .....FAirfx 7-3024  
(See Advertisement Following Page)

EMPIRE FURNITURE LTD Hull Bldg ...FAirfx 7-3980  
FAirfx 7-2552

GRAHAM & JELFS UPHOLSTERING  
411 3 Av S .....FAirfx 7-3470

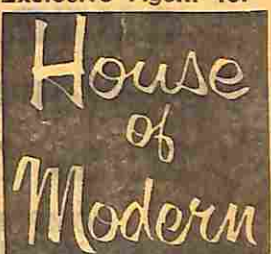
HOWARD'S FURNITURE 254 13 St N ..FAirfx 8-3646

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

Mart (Leth) Ltd 1260 3 Av N .....FAirfx 7-1114  
(See Advertisement Following Page)

(Continued Next Page)

**DON CALDER** Exclusive Agent for  
Interiors Ltd.  
The House of Contemporary Furniture



Where Lovely Things  
Cost Less Than You  
Expect  
**FAirfx 7-4554**  
310 - 6th Street South



The New Home of  
**CAPITOL FURNITURE**

326 - 5th Street S.  
Lethbridge

A QUARTER OF A CENTURY OF FAITHFUL SERVICE  
LARGEST SELECTION IN THE CITY  
**CAPITOL FURNITURE (LETHBRIDGE) Ltd.**  
**FAirfx 7-8578**  
WAREHOUSE PHONE FAirfx 7-5234  
Residence Phones — FAirfx 7-2066 — FAirfx 7-4082  
**326 - 5th STREET SOUTH LETHBRIDGE**

**FURNITURE  
CARPETS  
LINOLEUMS  
APPLIANCES  
FOR THE  
ENTIRE  
HOME**

**Furniture Dealers—Retail—(Cont'd)**

St Louis Furniture Store 118 5 St S . . . FAirfx 7-2210  
 (See Advertisement This Page)  
**STERN FURNITURE CO**  
 Cor 3 Av & 8 St S . . . . . FAirfx 7-2428  
 (See Advertisement This Page)  
**THOMPSON FURNITURE STORE**  
 120 5 St S . . . . . FAirfx 7-1398  
 Times Furniture (Lethbridge) Ltd  
 326 6 St S . . . . . FAirfx 7-3697  
 Tom's Trading Post 248 13 St N . . . . . FAirfx 8-2114  
 Trader's Furniture Ltd 1520 3 Av S . . . FAirfx 8-2816  
 (See Advertisement This Page)

**Furniture Movers**

Hemming's Delivery 1012 11 St S . . . . . FAirfx 7-3911  
 Lethbridge Moving & Storage Ltd  
 312 4 St S . . . . . FAirfx 7-1288  
 (See Advertisement Opposite Page)  
 (Continued Next Page)

**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.

**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.

**Stern Furniture Co.**  
 AGENTS FOR . . .



- Carpet & Broadloom
- Complete Appliances
- Radio, TV, HiFi
- Budget Terms Available

*world's largest manufacturer of wood furniture*

THE OLDEST AND LARGEST IN THE SOUTH  
**FAirfax 7-2428**  
 Cor. 3rd Ave. & 8th St. S. Lethbridge



NEW FURNITURE  
 OF LATEST DESIGN  
 & QUALITY

BUDGET PRICED  
**FAirfx 8-2816**

DALE THIERMAN  
 FRED WEITERMAN

DON'T DEAL TILL YOU'VE TRIED

**TRADER'S  
 FURNITURE Ltd.**

1520 - 3rd Avenue S., Lethbridge

**McLEAN  
 TRANSFER LTD.**

LOCAL AND  
 LONG DISTANCE  
**MOVING**  
 PACKING · STORAGE



AUTHORIZED



AGENTS

FOR A BETTER MOVE ALL WAYS!  
**FAirfx 7-2097**  
 Night Calls: FAirfx 7-3473  
 FAirfx 7-0057

640 - 6th STREET SOUTH  
 LETHBRIDGE

*You can buy with confidence at the . . .*

**ST. LOUIS**  
*Furniture*  
**STORE**



118 - 5th Street S.  
 LETHBRIDGE

DEALERS IN FINE  
**HOME FURNISHINGS  
 & APPLIANCES**

PHONE  
**FAirfx 7-2210**  
 Residence Phone FAirfx 7-4405

**PRICES ARE SMALL**  
*Furniture is Beautiful.. Quality is Superb*

**Furniture Movers—(Cont'd)**

McLean Transfer Ltd 640 6 St S .....FAirfx 7-2097  
(See Advertisement Opposite 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 8-4485  
(See Advertisement This Page)

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

Speedy Storage & Cartage Ltd  
327 3 St S .....FAirfx 7-5734  
(See Advertisement This Page)

Taber Transport 525 2 Av-A N .....FAirfx 8-3888

**Furniture Repairing & Refinishing**

Bastedo Upholstery & Furniture  
417 5 St S .....FAirfx 7-7711

**TRIANGLE WOOD PRODUCTS LTD**  
1221 2 Av-A N .....FAirfx 7-4333

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)

(Continued Next Page)

**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

**OWEN**

**DISTRIBUTING LTD.**

**FAirfx 8-4485**

STORAGE & DISTRIBUTION

Specialists in Local and  
Long Distance Moving

AGENTS FOR ALLIED VAN LINES LTD.

1233 - 2nd AVENUE SOUTH Lethbridge

*Speedy*

**Storage & Cartage Ltd.**

**FAirfx 7-5734**

LOCAL — LONG DISTANCE  
Moving — Packing — Storage  
Shipping

AGENTS FOR UNITED VAN LINES

**327 - 3rd Street South**

**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

**NEW YORK  
FUR  
and Dress Shop**



★ FUR STORAGE ★  
★ FUR REPAIRS ★  
★ FURS RESTYLED ★

**FAirfax 7-3276**

604A - 3rd Ave South

**Gift Shops**

Hallifax Gift Shop Shoppers' World ... FAirfx 7-5200  
 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

**Granite**

Southern Monument Co 1226 3 Av S ... FAirfx 8-4577

**Gravel, Rock & Sand**

**ALLIED ROCK PRODUCTS LTD**  
 WASHED ROCK — ALL SIZES  
 WASHED SAND - ROOFING CHIPS  
 ROAD CRUSH — PIT RUN  
 "WE DELIVER ANYWHERE"  
 Office 107 B.C. Trust Bldg.  
 Hardieville Plant ... FAirfx 7-3383  
 Atlas Transit Mix Cor 12 St & 2 Av N FAirfx 7-7262

Buy Christmas Seals . . . Every Year

**Superior Masonry Products Ltd.**  
 (One of the J. A. Jarvie Enterprises)  
 WASHED SAND & GRAVEL  
 MORTAR AND PLASTER SAND  
 ROAD GRAVEL  
 MOBILE CRUSHING UNITS  
 Light Weight & Concrete Building Units  
 Split Block — Transit-Mix Concrete  
 Norman Brick - Red Shale

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

**Gravel, Rock & Sand—(Cont'd)**

**JARVIE A M**  
 TOP SOIL — SAND — GRAVEL  
 FILL DIRT — LEVELLING  
 Backfilling — Dirt Moving  
 440 20 St N ... FAirfx 7-3047

**JARVIE J A SAND & GRAVEL**  
 Washed Sand & Gravel  
 Mortar & Plaster Sand - Road Gravel  
 MOBILE CRUSHING UNITS  
 (One of the J. A. Jarvie Enterprises)  
 9 Av & 6 St N ... FAirfx 7-8755

**LETHBRIDGE SAND & GRAVEL CO (1953) LTD**  
 WASHED SAND & GRAVEL  
 AND ROAD GRAVEL  
 Riverbottom ... FAirfx 7-3610

**MCNEELY BROS CONSTRUCTION (LETHBRIDGE) LTD**  
 Roy McNeely, Mgr.  
 EXCAVATING CONTRACTORS  
 DITCHING — SAND & GRAVEL  
 General Trucking & Hauling  
 Res FAirfx 7-4923  
 518 3 St S ... FAirfx 7-2520

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

**Glass—Auto, Plate & Window**

**CANADIAN PITTSBURGH INDUSTRIES LTD**  
 Plate and Window Glass  
 Peacock Plate Glass Mirrors  
 Twindow  
 PC Glass Blocks  
 Foamglas  
 Pattern Glass - Auto Safety Glass - Store Fronts  
 Glass - Paint - Pittco Metal



*"For Information Call"*  
**CANADIAN PITTSBURGH INDUSTRIES LTD**  
 252 12 St N ... FAirfx 7-1508

Lethbridge Glass Co Ltd 1267 3 Av S .. FAirfx 8-3391  
 (See Advertisement This Page)

**LETHBRIDGE SASH & DOOR FACTORY**  
 Southern Alberta Headquarters  
 for  
 Window Glass, Automobile Glass  
 Plate Glass & Vitrolite &  
 Store Fronts  
 5 Av S & 4 St ... FAirfx 7-3755

**Golf Courses**

Fairways Golf Range Airport Rd ... FAirfx 8-3681

**Government of Alberta**

See Alphabetical Section under  
 Government of Alberta

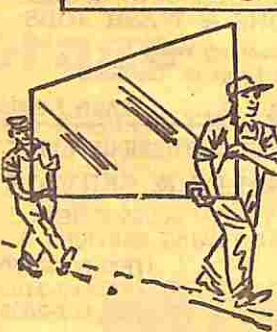
**Government of Canada**

See Alphabetical Section under  
 Government of Canada

**Grain Merchants**

Alberta Pacific Grain Co (1943) Ltd  
 Lethbridge ... FAirfx 7-4873  
 Alberta Wheat Pool 3 Hwy E ... FAirfx 7-7645  
**ELLISON MILLING & ELEVATOR CO LTD**  
 1301 2 Av S ... FAirfx 7-5751  
 Richardson James & Sons Ltd  
 709 4 Av S ... FAirfx 7-5757

**LETHBRIDGE GLASS CO. LTD**



"Johnnie" Anderson  
 Res. FAirfx 7-5616  
 "Johnny" Jacobson  
 Res. FAirfx 7-4588

DISTRIBUTORS OF:  
 SAFETY CRYSTAL AND  
 WINDOW GLASS

SPECIALIZING IN:  
 THE INSTALLATION &  
 CUTTING OF CAR GLASS  
 TRACTOR CABS &  
 PLATE MIRRORS

**FAirfax 8-3391**  
 1267 - 3rd Ave. South

**Grocers—Retail**

Airway Store 1519 Mayor Magrath Dr .. FAirfx 7-6137  
 Benny's Groceteria & Milk Bar  
 1101 4 Av S ... FAirfx 8-3069  
 Bonnydale Food 1406 17 St S ... FAirfx 7-3394  
 Danny's Grocery 431 18 St N ... FAirfx 7-2418  
 Frank's Grocery & Meat Market  
 407 2 Av S ... FAirfx 7-2737  
 George's Grocery & Meat Market  
 707 9 Av N ... FAirfx 7-3935  
 Gordie's Grocery & Confectionery  
 1015 Mayor Magrath Dr ... FAirfx 7-5041  
 {FAirfx 7-3297  
 {FAirfx 7-4297  
 {FAirfx 7-4871  
 Hoefler & Wood Ltd 538 13 St S ...  
 Ing's Groceteria 902 9 St S ... FAirfx 7-2113  
 Jim's Grocery 711 6 Av S ... FAirfx 7-3466  
 Kobal's Grocery 320 13 St N ... FAirfx 7-3951  
**LEE'S FOOD MARKET** 708 3 Av S .. FAirfx 7-5431  
 {FAirfx 7-5434  
 Mihalik A 642 13 St N ... FAirfx 7-4064  
 Mike's Grocery & Confectionery  
 418 16 St N ... FAirfx 7-5195  
 Mon-Lee Company 311 2 Av S ... FAirfx 7-7606  
 New Confectionery 630 13 St N ... FAirfx 7-1470  
 Parkside Grocery 2801 7 Av S ... FAirfx 7-5581  
 Southern Grocery 1111 3 Av S ... FAirfx 7-4606  
 Wilson's Food Stores 1112 6 Av S ... FAirfx 7-3657  
 Store No 2 910 7 Av S ... FAirfx 7-3026  
 {FAirfx 7-3995  
 Wing Lee Grocery 314 2 Av S ... FAirfx 7-5341  
 York Grocery 728 6 St S ... FAirfx 7-5127

**Grocers—Wholesale**

- HORNE & PITFIELD FOODS LIMITED**  
 3 Av S ..... FAirfx 7-3324  
 Sales Mgr & Buyer J C Holland ..... FAirfx 7-4529  
 City Orders & Shipping ..... FAirfx 7-3351
- Macdonalds Consolidated Ltd  
 2925 2 Av-A S ..... FAirfx 7-4266  
 Groc Order Desk ..... FAirfx 7-4366  
 Mgr & Buyer ..... FAirfx 7-4754  
 Acctng Dept ..... FAirfx 7-4753  
 Fruit Order Desk ..... FAirfx 7-4355  
 Fruit Dept ..... FAirfx 7-7396  
 Shipper & Receiver ..... FAirfx 7-4369
- SCOTT FRUIT CO**  
 3 Av & 4 St S ..... FAirfx 8-3361
- WESTERN GROCERS LTD**  
 Cor 2 Av & 9 St S ..... FAirfx 7-2434

**Guitar Instruction**

See Music Colleges & Teachers

**Guns**

See Gunsmiths, also Sporting Goods Section

**Gunsmiths**

**BLENNER-HASSETT & SMITH**

**GUN REPAIRS**

Sporting Goods & Fishing Tackle

309 6 St S ..... FAirfx 7-2260

**Gymnasiums**

Slender-Ama Health Salon 1234 3 Av S FAirfx 7-0293

**Hairdressers**

See Beauty Parlors

**Handicrafts**

WYLIE'S TARTAN SHOP 329 5 St S .. FAirfx 7-5054

**Hardware—Retail**

**BARRETT-FORREST HARDWARE CO**

**GIFTS - PAINTS - LUGGAGE  
SPORTING GOODS**

Next to Safeways — Free Delivery

318 6 St S .... FAirfx 7-2383—FAirfx 7-6727

Bowns Supply Centre Ltd 1710 2 Av S . FAirfx 8-3326

**CONSUMERS HARDWARE & SUPPLY**

POWER TOOLS - KYANIZE PAINT - GIFTS  
 China - Silver - Glassware - Housewares and  
 Appliances - Toys - Sporting Goods - Luggage  
 516-518 3 Av S ..... FAirfx 7-2919  
 ..... FAirfx 7-2920

**HOYT HARDWARE LTD**

Complete Line of  
 POWER TOOLS — BAPCO PAINTS  
 SPORTING GOODS — FINE BONE CHINA  
 LUGGAGE

606-608 3 Av S ..... FAirfx 7-5767

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

**Hardware—Retail—(Cont'd)**

- MONARCH LUMBER CO LTD**  
 1902 3 Av S ..... FAirfx 7-1501
- MOSSEY 9 AVE HARDWARE**  
 1522 9 Av S ..... FAirfx 8-3684
- NORTH LETHBRIDGE HARDWARE LTD**  
 Hardware Dept 324 13 St N ..... FAirfx 8-4441
- PARSONS HARDWARE & APPLIANCES LTD**
- HARDWARE — PAINT  
TOOL RENTALS — KEY CUTTING**

Shoppers' World ..... FAirfx 7-7066

**SEVENTY SEVEN HARDWARE**

**GENERAL HARDWARE  
AND ALL LINES OF  
ELECTRICAL APPLIANCES**

324 9 St S ..... FAirfx 7-6088

**SOUTHERN ALBERTA CO-OPERATIVE ASSN LTD**

Dealers in  
**HARDWARE, FARM SUPPLIES  
MARTIN-SENOUR PAINTS  
FEED, SEED & INSECTICIDES  
LIVESTOCK COMMISSION AGENTS**  
 1221 2 Av S ..... FAirfx 7-3777  
 ..... FAirfx 7-4010

Southwest Hardware & Machine Ltd  
 533 13 St N ..... FAirfx 7-8741

**Hardware—Wholesale**

- Ashdown J H Hardware Co Ltd { FAirfx 7-3762  
 Cor 1 Av & 11 St S { FAirfx 7-4809  
 City & Country Orders ..... FAirfx 7-2310  
 Shipper ..... FAirfx 7-4211
- MARSHALL-WELLS OF CANADA LTD** { FAirfx 7-4324  
 3 Av & 10 St N ..... FAirfx 7-3744
- SOUTHERN ALBERTA CO-OPERATIVE ASSN LTD** 1221 2 Av S ..... FAirfx 7-3777

**WESTERN CANADA HARDWARE LTD**

**WHOLESALE MERCHANTS**

Hardware — Mine — Mill — Builders  
 and Sporting Goods

907-915 2 Av S ..... FAirfx 7-5711

**Hardwood Floors**

See Floor Section

**Harness & Saddlery**

- BAIRD'S SHOES & LEATHER GOODS LTD**  
 306 5 St S ..... FAirfx 7-3764
- FRONTIER SHOP** 481 Shoppers' World.. FAirfx 8-3087

**Hatcheries**

**CO-OP HATCHERIES**

(FARMER OWNED)

**Chicks & Turkey Poults**

If no answer call FAirfx 7-4114

525 4 St S ..... FAirfx 7-3679

- SWIFT CANADIAN CO LTD**  
 Buyers Ofc CPR Stockyard ..... FAirfx 7-2423  
 Hatchery Dept 12 St & 3 Av N ..... FAirfx 8-1982

**Hats & Caps**

- Albert's Mens Apparel 331 5 St S ..... FAirfx 7-2620  
 Roxy Hat Shop 320 5 St S ..... FAirfx 7-8640

**Hay**

See also Feed Section  
 Ellison Milling & Elevator Co Ltd  
 1301 2 Av S ..... FAirfx 7-5751

**Health Food Products**

- Canadian Elemin Distributors Ltd  
 907 3 Av S ..... FAirfx 7-4994  
 Health Food Centre 907 3 Av S ..... FAirfx 7-4994

**Hearing Aids**

**AUDIVOX HEARING AIDS**

Now hear with your  
 inner ear. No wires -  
 No Tubes - No Ear  
 Buttons - No Molds  
 No Headbands



*"Where To Call"*

**OXENBURY CECIL** 307 6 St S . . . FAirfx 7-7152

Leister's Paramount Theatre Bldg . . . FAirfx 8-4080  
 (See Advertisement This Page)

**ZENITH "LIVING SOUND" HEARING AIDS**

• Choose from a complete  
 line of transistor models,  
 including latest eyeglass  
 aids and at-the-ear type.  
 An instrument for any elec-  
 tronically correctable hearing loss • By makers  
 of Zenith TV, radios.



10-DAY MONEY-BACK GUARANTEE

*"Where To Buy Them"*

**LEISTER'S**  
 Paramount Theatre Bldg . . . . . FAirfx 8-4080

**Heaters—Water**

See Water Heaters

**LEISTER'S**

FREE DEMONSTRATIONS IN STORE OR HOME

**HEARING AIDS**

Batteries & Repairs for all Makes

**FAirfax 8-4080**

713a - 4th Avenue S.  
PARAMOUNT THEATRE BLDG.



**Heating Apparatus**

**CRANE LIMITED** 2815 2 Av-A S .....FAirfx 7-1577  
 Freel Sheet Metal Works 405a 4 St S ...FAirfx 7-2713  
**K I P HEATING LTD** 612 13 St N ...FAirfx 8-1478

**LENNOX HEATING SYSTEMS**

More families buy Lennox warm air heating systems. Installed and serviced by factory trained Lennox Comfort Craftsmen.



*"Where To Call"*

**CHARLTON & HILL LTD**  
 208 13 St S .....FAirfx 8-3388

**LETHBRIDGE SHEET METAL LTD**  
 121 13 St N .....FAirfx 7-6633

**WESTERN CANADA HARDWARE LTD**  
 1004 1 Av S .....FAirfx 7-5711

**Heating Contractors—Hot Water,**

**Warm Air & Steam**

Barry Plumbing 1253 5 Av-A S .....FAirfx 7-5008

**CAPITAL HEATING LTD** 1271 3 Av S ...FAirfx 7-1630

**CHARLTON & HILL LTD** 208 13 St S FAirfx 8-3388

**FREEL SHEET METAL WORKS**  
 405a 4 St S .....FAirfx 7-2713

**K I P HEATING LTD** 612 13 St N ...FAirfx 8-1478

**LETHBRIDGE SHEET METAL LTD**  
 121 13 St N .....FAirfx 7-6353

**MEC-MAN PLUMBING & HEATING**  
 305 24 St S .....FAirfx 8-3010

**PAUL'S PLUMBING & HEATING LTD**  
 252 13 St N .....FAirfx 7-8123

Pyke & Holberton Plumbing & Heating  
 Ltd 206 13 St S .....FAirfx 7-7994

Ritt Heating 408 13 St N .....FAirfx 8-2516  
 (See Advertisement This Page)

**WHITTICKS' MECHANICAL CONTRACTORS LTD**  
 912 3 Av S .....FAirfx 7-3014

**Herbalists**

Alvau N 806 2 Av S .....FAirfx 7-2074

**High Fidelity Equipment**

Hilder's TV Service 1023 3 Av S .....FAirfx 8-4224

Try Us With Your  
**"HEATING PROBLEMS"**

**FLAME-MASTER**

- ★ FURNACES & UNIT HEATERS
- ★ CONVERSION BURNERS
- ★ SPACE HEATERS

Domestic - Commercial - Industrial

- ★ ENGINEERING ASSISTANCE AND FIELD SUPERVISION

Call Your Local Plumber or Gas Fitter or

**CALGARY AVenu 2-1776**  
**EDMONTON GE 3-5804**

**Hobby Supplies**

Bert & Mac's Cycle Ltd 913 3 Av S ...FAirfx 7-3221  
**KC'S HOUSE OF HOBBIES**

MODEL PLANES - BOATS - CARS  
 GAS, DIESEL & ELECTRIC MOTORS

H-O LOCOMOTIVE

CRAFTS — COPPER TOOLING  
 SHELLWORK — ARTIST SETS  
 FLOWERCRAFT — BEADCRAFT

All Supplies — Accessories — Parts

"Serving The Hobbyist"

1234 3 Av S .....FAirfx 8-3725

**SOUTHERN STATIONERS LTD**

**HOBBY CRAFT SHOP**  
**ARTIST SUPPLIES**

COPPER CRAFT  
 FOAM RUBBER — RIBBON CRAFT

316 7 St S .....FAirfx 7-4316  
 } 328-4708

**Hoists—Dump Truck—Hydraulic**

**BELL'S WELDING LTD** 317 4 St S .....FAirfx 7-4528

**CASCADE MFG & DISTRIBUTING LTD**

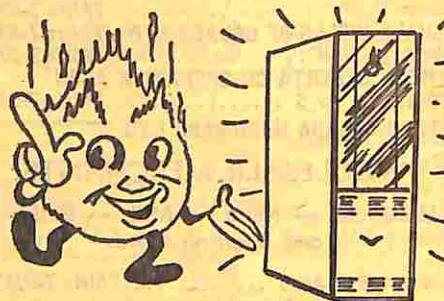
STEEL GRAIN BOXES

HYDRAULIC HOISTS

HIGHEST QUALITY

Cor 6 Av & 6 St S .....FAirfx 7-5763

Lundell Distributors of Alberta  
 920 2 Av-A N .....FAirfx 8-2569



**RITT**

**HEATING**

- Authorized Fairbanks-Morse Dealer
- Quality and Dependability
- Specializing in Both New and Changeover "Work"

PHONE

**FAirfx 8-2516**

R. G. (Dick) Rittenhouse, res. FAirfx 7-8905

Howard Brown, res. FAirfx 7-8772

**Hoists—Dump Truck—Hydraulic—**

(Cont'd)

**WOOD (PHIL) INDUSTRIES—**  
**COUTTS MACHINERY CO LTD**  
 4636 1 St SE .....Calgary CHstnt 3-4618

**Home Improvements**

See Contractors Building & Contractors General

**Hose—Flexible & Metal**

**AEROQUIP FLEXIBLE HOSE LINES**

With detachable, reusable fittings for all types of fluid-carrying lines. Wide range of sizes for low, medium, high pressures.



*"Where To Buy Them"*

**FERGUSON SUPPLY ALBERTA LTD**  
 1201 2 Av-A N .....FAirfx 7-6385

**OLIVER-CHAMPION COUPLING CO**  
 Cor 3 Av & 9 St N .....FAirfx 7-1573

**Hose—Rubber**

McIntosh Equipment Ltd 4650 2 St SE Call Long  
 Distance and ask for .....Calgary CHstnt 3-2526

**Hosiery—Retail**

Tracy's Smart Apparel 307 5 St S .....FAirfx 7-8778

**Hospitals & Homes**

Galt Rehabilitation Centre 5 Av S .....FAirfx 8-3351  
 Green Acres Lodge Home for the Aged

102 5 Av S .....FAirfx 8-4127  
 Matron .....FAirfx 8-2636

Lethbridge Municipal Hospital  
 9 Av & 18 St S .....FAirfx 7-8591

Lethbridge Nursing Home 204 5 Av S ...FAirfx 7-4623  
 St Michael's General Hospital

13 St & 9 Av S .....FAirfx 7-1531  
 Wiebe P 9 Av & 18 St S .....FAirfx 7-8342

**Hotels**

**ALEXANDRA HOTEL**

- ELEVATOR SERVICE
- SAMPLE ROOMS
- AIR CONDITIONED
- PARKING SPACE
- CENTRALLY LOCATED

332 5 St S .....FAirfx 7-3142

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 MODERN CONVENIENCES  
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(Continued Next Page)

**Hotels—(Cont'd)**

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 Store No 2 Mayor Magrath Dr ..... FAirfx 8-3610  
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**PURITY DAIRY** 516 5 Av S ..... FAirfx 7-1525  
 (See Advertisement This Page)

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 MANUFACTURERS OF  
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New trouble-free units maintain a ready supply of either chips, flakes or solid cubes. Capacities for any business or institution using ice in quantity.



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**MONARCH LUMBER CO LTD**  
 1902 3 Av S ..... FAirfx 7-1501

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Insulation for low temperature structures. Pipe and Boiler Covering. Rigid and Flexible Duct Insulation. Acoustical Tile. Roof Insulation. Light-weight Thermal and Acoustical Insulation.



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FAirfx 7-6166 — FAirfx 7-5428

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Occidental Life Insurance Company of California  
111 Rideau Crt .....FAirfx 8-4515

**Insurance Business—Agents & Brokers**

**ALLSTATE INSURANCE** 329 7 St S ...FAirfx 7-7325  
Anderson Insurance Agencies  
5 Metropolitan Bldg .....FAirfx 7-1657  
Bowman Wallace Co Ltd Acadia Bldg ...FAirfx 7-2325  
(See Advertisement This Page)

**BRENNEN AGENCIES** York Hotel Bldg ..FAirfx 8-3172  
Campbell & Haliburton (Southern) Ltd  
418 5 St S .....FAirfx 7-5761  
Clendenan Insurance 122 McFarland Blk FAirfx 7-4014  
**COLLEY & COMPANY** 317 8 St S .....FAirfx 8-4481  
(See Advertisement Opposite Page)

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**FORSTER AGENCY LTD** {FAirfx 7-2793  
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**Brokers—(Cont'd)**

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E Metcalfe Bldg .....FAirfx 7-7464

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(Continued Next Page)

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INSULATORS LTD.**



**BONDED  
FACTORY  
APPROVED  
APPLICATORS**

**FREE  
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GUARANTEED  
WORK**

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**Insurance Business—Agents & Brokers—(Cont'd)**

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**INSURANCE**  
**LIFE - FIRE - AUTO - HAIL**  
 Rex Tennant Bldg 811 3 Av S .. FAirfx 7-5558

Schwartz Henry & Sons Agencies Ltd  
 222 5 St S ..... FAirfx 7-2151  
 (See Advertisement This Page)  
**WILLIAMS AGENCIES** 321a 6 St S ... FAirfx 7-3937  
 Young R L & Co 325 6 St S ..... FAirfx 7-5523  
 Farm & Ranch Dept ..... FAirfx 7-7975

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**ACCIDENT & SICKNESS**  
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Top Quality at low cost.  
 Famous for fast, fair  
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**ANDERSON INSURANCE AGENCIES**  
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**CO-OPERATIVE FIRE & CASUALTY COMPANY**  
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 Halsted Owen F 1221 2 Av S ..... FAirfx 8-4333  
**JEACOCK R H & ASSOCIATES LTD**  
 1279 3 Av S ..... FAirfx 7-4016

**McKILLOP AGENCIES**  
 GENERAL INSURANCE  
 ALL CLASSES  
 E Metcalfe Bldg ..... FAirfx 7-7464


**MERIT INSURANCE COMPANY**  
 424 7 St S ..... FAirfx 8-3877

**RINGLAND MEREDITH & CO LTD**  
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**RITT INSURANCE AGENCIES**  
 YOUR NORTH-SIDE AGENT  
**AUTO - FIRE - THEFT & LIABILITY**  
 408 13 St N ..... FAirfx 8-2516

**SAFECO AUTO INSURANCE**

A  
 General of America  
 Company  
 SAVE WITH SAFECO



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**Insurance Business—Automobile—(Cont'd)**

**SAFECO INSURANCE CO OF AMERICA**  
 706 3 Av S ..... FAirfx 7-2793  
**WILLIAMS AGENCIES** 321a 6 St S ... FAirfx 7-3937

**Insurance Business—Fire**

**ALLSTATE INSURANCE** 329 7 St S ... FAirfx 7-7325  
 Bowman Wallace Co Ltd Acadia Bldg ... FAirfx 7-2325  
 Colley & Company 317 8 St S ..... FAirfx 8-4481  
**CO-OPERATIVE FIRE & CASUALTY COMPANY**  
 1221 2 Av S ..... FAirfx 8-4333  
 Forster Agency Ltd 306 7 St S ..... FAirfx 7-2793  
**GENERAL INSURANCE OF AMERICA**

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**FIRE — AUTO — CASUALTY — LIFE**  
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**"Where To Call"**

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**JEACOCK R H & ASSOCIATES LTD**  
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Hunt Insurance Agencies Ltd 1021 3 Av S FAirfx 7-4927  
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 321a 6 St S ..... FAirfx 7-3937

**Insurance Business—Hail**

**ALBERTA HAIL INSURANCE BOARD**  
 811 3 Av S ..... FAirfx 7-5558  
**JEACOCK R H & ASSOCIATES LTD**  
 1279 3 Av S ..... FAirfx 7-4016  
**WILLIAMS AGENCIES**  
 321a 6 St S ..... FAirfx 7-3937

**Insurance Business—Life**

**ALLSTATE INSURANCE** 329 7 St S ... FAirfx 7-7325  
**BRENNEN AGENCIES** York Hotel Bldg .. FAirfx 8-3172  
 Canada Life Assurance Co  
 301 BC Trust Bldg ..... FAirfx 8-3396  
**DOMINION LIFE ASSURANCE CO**  
 1054 33 St S ..... FAirfx 7-4908  
 Excelsior Life Insurance Co 6 Cooper Bldg FAirfx 7-4948  
 Fallwell R G 111 Rideau Cr. .... FAirfx 8-4515  
 (Continued Next Page)

**Insurance Business—Life—(Cont'd)**

**GREAT WEST LIFE ASSURANCE CO LTD** 203 BC Trust Bldg ..... FAirfx 7-7225  
 FAirfx 7-3225  
 Halsted Owen F 1221 2 Av S ..... FAirfx 8-4333  
 Imperial Life Assurance Co ..... FAirfx 8-2640  
 309 BC Trust Bldg ..... FAirfx 8-2843  
 Insurance Unlimited Lafferty Bk ..... FAirfx 7-0254  
 London Life Insurance Co ..... FAirfx 7-2389  
 208 Financial Bldg ..... FAirfx 7-3709  
**MANUFACTURERS LIFE INSURANCE CO** 110-112 McFarland Bldg ..... FAirfx 7-4358  
 FAirfx 7-5514  
 McKillop Agencies E Metcalfe Bldg ..... FAirfx 7-7464  
 Merrill Don Agencies Ltd 1269 6 Av S .. FAirfx 7-4474  
 Monarch Life Assurance Co  
 430 Mayor Magrath Dr ..... FAirfx 7-2985  
 Agents ..... FAirfx 7-2933  
**MUTUAL LIFE ASSURANCE CO OF CANADA**  
 415 B C Trust Bldg ..... FAirfx 8-3306  
 National Life Assurance Co of Canada  
 8-9 McKenzie Bk ..... FAirfx 7-6035  
 New York Life Insurance Co ..... FAirfx 7-1330  
 305 B C Trust Bldg ..... FAirfx 7-1377

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*"For Information Call"*

New York Life Insurance Co ..... FAirfx 7-1330  
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 Northern Life Assurance Co 4-424 7St S FAirfx 7-8818

**OCCIDENTAL LIFE INSURANCE COMPANY OF CALIFORNIA**

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 111 Rideau Crt ..... FAirfx 8-4515

Prudential Insurance Co of America  
 101 B C Trust Bldg ..... FAirfx 7-3594

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 507a 7 St S ..... FAirfx 7-3815  
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**Investments—(Cont'd)**

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 Imperial Investment Corporation Ltd  
 505 7 St S ..... FAirfx 7-5791  
 Investors Syndicate of Canada Ltd  
 1420 11 Av S ..... FAirfx 7-4015  
**RICHARDSON JAMES & SONS**  
 709 4 Av S ..... FAirfx 7-5757  
**RINGLAND MEREDITH & CO LTD**  
 422 7 St S ..... FAirfx 7-4255  
 Rogers D P 2154 9 Av-B S ..... FAirfx 7-8166  
 Sakamoto Wayne 1109 18 St N ..... FAirfx 8-2983  
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 811 3 Av S ..... FAirfx 8-3634  
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 325 6 St S ..... FAirfx 7-4755

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 Davis Enterprises (Alberta) Ltd  
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 Lethbridge Iron Works Co Ltd  
 Cor 1 Av & 2 St S ..... FAirfx 7-3332  
 Scandia Iron Works 818a 3 Av S ..... FAirfx 8-3040  
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 Lethbridge Northern Irrigation Dist  
 207 7 St S ..... FAirfx 7-3302

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 FOR IRRIGATION PUMPS

ALUMINUM TUBING

Pumps - Sprinklers - Plastic Pipe  
 Irrigation Equipment

2125 2 Av S ..... FAirfx 7-5525



*"Don't Pray for Rain—Plan for It"*

**SPRINKLER IRRIGATION  
 & EQUIPMENT CO. LTD.**

1923 - 2nd Avenue South  
**FAirfx 8-2857**

**Irrigation Systems & Equipment—**

**(Cont'd)**

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BERKLEY PUMPS  
 OLIVER SPRINKLER EQUIP.

Cor 3 Av & 9 St N ..... FAirfx 7-1571

Palliser Turf Irrigation Ltd 2125 2 Av S FAirfx 8-4503  
 Sprinkler Irrigation & Equipment Co Ltd  
 1923 2 Av S ..... FAirfx 8-2857  
 (See Advertisement This Page)

**Janitor Service**

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

**SOUTHERN WINDOW & OFFICE CLEANERS**  
 645 11 St S ..... FAirfx 7-0126

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**CANADIAN LINEN SUPPLY CO LTD**

- ★ DUST CONTROL MOPS
- ★ WIPING CLOTH
- ★ CONTINUOUS TOWELS

"IT PAYS TO KEEP CLEAN"

818a 3 Av S ..... FAirfx 8-4121

Dougans Industrial Supply Ltd  
 314 3 Av S ..... FAirfx 7-1320  
 (See Advertisement This Page)

**EASY-WAY CLEANING SUPPLIES & SERVICES LTD**

SPECIALIZED  
 CARETAKING SERVICE  
 FURNITURE & CARPET CLEANERS

Commercial Buildings — Schools  
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JANITOR SUPPLIES

No Job Too Large or Too Small

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221 12 St-B S ..... FAirfx 8-4144

**KLEEN LTD** 312 4 St S ..... FAirfx 7-1288  
 (Continued Next Page)

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**Industrial Supply Ltd.**

WAXES - SOAPS - MOPS - BROOMS

— JANITOR SUPPLIES —

DEODORANTS - DISINFECTANTS

Issco Mop Treatments - Fire Extinguisher

JANITOR SERVICE ARRANGED

MUNICHEN MUNICIPAL CHEMICAL

SEWER CLEANING COMPOUND

**FAirfx 7-1320**

314 - 3rd Ave. South Lethbridge  
 P. J. Dougans, Mgr.

**Janitors' Supplies—(Cont'd)**

**MATHISON S A AGENCIES LTD**  
 LESSEE DEALER FOR  
**DUSTBANE PRODUCTS**  
 DB SANITARY SWEEPING COMPOUNDS  
 DB LIQUID TOILET & FLOOR SOAPS  
 DB INDUSTRIAL HAND SOAP & CLEANERS  
 DB DISINFECTANTS - INSECTICIDES -  
 BROOMS - BRUSHES - MOPS - ETC.  
 Res. Phone FAirfx 8-4360  
 287 7 Av-A S .....FAirfx 7-7293

**Jewellery Mfrs' Findings**

Glock's Precision Instrument Repair Works  
 920a 10 St S .....FAirfx 8-4209  
 (See Advertisement This Page)

**GLOCK'S PRECISION**  
**Instrument Repair Works**  
 ★ JEWELLERS - Repair Service  
 ★ REPAIR - Watches - Gauzes -  
 Meters - Instruments - Etc.  
 ★ ENGRAVING SERVICE  
 ★ TECHNICIANS -  
 Laboratory Service  
 JACOB GLOCK, Prop.  
 (Formerly Syldons Jewellery)  
 BUSINESS HOURS: 11 a.m. - 2 p.m.  
 4 p.m. - 7 p.m. - Closed Mondays  
**FAirfx 8-4209**  
 920a - 10th Street South

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Cowan Geo A 710a 3 Av S .....FAirfx 8-4308  
 Foster's Jewellery 513 4 Av S .....FAirfx 7-4429  
 Higa's Jewellery & Men's Wear  
 316 13 St N .....FAirfx 7-7610  
**KERR'S JEWELLERY** 409 5 St S .....FAirfx 7-7533  
**NITZ PETER CREDIT JEWELLER**  
 317 7 St S .....FAirfx 7-6377  
**Peoples Credit Jewellers Ltd**  
 2-506 4 Av S .....FAirfx 7-1303  
 Pisko J R McFarland Bldg .....FAirfx 7-3525  
 Raworth D A 303 5 St S .....FAirfx 7-2727  
 Sandy's Jewellery 304 5 St S .....FAirfx 7-4625  
 Seeman's Jewellery Ltd 604 3 Av S .....FAirfx 7-4985  
**SKELTON'S JEWELLERY** 325 5 St S FAirfx 7-4627  
 Wheeler Harry & Son Ltd (FAirfx 7-3288  
 516 4 Av S .....FAirfx 7-2040  
 Zemlak A F 317 6 St S .....FAirfx 7-2324

**Junk Dealers**

**DAVIS ENTERPRISES (ALBERTA) LTD**  
 Buyers of  
**HIDES — METALS — SCRAP**  
**USED PIPE & PLATE**  
 1505 2 Av S .....FAirfx 7-2318  
 Baling Div & Scrap Yard  
 530 2 Av-A N .....FAirfx 7-2645

National Salvage Co Cor 12 St & 2 Av N FAirfx 7-8138  
 (See Advertisement This Page)

**VARZARI IRON LTD**  
 BUYERS & DEALERS FOR  
**ALL SCRAP IRONS & METALS**  
**PIPE, STRUCTURAL STEEL, ETC.**  
 Weigh Scales for Your Convenience  
 Mailing Address: P.O. Box 434, Lethbridge  
 (FAirfx 7-1296  
 Cor 12 St-A & 2 Av N .....FAirfx 8-1913

**Kennels**

**BAE-RUN KENNELS**  
 Regd. C.K.C.  
**BOARDING and TRAINING**  
 "It's Always Fun at Bae-Run"  
 1510 13 St N .....FAirfx 7-7063

**Keys**

See Locksmiths

**Kitchen Equipment**

National Domestic Wares Ltd  
 2119 5 Av-A N .....FAirfx 7-7570

**Knitwear**

Logan Garment Ltd 314 8 St S .....FAirfx 7-4225

**Labor Organizations**

Haddaway H A 522 23 St N .....FAirfx 7-2560

**Laboratories**

**MATERIALS TESTING LABORATORIES LTD**  
 Cor 6 Av & 4 St S .....FAirfx 7-7474

**Ladies' Wear—Retail**

Belgium Stores Ltd 607 4 Av S .....FAirfx 7-7676  
 Cameron L & Co 312 6 St S .....FAirfx 7-2850  
 Carol Ann Shop 506 3 Av S .....FAirfx 8-2734  
**CLASSIC FOUNDATIONS** 713 4 Av S ..FAirfx 7-2251  
 Specializing In Foundation Garments  
 Fashion Shop 618 3 Av S .....FAirfx 7-3039  
 Fay's Apparel Shop McIntyre Blk .....FAirfx 7-5176  
 Frontier Shop 481 Shoppers' World .....FAirfx 8-3087  
 Imperial Women's Wear McFarland Bldg FAirfx 7-2277  
 La Kay's Ladies' & Children's Wear  
 312 13 St N .....FAirfx 7-5077  
 Store No 2 Shoppers' World .....FAirfx 8-1651  
 Mayfair-Vogue Ltd 311 5 St S .....FAirfx 7-3682

**McARTHUR LADIES' WEAR**

"Where Style Conscious Women  
 Like to Shop"  
**COATS — SUITS — DRESSES**  
**LINGERIE — HOSIERY — BLOUSES**  
 Credit Dept .....FAirfx 8-3625  
 509 4 Av S .....FAirfx 7-2655

**Ladies' Wear—Retail—(Cont'd)**

Model Dress Shop 309a 5 St S .....FAirfx 7-5598  
 Petite Shop Woolworth Bldg .....FAirfx 7-7566  
 Primrose Shop 313 6 St S .....FAirfx 7-2244  
**REITMAN'S (ALBERTA) LTD**  
 506 4 Av S .....FAirfx 8-2653  
 Sally Shops Ltd 514 4 Av S .....FAirfx 7-5943  
 Sobie's Silk Shop 513 4 Av S .....FAirfx 7-6131  
**TRACY'S SMART APPAREL**

"The Heart of Fashion"  
**COATS — SUITS — DRESSES**  
**HOSIERY & LINGERIE**  
**SEMI FORMAL GOWNS**  
 307 5 St S .....FAirfx 7-8778

**Laminating Equipment & Supplies**

GBC Sales & Services Ltd Call Long Distance and ask for  
 (No Toll Charge) .....Zenith 6080

**Lamps**

Calder Don Interiors Ltd 310 6 St S ....FAirfx 7-4554  
 Graham & Jelfs Upholstering 411 3 Av S FAirfx 7-3470

**Landscape Gardeners**

**JARVIE A M**  
 BACKFILLING - LOAM & TOP SOIL  
 DRIVEWAYS EXCAVATED  
 440 20 St N .....FAirfx 7-3047

**Laundries—Self Service**

King Koin Launderette No 1 1263 3 Av S FAirfx 8-9115  
 (See Advertisement This Page)

**KING KOIN LAUNDERETTE**  
 ★ SELF SERVICE ★  
 UNATTENDED  
 COIN OPERATED  
 PHILCO — BENDIX  
 COMMERCIAL  
**DOUBLE LOAD WASHERS**  
**50 lb. DRYERS**  
 Lots of Hot Soft Water — Open 24 Hours  
 2 LOCATIONS  
 1263 - 3rd AVE. S. ....FAirfx 8-9115  
 404 - 4th AVE. S. ....FAirfx 8-9104  
 If no answer call Janitor FAirfx 7-6151  
**1263 - 3rd Avenue South**

**NATIONAL SALVAGE CO.**  
 — WE BUY SCRAP STEEL —  
**CAST IRON & ALL TYPES OF SCRAP METALS**  
**DEMOLITION CONTRACTORS**  
 Truck Scales for Your Convenience  
 Crane Unloading  
**FAirfx 7-8138**  
 Cor. 12th Street & 2nd Avenue N.

**CLOSE**  
 The time and  
 distance gap!  
 with  
**INSTANT - ACCURATE COMMUNICATION**  
**Alberta Government**  
**Telephones Teletype**

# Lethbridge Laundry & Dry Cleaners Ltd.

542 - 4th STREET SOUTH

DIAL

**FAirfx 7-3451 or FAirfx 7-3452**

FOR THE FINEST IN LAUNDRY SERVICE

Over 50 years of Know How and continuous service to Lethbridge and Southern Alberta

There is an approved Laundry Service for every family budget

### Laundries—Steam Power

Lethbridge Laundry & Dry Cleaners Ltd  
 542 4 St S ..... FAirfx 7-3451  
 (See Advertisement This Page)  
 Sparkle Cleaners & Launderers  
 1818 3 Av S ..... FAirfx 7-1234  
 (See Advertisement This Page)

### Lawn Mowers—Sales & Service

#### DAN'S REPAIR SHOP

SALES & SERVICE

Skates & Lawn Mowers  
 Machine Sharpened

1117 3 Av S ..... FAirfx 7-3905

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

Authorized Parts & Service  
 FOR ALL POWER MOWERS

312 8 St S ..... { FAirfx 7-2586  
 FAirfx 7-5566  
 FAirfx 7-5158

(Continued Next Page)

# SPARKLE Cleaners & Launderers

1818 - 3rd AVENUE SOUTH

## THE QUALITY LAUNDERERS OF LETHBRIDGE

For Commercial, Household and Bachelor service

SANITONE DRY CLEANING SERVICE  
 PHONE

**FAirfx 7-1233 or FAirfx 7-1234**

# Telephone Directories

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

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

- Calgary & District - - - \$1.00
- Southern District - - - \$1.00
- Northern District - - - \$1.00
- Central District - - - \$1.00
- Peace River District - - - \$ .50

**Lawn Mowers—Sales & Service—**

**(Cont'd)**

Sprinkler Irrigation & Equipment Co Ltd  
1923 2 Av S ..... FAirfx 8-2857  
(See Advertisement This Page)

**TORO POWER LAWN MOWERS**

America's most complete line of Reel and Rotary Power Mowers for Homes, Estates, Parks, Golf Courses, Schools, Cemeteries. Also Tillers, Edge-Trimmers, Snowplows, Tractors and Gang Mowers.



*"Where To Buy Them"*

**BURGESS BUILDING & PLUMBING SUPPLIES LTD** 224 61 Av SE ..... Calgary ALpin 2-1151  
**HOYT HARDWARE LTD** 606-608 3 Av S ..... FAirfx 7-5767

**Lawn Sprinklers**

See Sprinklers—Lawn

**Lawyers**

Byrne Pritchard & Higa ..... {FAirfx 7-4331  
706 3 Av S ..... {FAirfx 7-4031  
Cameron C E C Metcalfe Bldg ..... FAirfx 7-3559  
Davidson Davidson & Williams  
315 6 St S ..... FAirfx 7-3711  
Hogg & Menzie 101-103 McFarland Bldg FAirfx 7-2656  
**HUCKVALE & HOYT** Acadia Blk ..... FAirfx 7-2171  
Livingstone John A 6 Ryland Blk ..... FAirfx 7-2928

**Lawyers—(Cont'd)**

**MOSCOVICH MOSCOVICH SPANOS MATISZ & YANOSIK** 1 Oliver Blk ..... FAirfx 7-1555  
Pippet Kingston 535 13 St N ..... FAirfx 8-4542  
**PROWSE PROWSE & BRANDLEY**  
105 B C Trust Bldg ..... FAirfx 8-4496  
Rice Paterson Cullen Ives Patterson MacLean & Jacobson 331 7 St S ..... FAirfx 7-5716  
Snowdon T W 1804 3 Av S ..... FAirfx 7-7641  
Stringam & Steele {FAirfx 7-6262  
209 B C Trust Bldg ..... {FAirfx 7-6068  
Vaselenak & Vaselenak D Metcalfe Bldg.. FAirfx 7-3487  
Virtue Russell Morgan & Virtue  
McFarland Bldg ..... FAirfx 7-8525

**Leather Goods**

**BAIRD'S SHOES & LEATHER GOODS LTD**  
306 5 St S ..... FAirfx 7-3764  
**FRONTIER SHOP** 481 Shoppers' World.. FAirfx 8-3087

**Lettering**

See Signs

**Libraries**

Lethbridge Public Library 3 Av S ..... FAirfx 7-3977

**Lighting Systems**

**SIMSON-MAXWELL (ALBERTA) LTD**  
SEE ONAN TRADE MARK  
UNDER GENERATORS ELECTRIC  
10375 59 Av ..... Edmonton GE 3-8044

**Lightning Protection Equipment**

**A & A PROTECTIVE & IMPROVEMENTS**  
1512 Centre A St NW Call Long Distance and ask for ..... Calgary CRstww 7-1742  
Dominion Fire Protection Co  
303 7 Av-A S ..... FAirfx 8-2472  
(See Advertisement This Page)

**Linen Supply Service**

Canadian Linen Supply Co Ltd  
818a 3 Av S ..... FAirfx 8-4121  
(See Advertisement This Page)

The CLASSIFIED DIRECTORY has solved many a buyer's problem.



**LIGHTNING RODS**

GOVERNMENT INSPECTED  
ALL WORK GUARANTEED

**DOMINION FIRE PROTECTION CO.**

**FAirfx 8-2472**

303 - 7th Avenue-A South



**GROW IT**

WITH  
UNDERGROUND  
LAWN SPRINKLER  
SYSTEMS

**SPRINKLER IRRIGATION & EQUIPMENT CO. LTD.**

1923 - 2nd AVENUE SOUTH

LETHBRIDGE

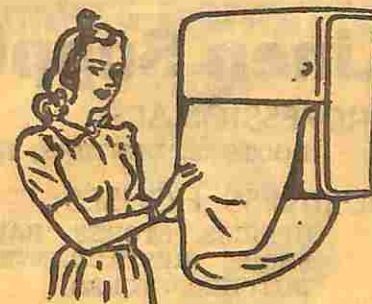
**FAirfx 8-2857**

**MOW IT**

WITH  
JACOBSEN  
POWER  
LAWN  
MOWERS



*"It Pays To Keep Clean"*



**CANADIAN LINEN SUPPLY CO. LTD.**

- ★ LINEN SUPPLY SERVICE
- ★ CONTINUOUS TOWEL SERVICE
- ★ LINEN SUPPLIED AND LAUNDERED FOR ALL PROFESSIONAL AND COMMERCIAL REQUIREMENTS



Lethbridge  
Phone

**FAirfx 8-4121**

*"Your Best Buy  
Is Linen Supply"*



**Linens**

Southern Alberta Linen Supply Co  
542 4 St S .....FAirfx 7-1201  
(See Advertisement This Page)

**Linoleums—Wholesale & Retail**

**FASHION FLOORS LTD**  
238 12 St-B N .....FAirfx 7-4694  
Hamilton's Floor Coverings Ltd  
909 3 Av S .....FAirfx 7-5454

**Liquified Petroleum Gases &****Equipment**

Canadian Propane Consolidated Limited  
3321 3 Hwy E .....FAirfx 7-5721  
**CANADIAN PROPANE**

- PROPANE
- APPLIANCES
- CONTAINERS
- EQUIPMENT

**"For Information Call"**

CITY DEALER  
**CANADIAN PROPANE CONSOLIDATED LIMITED**  
3321 3 Hwy E .....FAirfx 7-5721

DISTRICT DEALERS  
**CANADIAN PROPANE CONSOLIDATED LTD**  
Cardston .....516  
**CANADIAN PROPANE CONSOLIDATED LTD**  
367 14 St .....Fort MacLeod 507r2

**SEVENTY SEVEN OIL CO LTD**  
1804 3 Av S .....FAirfx 7-7777  
**STEWART PETROLEUMS LTD**  
2103 2 Av S .....FAirfx 7-5443

**Live Stock Dealers**

Alberta Stockyards Co Ltd Stockyards ..FAirfx 7-3390  
Burke V L 205 Alberta Stockyards .....FAirfx 7-6077  
Burns & Co Limited Alberta Stockyards ..FAirfx 7-5194

**CANADA PACKERS LTD**  
Buyers Office Stockyards .....FAirfx 7-2164  
Plant 3 Hwy E .....FAirfx 8-2778  
.....FAirfx 8-2784  
.....FAirfx 8-2246

Central Livestock Marketing Ltd  
Alberta Stockyards .....FAirfx 7-0101

**FORT MACLEOD AUCTION MARKET LTD**

BE SATISFIED BE PROUD  
SELL YOUR LIVESTOCK IN FORT MACLEOD  
**CATTLE SALES HELD EVERY  
TUESDAY 10:30 A.M.**  
Southern Alberta's Fast Growing Cattle Market  
Fort Macleod .....Phone 538r2

**HAYS & EARL LTD** Stockyards .....FAirfx 7-5048  
Hill W T Farms Ltd  
Opposite Stockyards .....FAirfx 7-3395  
Kline S Stockyards .....FAirfx 7-5370  
Lethbridge Central Feeders Assn (FAirfx 7-3253  
Ltd Alberta Stockyards .....FAirfx 7-2891  
Nicholls A E Stockyards .....FAirfx 7-8607  
Southern Alberta Co-operative Assn Ltd  
Livestk & Stockyards Ofc .....FAirfx 7-4010

**Loaders—Portable**

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

**Loans**

(See Also Mortgages)  
**BENEFICIAL FINANCE CO OF CANADA**  
New Woolworth Bldg .....FAirfx 7-8565  
(See Advertisement This Page)  
(Continued Next Page)

**CASH?**

In a hurry for money? Just phone Beneficial! Get the cash you want fast. One phone call does everything. Call up or come in today!

**LOANS up to \$2500 or more**

36 mo. contracts on loans over \$1500 and up to \$2500 or more. Your loan can be life insured. No bankable security required.

Cor. 4th Ave. & 6th St.  
Woolworth Bldg.

FAirfax 7-8565 Lethbridge, Canada

**BENEFICIAL  
FINANCE CO. OF CANADA****EXTRA CASH  
WHEN YOU NEED IT**

Loans up  
to \$2500,  
Sometimes  
more



LIFE  
INSURANCE  
AVAILABLE

LARGEST ALL-CANADIAN LOAN CO.  
SPECIALISTS IN CONSUMER LENDING

Ste. 2, 424 - 7th Street S.

FAirfax 7-8545

**NIAGARA FINANCE CO. LTD.**  
THE LARGEST ALL-CANADIAN LOAN COMPANY

**Linen Supply Rental Service****PROFESSIONAL:**

DOCTORS, DENTISTS, NURSES

**BUSINESS HOUSES:**

OFFICES, STORES, BARBER SHOPS, BEAUTY PARLORS, COFFEE SHOPS, RESTAURANTS, HOTELS, MOTELS, GROCERY STORES, BUTCHER STORES

**INDUSTRIAL:**

GARAGES, SERVICE STATIONS, METAL SHOPS, FACTORIES, BAKERIES, FOOD PROCESSING PLANTS

**DIAL FAirfax 7-1201**

FOR LINEN RENTAL SERVICE AT COMPETITIVE PRICES  
BUY IN THE SOUTH AND SUPPORT LOCAL  
INDUSTRY AND PAYROLLS

**SOUTHERN ALBERTA LINEN  
SUPPLY COMPANY**

542 - 4th STREET SOUTH

LETHBRIDGE, ALBERTA



Phone for fast,  
one-day  
loan service

**up to \$2500**

Loans are made for any  
helpful purpose.

You may choose from a wide  
variety of repayment plans  
with up to 36 months to repay.

Life Insurance available  
on all loans

**HOUSEHOLD FINANCE  
CORPORATION OF CANADA**

506 - 4th AVENUE SOUTH  
FAirfax 7-1511

Household Finance Corp. Ltd.

**Loans—(Cont'd)**

Bowman Wallace Co Ltd Acadia Bldg ..FAirfx 7-2325

**HOUSEHOLD FINANCE CORP OF CANADA**  
506 4 Av S .....FAirfx 7-1511  
(See Advertisement Opposite Page)

Imperial Investment Corporation Ltd  
505 7 St S .....FAirfx 7-5791  
(See Advertisement This Page)

**LAURENTIDE FINANCE COMPANY**  
505 7 St S .....FAirfx 7-5791  
Niagara Finance Co Ltd 2-424 7 St S ..FAirfx 7-8545  
(See Advertisement Opposite Page)

**Locker Service—Cold Storage**

See Cold Storage

**Locksmiths**

Dan's Repair Shop 1117 3 Av S .....FAirfx 7-3905  
(See Advertisement This Page)

**Logging Equipment**

**ALLIS-CHALMERS LOGGING EQUIPMENT**

Crawler tractors with special guards, bulldozers, lift tongs and forks, matched winches, arches, carts, motor graders. Diesel and gasoline power units. Factory parts and service.



*"For Information Call"*

**WATEROUS EQUIPMENT LTD**  
249 12 St N .....FAirfx 8-3356

**Loose Leaf Systems & Supplies**

G B C Sales & Services Ltd Call Long Distance and ask for (no toll charge) .....Zenith 6080

**Luggage**

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

**Lumber Dealers—Retail**

**ADVANCE LUMBER CO LTD**

Complete Stocks of  
Building Materials — Paints  
Builders Hardware

13 St & 2 Av S .....FAirfx 8-3301

**ALLAN BUILDERS SUPPLIES LTD**

PHONE THE LUMBER  
NUMBER

1301 1 Av N ...FAirfx 7-3421—FAirfx 7-3887

(Continued Next Page)

**IMPERIAL INVESTMENT CORPORATION LTD.**



**INSTALLMENT SALES FINANCING OF:**

- ★ AUTOMOBILES
- ★ BOATS
- ★ COMMERCIAL EQUIPMENT
- ★ INDUSTRIAL EQUIPMENT

Sponsors of  
The Elite Plan  
of Installment Buying

CALL

**FAirfx 7-5791**

**I.I.C.**

505 - 7th Street S.

**LOCKSMITH**

**DAN'S REPAIR SHOP**

Phone

**FAirfax 7-3905**

KEYS

Made for all  
Types of Locks

SAFE WORK

Door Checks Repaired

1117 - 3rd Avenue South

**Lumber — CIL Paints — Builders Hardware**

**YOUR BUILDING SUPPLY HEADQUARTERS IN SOUTHERN ALBERTA**



**YARDS LOCATED AT:**

|                 |          |                    |     |
|-----------------|----------|--------------------|-----|
| BARONS .....    | 142      | CARDSTON .....     | 2   |
| CARMANGAY ..... | 123      | CHAMPION .....     | 68  |
| FOREMOST .....  | 36       | FORT MACLEOD ..... | 44  |
| GRANUM .....    | 24       | MILK RIVER .....   | 12  |
| TABER .....     | 223-2046 | VAUXHALL .....     | 377 |
| WARNER .....    | 141      | BOW ISLAND .....   | 30  |

MEDICINE HAT — JAKsn 6-2861 — JAKsn 6-2862

LETHBRIDGE

**FAirfx 7-3516 + FAirfx 7-5576 + FAirfx 8-3784**

3rd AVENUE & 17th STREET S.



**BEAVER LUMBER COMPANY LIMITED**

Let the **YELLOW PAGES** tell you.  
Who Sells What and Where is He?

**Lumber—Dealers—Retail—(Cont'd)****ATLAS LUMBER CO LTD**

ALL KINDS OF  
BUILDING MATERIALS

3 Av & 16 St S ..... FAirfx 7-5777

Beaver Lumber Co Ltd 3 Av & 17 St S { FAirfx 7-3516  
FAirfx 7-5576  
FAirfx 8-3784  
(See Advertisement Preceding Page)

**BIRD BUILDING SUPPLIES** 202 13 St N FAirfx 8-2050

**CRESTLINE BUILDERS MARKET LTD**

BUILDING MATERIALS  
PAINTS & BUILDERS HARDWARE

Cor 30 St & 2 Av N ..... { FAirfx 7-5444  
FAirfx 7-5110

**MONARCH LUMBER CO LIMITED**

"HOME IMPROVEMENT  
HEADQUARTERS"

1902 3 Av S ..... FAirfx 7-1501

**WESTWOOD LUMBER**

Complete Line of  
BUILDING MATERIALS & SUPPLIES  
FREE ESTIMATES

1246 3 Av N ..... FAirfx 7-8378

**Lumber Dealers—Wholesale****MACMILLAN BLOEDEL & POWELL RIVER  
(ALBERTA) LTD**

WHOLESALE DISTRIBUTORS

- COAST LUMBER • SYLVAPLY
- MONODOR

2 Av & 30 St N ..... FAirfx 8-4455

**RELIABLE BUILDING SUPPLIES & HARDWARE  
LTD** 241 12 St-A N ..... 328-4602

**Macaroni Manufacturers**

Catelli Food Products Ltd 104 13 St N FAirfx 7-3236

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

**Machinery**

Coutts Machinery Co Ltd  
4636 1 St SE ..... Calgary CHstnt 3-4618  
**PIONEER MACHINERY LTD** 517 12 St S FAirfx 7-2930

**Machinery Rebuilding & Repairing**

George's Service 1210 1 Av S ..... FAirfx 7-1753

**Machinery Rentals**

Allied Equipment Rentals Ltd  
1201 2 Av-A N ..... FAirfx 7-6877  
(See Advertisement This Page)

**B W STEEL PRODUCTS SUPPLY CO LTD**  
231 9 St N ..... FAirfx 7-2700  
(See Advertisement This Page)

**CONSTRUCTION EQUIPMENT CO LTD**  
2103 13 Av S ..... FAirfx 7-8415

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

## A. R. WILLIAMS Machinery Western Ltd.

- Electric Motors
- Machine Tools
- Woodworking Tools
- Sheet Metal Equipment
- Material Handling Equipment
- Hyster Lift Trucks
- Overhead Cranes and Hoists



A COMPLETE LINE OF  
INDUSTRIAL TOOLS & SUPPLIES  
CHstnt 3-7656

1143 - 42nd Avenue S.E. — Calgary

## Allied Equipment Rentals Ltd.

**RENTAL OF**

- AIR COMPRESSORS & TOOLS
- PUMPS
- MIXERS
- VIBRATORS
- CHAIN HOISTS
- FINISHERS
- WHEELBARROWS
- DUMP-OVER CARTS
- GARDEN TILLERS
- TRACTORS
- FRONT END LOADERS
- WOBBLERS
- ELECTRIC TOOLS
- SHEEPSFOOT PACKERS
- LIGHT PLANTS
- SPACE HEATERS
- ELECTRIC HAMMERS
- ROTO-TILLERS

PHONE

**FAirfax 7-6877**

1201 - 2 Av-A N.

## B. W. STEEL PRODUCTS SUPPLY Co. Ltd.

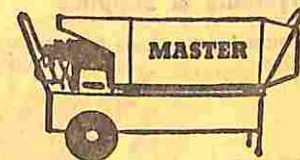
# HEAT FOR RENT

low rates by  
day  
week  
or  
month

with option to buy

## MASTER Portable Heaters

Burn kerosene • plug into  
115 volt outlet • automatic  
operation • no fumes • no  
vent needed • economical  
IMMEDIATE DELIVERY



ALSO RENT ANY OF  
THE FOLLOWING

- \* COMPRESSORS & TOOLS
- \* VIBRATORS - ELECTRIC or GAS
- \* ELECTRIC DRILLS & SAWS
- \* ELECTRIC HAMMERS
- \* STAR SELF DRILL KITS
- \* RAMSET GUNS
- \* SCHWANK L. P. HEATERS
- \* ELECTRIC CHAIN SAWS

**FAirfx 7-2700**

**FAirfx 7-2370**

231 - 9th STREET NORTH

**Machinery & Supplies**

**CONSTRUCTION EQUIPMENT CO LTD**  
2103 13 Av S .....FAirfx 7-8415

**DELTA POWER TOOLS**



Complete line of wood and metalworking power tools & accessories for Industry, Schools, Home Workshops. Saws, Drill Presses, Grinders, Metals & Wood Lathes, Cut-Off Machines, Abrasive Saws, Jointers, Shapers, etc.

Machines, Radial

*"Where To Buy Them"*

INDUSTRIAL & HOMECRAFT TOOLS

**WESTERN CANADA HARDWARE**  
907-915 2 Av S .....FAirfx 7-5711

England R G 517 12 St S .....FAirfx 7-2930

**FERGUSON SUPPLY ALBERTA LTD**

**EUCLID SCRAPERS**  
**EUCLID CRAWLER TRACTORS**  
**P & H BACKHOES — DRAGLINES**  
**EQUIPMENT & SUPPLIES**  
**CONCRETE EQUIPMENT & ACCESSORIES**

1201 2 Av-A N .....FAirfx 7-6385

**LETHBRIDGE MACHINERY CO LTD**  
231 9 St N .....FAirfx 7-3556

Victory Equipment Ltd 920 2 Av-A N ..FAirfx 7-4389

**Machinists**

Hunt Welding Service Ltd 1422 2 Av S ..FAirfx 7-5575

Lethbridge Industries Ltd (FAirfx 7-2323)  
1117 2 Av-A N .....FAirfx 7-2606  
(See Advertisement This Page)

Lethbridge Iron Works Co Ltd (FAirfx 7-3332)  
Cor 1 Av & 2 St S .....FAirfx 7-3576

Niven Bros 216 1 Av S .....FAirfx 7-2732

**WESTERN METAL FABRICATORS LTD**

**MACHINING — WELDING**  
**MANUFACTURERS**  
**REPAIRS — STEEL SUPPLIES**

1501 2 Av S .....FAirfx 7-4473  
.....FAirfx 7-4982

**Authorized Magneto**  
**Sales & Service Distributors**

American Bosch Scintilla  
Eisemann Wico  
Splitdorf Phelon

Fairbanks-Morse

**HUTTON'S LTD.**

FAirfx 7-2586  
FAirfx 7-5566  
FAirfx 7-5158

321 - 8th STREET SOUTH

**Magazines & Newspapers**

Boyer S K & Son 305 5 St S .....FAirfx 7-4277

Club Cigar Store 3 Av & 5 St S .....FAirfx 8-2710

General News Co 1518 3 Av S .....FAirfx 7-4220

**Magnetos & Repairs**

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

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

**Manicurists**

See Beauty Parlors

**Manufacturers' Agents**

Gallant A 1248 5 Av S .....FAirfx 7-8722

**WATKINS QUALITY PRODUCTS**  
(CITY DISTRIBUTOR)

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TOILET ARTICLES  
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LTD.

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**& WELDERS**

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**FAirfax 7-2323**  
**FAirfax 7-2606**

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Bonnydale Meats 1406 17 St S .....FAirfx 7-6050

Currie's Frozen Food & Locker Service  
1516 9 Av S .....FAirfx 7-2044

Economy Meat Market 904 7 Av S .....FAirfx 7-3855

Hoefler & Wood Ltd 538 13 St S .....FAirfx 7-5295

Independent Meat Market 405 5 St S ...FAirfx 7-3328

Lee's Food Market 708 3 Av S .....FAirfx 7-1812

Mihalik A 642 13 St N .....FAirfx 7-4344

Mueller Hugo 430 13 St N .....FAirfx 7-5049  
(See Advertisement This Page)

Star Meat Market & Bakery 401 2 Av S .FAirfx 7-4393

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**SAUSAGE**

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City Packers Ltd 419 7 Av S .....FAirfx 7-2426

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 Christie Grant Co 308 5 St S .....328-4726  
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 Higa's Men's & Boys' Wear 316 13 St N FAirfx 7-7610  
 Klinger's Men's & Boys' Wear 108 5 St S FAirfx 7-3003  
**McGUIRE'S MEN'S WEAR LTD**  
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**ROXY HAT SHOP** 320 5 St S .....FAirfx 7-8640  
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See Dairies

**Milking Machines**

See Dairy Supplies

**Millers**

See Flour Mills

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 Priscilla's Millinery 220 5 St S .....FAirfx 8-3701

**Millwork**

Four Star Millwork Co 242 12 St-B N..FAirfx 7-1042

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Waterous Equipment Ltd 249 12 St N ..FAirfx 8-3356

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 VERMONT MARBLE  
 CERAMIC TILE CONTRACTOR

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Southern Monument Co 1226 3 Av S ..FAirfx 8-4577  
 (See Advertisement This Page)

**Southern Monument Co.**



CANADIAN & SWEDISH GRANITES  
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**FAirfx 8-4577**

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**PERKINSON McKAGUE & CO**  
 445 Mayor Magrath Dr .....FAirfx 7-7444

Schwartz Henry & Sons Agencies Ltd {FAirfx 7-2151  
 222 5 St S .....FAirfx 8-4177

Sonalta Real Estate 811 3 Av S .....FAirfx 8-1503

Trans-Canada Mortgage Corporation Ltd  
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AAA — AMA — 4 STAR RATING  
 RADIO - TV & ROOM TELEPHONES

"Your Home Away From Home"

**CHINOOK MOTEL**

**FAirfx 8-1443**

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**Motels—(Cont'd)**

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**FOUR STAR RATING**

**19 Units**

COOKING FACILITIES  
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Alec Uwazny, Prop.

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 .....FAirfx 8-3707

El Rancho Motor Hotel Ltd (FAirfx 7-5701  
 526 Mayor Magrath Dr .....FAirfx 7-2660

(See Advertisement This Page)

**GOLDEN WEST MOTEL**

"Where Old Friends Meet"  
**GOLDEN WEST MOTEL**

UNITS WITH OR WITHOUT  
 HOUSEKEEPING FACILITIES

1142 Mayor Magrath Dr .....FAirfx 8-4436

(Continued Next Page)

**EL RANCHO MOTOR HOTEL**

**121 LUXURIOUS UNITS**

"Refrigerated Air Conditioning"  
 In All Motor Hotel Rooms

**24 Hour Telephone Service**

- Soft Water in Every Room
- RADIO & TV IN ALL ROOMS
- COFFEE SHOP — DINING ROOM
- BARBER SHOP — BEAUTY PARLOR
- DRUG STORE — POST OFFICE

**EL RANCHO MOTOR HOTEL LTD.**

**FAirfax 7-2660**  
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Mayor Magrath Drive

**Motels—(Cont'd)**

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When in Lethbridge  
STOP AT  
**HOLIDAY MOTEL**  
NEW - MODERN - COMFORTABLE  
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"BEST WESTERN"  
Baths & Showers - Wall-to-Wall Carpeting  
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"A REST ASSURED"  
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**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)

(Continued Next Page)

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by Telephone; it will bring the things  
you need from stores and markets.

**McLEAN  
TRANSFER LTD.**

LOCAL AND  
LONG DISTANCE  
**MOVING**  
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AGENTS

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FAirfx 7-0057

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LETHBRIDGE

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318-319 Post Office Bldg .....FAirfx 7-2475

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See Motels

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FAirfx 8-4485**

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AGENTS FOR ALLIED VAN LINES LTD.  
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**Movers—(Cont'd)**

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(See Advertisement This Page)

Speedy Storage & Cartage Ltd  
327 3 St S . . . . . FAirfx 7-5734

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(See Advertisement This Page)

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MOVING WITH CARE EVERYWHERE

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AUTHORIZED AGENT

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Pruegger's Accordion College Ltd  
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North Lethbridge Branch 430a 13 St N FAirfx 8-2403  
(See Advertisement This Page)

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Complete Stock of  
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ALL SIZES OF ACCORDIONS  
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**8 WEEK TRIAL COURSE**

to determine your capability, talent and interest towards playing the piano-accordion.

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You do not have to buy an accordion — we loan you an accordion free of charge for your home practising during our 8-week Beginner's Course.

**SPECIALIZED ACCORDION COURSES FOR —**

**ADULTS** of all ages.  
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Only experienced and qualified teachers are employed to instruct each student. These accordion specialists are ready to serve you with the most up-to-date teaching methods at

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See Signs

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 816 12 St-A S ..... FAirfx 7-3626  
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Your Ophthalmologist's Prescription  
 Accurately Dispensed

We have the latest selection of frames.  
 Custom Fittings on Monoplex Plastic Eyes  
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Glasses Repaired & Serviced  
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**OPTICAL  
PRESCRIPTION CO.  
(LETHBRIDGE) LTD.**

Ophthalmologists Prescriptions  
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DISPENSING OPTICIANS  
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443 19 St N .....FAirfx 7-2593

**Ornamental Metal Work**

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**Outboard Motors****EVINRUDE OUTBOARD MOTORS**

Made by Outboard  
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Manufacturers of  
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Lawn-Cruiser power  
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Fairview Subdiv .....FAirfx 7-4242  
Smith H A & Son .....Coaldale DIkns 5-3272

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Factory Authorized Parts and Service for  
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One Mile East on Experimental Farm Road  
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FAirfx 7-4242 FAirfx 7-4242

**HUTTON'S LTD****OUTBOARD MOTORS**

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Parts and Service Distributor for  
ELTO — EVINRUDE — JOHNSON  
BUCCANEER

321 8 St S .....  
FAirfx 7-2586  
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**SCOTT OUTBOARD MOTORS**

"SCOTT'S GOT IT" IN TOP  
END PERFORMANCE AND  
DEEP END DEPENDABILITY  
EXCLUSIVE SCOTT



BAIL-A-MATIC AND SCOTT POWERED  
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Made in Canada by the World's Largest  
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Call Long Distance and ask for  
Edmonton .....GR 9-6269

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

**Oxygen**

UNION CARBIDE CANADA LIMITED  
LINDE GASES DIV 5 Av & 28 St N ..FAirfx 7-7265  
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Kubik Stores .....Blairmore 2118  
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Revelstoke Sawmill Co Ltd .....Lomond 13  
Magrath Trading Co Ltd .....Magrath 34  
Gorrill W H .....New Dayton 12  
Atlas Lumber Co Ltd Picture Butte REgnt 2-4412  
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Barnwell Farm Equipment .....Taber 223-8049  
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**Paint Dealers—Retail—(Cont'd)**

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 Shoppers' World .....FAirfx 8-2525  
 (See Advertisement This Page)  
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 256 13 St N .....FAirfx 8-3031  
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 {FAirfx 7-7413  
 Seventy Seven Oil Co Ltd  
 1804 3 Av S .....FAirfx 7-7777  
 (See Advertisement This Page)  
**SHERWIN-WILLIAMS PAINT & WALLPAPER STORE**  
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 (See Advertisement This Page)  
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 (See Advertisement This Page)  
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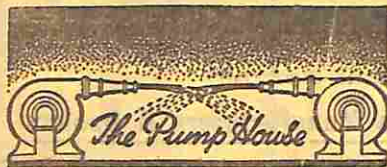


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315 7 St S ..... {FAirfx 7-5560  
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Fremstad's Radio & Television  
419 Mayor Magrath Dr ..... FAirfx 7-2787  
(See Advertisement This Page)  
Hilder's TV Service 1023 3 Av S ..... FAirfx 8-4224  
(See Advertisement This Page)

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(See Advertisement This Page)

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 (See Advertisement This Page)  
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**Refrigerators**

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 (See Advertisement This Page)  
 Bruce Robinson Electric Ltd  
 1108 1 Av S ..... FAirfx 7-8561  
 (See Advertisement This Page)  
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 El Rancho Drive-In Restaurant  
 Mayor Magrath Dr .....FAirfx 7-2355  
 (See Advertisement This Page)  
 Eve's Coffee Shop 1604 2 Av S .....FAirfx 8-3628  
 G W Chop Suey 405 2 Av S .....FAirfx 7-2712  
 Greyhound Grill 411 5 St S .....FAirfx 8-1802  
 Hong Kong Chop Suey 212 5St S .....FAirfx 7-3963  
 Jack's Coffee Shop 3 Av & 13 St S ...FAirfx 7-5383  
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 Lila's 412 5 St S .....FAirfx 8-4245  
 Lotus Inn 102 8 St S .....FAirfx 7-2297  
 {FAirfx 7-0240  
 (See Advertisement This Page)  
 Majorette Coffee Shop 612 3 Av S .....FAirfx 7-7511  
 (See Advertisement This Page)  
**MARQUIS COFFEE SHOP** Marquis Hotel FAirfx 7-4441  
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