

Scaffolding**SARNIA STEEL SCAFFOLD**

FOR
EVERY
REQUIREMENT



Scaffolds, Hoists, Vertical
and Horizontal Shoring

"For Sales or Rental Call"

ALLIED EQUIPMENT RENTALS LTD
1201 2 Av-A NFAirfx 7-6877

Scales Repairing**JONES REFRIGERATION SERVICE**

817 3 Av SFAirfx 7-4555

School Supplies—Whol & Mfrs

Palmer A D Products Ltd 3 Hwy EFAirfx 7-1872

Schools

Goeder Dorothy School for Retarded Children
1805 9 Av NFAirfx 7-3087

Lethbridge School District No 51 (City)

Board Offices 433 15 St S

Supt L H BussardFAirfx 7-4256

Asst Supt L H BlackbourneFAirfx 7-3883

Secty-Treas A J WatsonFAirfx 7-3548

Asst Secty-Treas P KyloFAirfx 7-4406

Collegiate Inst 5 Av & 18 St SFAirfx 7-5526

Winston Churchill High School

9 Av & 20 St N328-4723

Hamilton Jr H 4 Av & 15 St SFAirfx 7-3465

Paterson Jr H 12 Av & 21 St SFAirfx 7-4977

Wilson Jr H 5 Av & 18 St NFAirfx 7-8947

Lethbridge Jr College

W J Cousins Dean 5 Av & 18 St S ..FAirfx 7-4731

Lethbridge School Division No 7 (Rural)

214 13 St S.....FAirfx 7-2628

Lethbridge Separate School District No 9

Board Offices 425 18 St SFAirfx 7-4133

Supt R A KimmittFAirfx 7-4133

Secty-Treas N L Reilander

425 18 St SFAirfx 7-5298

St Francis Boys' School

4 Av & 18 St SFAirfx 7-6545

Schools—Beauty Culture

Alberta Beauty School 324 5 St SFAirfx 7-2250

Schools—Driving

See Automobile Driving Instruction

Schools—Music

See Music Colleges & Teachers

Scrap Metal**DAVIS ENTERPRISES (ALBERTA) LTD**

HIDES — METALS — SCRAP
USED PIPE & PLATE

1505 2 Av SFAirfx 7-2318

Baling Div & Scrap Yard

530 2 Av-A NFAirfx 7-2645

Scrap Metal —(Cont'd)

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

VARZARI IRON LTD

Dealers and Exporters of
SCRAP METALS — PIPE
STRUCTURAL STEEL
ANGLE PLATE, ETC.

Mailing Address: P.O. Box 434, Lethbridge

Cor 12 St-A & 2 Av NFAirfx 7-1296
.....FAirfx 8-1913

NATIONAL SALVAGE CO.

— WE BUY SCRAP STEEL —
CAST IRON & ALL TYPES OF
SCRAP METAL

DEMOLITION CONTRACTORS

Truck Scales for Your Convenience
Crane Unloading

FAirfx 7-8138

Cor. 12th Street & 2nd Avenue N.

Seat Covers

See Automobile Seat Covers

Second Hand Dealers**Cut Rate Furniture Store**

Cor 2 Av & 8 St SFAirfx 7-3024

D & D Second Hand Store 314 1 Av S ..FAirfx 8-1954

Mart (Leth) Ltd 1260 3 Av NFAirfx 7-1114

(See Advertisement This Page)

Tom's Trading Post 248 13 St NFAirfx 8-2114

(See Advertisement This Page)

Traders Furniture Ltd 1520 3 Av S ...FAirfx 8-2816

(See Advertisement This Page)

Let the **YELLOW PAGES** tell you
who sells what and where the
business is located.

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.

Secretarial Service**LETHBRIDGE SECRETARIAL CENTRE**

818a 3 Av SFAirfx 8-3373

Seed Cleaners**Ellison Milling & Elevator Co Ltd**

1301 2 Av SFAirfx 8-3211

O'Loane Kiely & Co Ltd

2 Av SFAirfx 7-2313

.....FAirfx 8-1819

WESTERN CANADIAN SEED PROCESSORS LTD

2 Av-A & 28 St NFAirfx 7-5781

Seed Growers

CHINOOK SEEDS LTD 310 9 St S ...FAirfx 7-2516

Ellison Milling & Elevator Co Ltd

1405 2 Av SFAirfx 7-4090

MONTANA MUSTARD SEED CO

1321 3 Av SFAirfx 7-4548

O'Loane Kiely & Co Ltd 2 Av SFAirfx 7-2313

Seedsman

Chinook Seeds Ltd 310 9 St SFAirfx 7-2516

Seismographic Supplies

EXPLOSIVES LTD 907-915 2 Av SFAirfx 7-5715

Night Calls F H Art Jones resFAirfx 7-6733

Night Calls Gordon Black resFAirfx 7-4347

TOM'S TRADING POST

BUYING — SELLING
TRADING
NEW & USED

FAirfax 8-2114

248 - 13th St. North

Lethbridge

WE BUY, SELL OR TRADE
ANYTHING

IF IT'S USED WE HAVE IT OR
CAN GET IT FOR YOU

"Another Service of "

TRADER'S FURNITURE Ltd.

FAirfx 8-2816

— ASK FOR FRED OR DALE —
Don't Buy Till You've Tried Traders
1520 - 3rd Avenue S. — Lethbridge

Septic Tanks

Dunkley Bros Ltd 1217 13 St NFAirfx 8-3840
MIDWEST SEPTIC TANK CLEANERS

**TOWN & COUNTRY
 SEPTIC TANK CLEANERS**

OUR RATES ARE REASONABLE

1403 3 Av S328-4762

WESTERN CANADA HARDWARE LTD
 1004 1 Av SFAirfx 7-5711

Service Station Equipment

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

Service Stations

ALCAN SERVICE STATION
 1313 Mayor Magrath DrFAirfx 8-2728
 Bay Service Station 1 Av & 5 St SFAirfx 8-9174
BENY CHEVROLET OLDSMOBILE (1959) LTD
 Cor 2 Av & 8 St SFAirfx 7-3147
 Bert's Maple Leaf Service
 Cor 3 Av & 12 St-A SFAirfx 7-5467
BILL'S ESSO SERVICE 410 3 Av S ..FAirfx 7-4038
BRITISH AMERICAN OIL SERVICE STATIONS

STOP AT THE SIGN
 OF THE BIG

For Quality Products
 and Service



"Where To Buy It"
 DEALERS

COMMERCIAL SERVICE
 1903 3 Av SFAirfx 7-2087
FRED KING MOTORS LTD
 Cor 11 St & 3 Av SFAirfx 7-1566
IMPERIAL MOTORS LTD
 Cor 2 Av & 7 St SFAirfx 7-2887
MAIN SERVICE CENTRE
 Cor 3 Av & 9 St SFAirfx 7-6698
WESTMINSTER SERVICE STATION
 335 13 St NFAirfx 7-4194

Canadian Oil Companies Ltd
 1811 2 Av SFAirfx 7-3208

CANADIAN OIL SERVICE STATIONS

FOR TOTAL
 SERVICE
 CALL



"Where to Buy It"
 DISTRIBUTOR

Canadian Oil Companies Ltd
 1811 2 Av SFAirfx 7-3208
SERVICE STATIONS
 Coutts HwyFAirfx 7-6336
 203 28 St SFAirfx 7-7411
 Cor 3 Av & 3 St SFAirfx 7-2750
 Cor 3 Av & 9 St SFAirfx 7-4940
 Cor 4 Av & 4 St SFAirfx 7-2369

Service Stations—(Cont'd)

CITY SERVICE STATION
 13 St & 8 Av NFAirfx 7-5967
 Commercial Service 1903 3 Av SFAirfx 7-2087
 Downtown White Rose Service Station
 Cor 3 Av & 9 St SFAirfx 7-4940
EASTVIEW ROYALITE SERVICE
 Cor 16 Av & Mayor Magrath DrFAirfx 8-3886
El Rancho Service Station
 6 Av & Mayor Magrath DrFAirfx 7-5406
 Elder's Shell Service 206 9 St SFAirfx 7-1967
 Enerson's Bridgeview Service
 No 3 Hwy WFAirfx 7-5682
 Enerson's Park Service
 7 Av & Mayor Magrath DrFAirfx 7-2219
 Firestone Stores Cor 3 Av & 8 St SFAirfx 7-8548
FORT WHOOP-UP SERVICE
 Jctn Coutts & Cardston HwyFAirfx 7-5255
 Frank's Service CoalhurstFAirfx 8-9125
FRED KING MOTORS LTD
 Cor 11 St & 3 Av SFAirfx 7-1566
 Gas-Hopper Service Station
 Shoppers' WorldFAirfx 8-2584
GLENDALE ROYALITE SERVICE
 Cor 21 St & 2 Av SFAirfx 8-1839
HILLCREST ESSO SERVICE
 Cor 9 St & 5 Av NFAirfx 8-3193
 Hilltop Service Station LethbridgeFAirfx 7-5089
IMPERIAL ESSO DEALERS

Back of Every Product
 Sold by
IMPERIAL OIL LIMITED
 Stands the Reputation
 of Canada's Oldest and
 Largest Oil Company



"Where To Buy It"
 DEALERS

ELRICH TIRE & GAS
 334 4 St SFAirfx 7-6886
BILL'S ESSO SERVICE
 410 3 Av SFAirfx 7-4038
HILLCREST ESSO SERVICE
 Cor 9 St & 5 Av NFAirfx 8-3193
HILLTOP SERVICE STATION
 LethbridgeFAirfx 7-5089
MOORE'S ESSO SERVICE
 3 Av & 21 St SFAirfx 7-1046
SKYLINE SERVICE STATION
 43 St & Coutts HwyFAirfx 7-5565
SUNNY SERVICE STATION
 505 13 St NFAirfx 7-5224
BULK DEALERS
LUCO J 1705 2 Av SFAirfx 7-3535

IMPERIAL MOTORS LTD
 Cor 2 Av & 7 St SFAirfx 7-2887
 Johnny's White Rose Service 203 28 St S FAirfx 7-7411
LAKEVIEW TEXACO SERVICE STATION
 Tune Ups & AMA Towing
 Cor 10 Av & Mayor Magrath DrFAirfx 7-5697
 Lethbridge Watson Motors 2019 2 Av S FAirfx 7-4477
 SalesFAirfx 7-7567
MADSEN'S SHELL SERVICE
 2910 1 Av S328-4780
MAIN SERVICE CENTRE
 Cor 3 Av & 9 St SFAirfx 7-6698
 Moore's Esso Service 3 Av & 21 St S ..FAirfx 7-1046
 Myers Artic Service 3 Av & 13 St S ...FAirfx 7-4162
 North Lethbridge Motors
 305 13 St NFAirfx 7-3181
 North Way Service 13 St & 6 Av N ...FAirfx 8-2637
NORTHSIDE SHELL SERVICE
 321 13 St NFAirfx 8-2407

Service Stations—(Cont'd)

RED HEAD SERVICE STATIONS



"Where To Buy It"

LEASED SERVICE STATIONS & DEALERS

Archibald Motors Ltd
 Cor 6 Av & 5 St SFAirfx 7-6363
 Fort Whoop-Up Service
 Jctn Coutts & Cardston Hwy ...FAirfx 7-5255
 Old Chief Motel LethbridgeFAirfx 8-9178
 Riverview Garage 616 4 St SFAirfx 7-3881
 Sorensen's Service 3 Av & 10 St N FAirfx 7-6082

Rollingson H No 3 Hwy EFAirfx 7-3581
 Seventy Seven Service Stations
 320 9 St SFAirfx 7-2823
 1804 3 Av SFAirfx 7-4645
 Short Stop Service Station
 Cor 4 Av & 8 St SFAirfx 7-4167
SKYLINE SERVICE STATION
 43 St & Coutts HwyFAirfx 7-5565
SPOTLITE SERVICE STATION
 Cor 3 Av & 8 St SFAirfx 7-2970
 Stan's Suburban Service 1250 1 Av S ..FAirfx 8-2617
 Stone's Auto Repairers 610 4 St S ...FAirfx 7-4825
SUNNY SERVICE STATION 505 13 St N FAirfx 7-5224
 Superior North Star Service
 428 5 St SFAirfx 7-7260
 Terminal Service Station & Body Shop
 Cor 4 Av & 4 St SFAirfx 7-3336

TEXACO DEALERS



ASK FOR
 TEXACO
 PETROLEUM
 PRODUCTS

"Where To Buy It"

10 Av & Mayor Magrath DrFAirfx 7-5697
 13 St N & 6 AvFAirfx 8-2637
 8 St S & 4 AvFAirfx 7-4167

TIP TOP SERVICE 1119 2 Av SFAirfx 7-2417
TOWER SERVICE 2021 3 Av SFAirfx 7-2503
 Westminster Service Station 335 13 St N FAirfx 7-4194
WIDMER'S SHELL SERVICE
 Cor 3 Av & 20 St SFAirfx 7-0313

Sewer Pipe

CONSOLIDATED CONCRETE LTD
 5 Av & 28 St NFAirfx 7-7027

Sewing Machines

Elna Sewing Centre 404a 4 Av SFAirfx 8-3924
 St Louis Furniture Store 118 5 St S ..FAirfx 7-2210
 Singer Sewing Machine Co 613 4 Av S ..FAirfx 7-2243

CHARLTON & HILL LTD.

- ROOFING
- SHEET METAL WORK



LENNOX
HEATING AND
COOLING SYSTEMS

Gas, Oil, Coal, and
Propane

FAirfax 8-3388

208 - 13 St. S. — LETHBRIDGE

Sheet Metal Products

B W STEEL PRODUCTS SUPPLY CO LTD

SHELVING ALL TYPES
STEEL LOCKERS & CABINETS
SLOTTED ANGLE

231 9 St N {FAirfx 7-2700
{FAirfx 7-2370

Sheet Metal Workers

CAPITAL HEATING LTD 1271 3 Av S .. FAirfx 7-1630
CHARLTON & HILL LTD 208 13 St S FAirfx 8-3388
(See Advertisement This Page)

FREEL SHEET METAL WORKS

THE HOT AIR MAN
HEATING &
SHEET METAL
WORK

405a 4 St S FAirfx 7-2713

K I P Heating Ltd 612 13 St N FAirfx 8-1478
Lethbridge Sheet Metal Ltd {FAirfx 7-6633
121 13 St N {FAirfx 7-6353
(See Advertisement This Page)

Shoemakers & Repairers

Steve's Shoe Repair Shop 317a 8 St S .. FAirfx 7-5648
Wyatt's Shoe Repair 210 5 St S FAirfx 7-1333

Shoes—Retail

See also Boots & Shoes—Retail

TOWNE HALL SHOP LTD 701 3 Av S FAirfx 7-2568

Shopping Centres

Shoppers' World Ltd
415 Shoppers' World FAirfx 8-4045

Shovels—Power

WATEROUS EQUIPMENT LTD

ALLIS-CHALMERS TRACTORS &
ROAD MACHINERY
MARION POWER SHOVELS

249 12 St N FAirfx 8-3356

Show Cards

City Sign Co 527 6 St S FAirfx 7-4204

Signs

Art Sign Co 333 4 Av S FAirfx 7-2203
(See Advertisement This Page)
City Sign Co 527 6 St S FAirfx 7-4204
(See Advertisement This Page)
Commercial Signs 314 3 Av S FAirfx 7-7633
Dysigns rear 508 5 Av S FAirfx 7-3510
(See Advertisement This Page)
(Continued Next Page)



FAirfx 7-4204

527 - 6th Street S.



by
Dysigns

- Gold Leaf Lettering
- Out Out Letters
- Window Signs
- Truck Signs
- Designs

Phone FAirfax 7-3510

508 - 5th Ave. S. (Rear)
GILBERT DYS, Prop., res. FAirfx 8-3018

LETHBRIDGE SHEET METAL Ltd.

WARM AIR HEATING
EAVESTROUGHING
BONDED ROOFERS
LENNOX FURNACES

ALL TYPES OF
COMMERCIAL &
INDUSTRIAL WORK

PHONE

FAirfax 7-6633

FAirfax 7-6353

121 - 13th Street North

Phone ★
FAirfax 7-2203

333
4 Ave. S.
JACK PATEY-PROP.
THE OLDEST SIGN FIRM IN THE SOUTH

Signs—(Cont'd)

Hook Signs Lethbridge Ltd 271 7 Av S FAirfx 7-3686
 Jay Signs 611 6 Av S FAirfx 7-8794
 (See Advertisement This Page)
 National Neon Displays Ltd 315 9 St N FAirfx 7-4215
 (See Advertisement This Page)
 Neon Products of Canada Ltd
 1252 3 Av S FAirfx 7-5237
 (See Advertisement This Page)

Silk Screen Processing

Art Sign Co 333 4 Av S FAirfx 7-2203

Skating Rinks

Arena 12 St-A & 2 Av S FAirfx 7-2288

Slipcovers

Fabric Land 624 13 St N FAirfx 8-4536

Soaps—Liquid

DELTA CHEMICALS (ALBERTA) LTD
 1229 2 Av-A N FAirfx 7-4776
 WOOD G H & CO LTD 327 3 St S FAirfx 7-7400

Soft Drinks

See Bottlers

Soft Water Equipment

See Water Softening Equipment

Sound Systems & Equipment

MODERN ELECTRONICS

SOUND SYSTEMS
 AND
 EQUIPMENT

SALES & SERVICE

818 3 Av S FAirfx 7-6150

Speedometers

HUTTON'S LTD

AUTHORIZED FACTORY SERVICE
 A.C. - Auto Lite
 King Seely - Stewart Warner
 Smith

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

Sporting Goods—Whlse & Mfrs

WESTERN CANADA HARDWARE LTD

907-915 2 Av S FAirfx 7-5711

SAY IT WITH
JAY
Signs
 "JOCKO"
 JOE TARNAVA

SIGNS
 OF ALL KINDS
 "Quick as a Wink Service"
 24 HOUR
 ANSWERING
 SERVICE
FAirfx 7-8794
 611 - 6th Avenue South
 LETHBRIDGE

"CANADA'S LARGEST
 NEON COMPANY"

NEON
PRODUCTS
 OF CANADA LIMITED

1252 - 3rd Ave. S.
FAirfax 7-5237

NEON
 PLASTICS
 LIGHTING

FACTORIES:
 VANCOUVER
 VICTORIA - CALGARY - EDMONTON
 REGINA - WINNIPEG - TORONTO



315 - 9th ST. NORTH — LETHBRIDGE

A LETHBRIDGE INDUSTRY
DESIGNERS — MANUFACTURERS
ELECTRICAL ADVERTISING
AND INTERIOR LIGHTING

PHONE

FAirfax 7-4215

NATIONAL NEON DISPLAYS LTD.

NIGHT CALLS ... DAVE BROWN FAirfax 7-6102
 BUD CARTER FAirfax 7-6785

Directory Advertising
PAYS

Sporting Goods—Wholesale & Retail

Barrett-Forrest Hardware Co {FAirfx 7-2383
318 6 St SFAirfx 7-6727

BLENNER-HASSETT & SMITH**SPORTING GOODS**

Fishing Tackle & Gun Repairs

309 6 St SFAirfx 7-2260

CONSUMERS HARDWARE & SUPPLY

2nd Floor Sports Dept.

**TOYS - LUGGAGE -
SPORTS EQUIPMENT
FISHING - HUNTING SUPPLIES**

516-518 3 Av SFAirfx 7-4902

Dan's Repair Shop 1117 3 Av SFAirfx 7-3905

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

MOTOR CAR SUPPLY CO OF CANADA LTD
1218 2 Av SFAirfx 7-3111

Western Canada Hardware Ltd
907-915 2 Av SFAirfx 7-5711

Sprinkler Contractors

Major Irrigation Ltd 2125 2 Av SFAirfx 7-5525

OLIVER CHEMICAL CO (LETHBRIDGE) LTD
Cor 3 Av & 9 St NFAirfx 7-1571

Prairie Ditching Co 418 26 St SFAirfx 7-8280

Sprinklers—Lawn**BUCKNER SPRINKLERS**

Homes - Schools - Farms
Golf Courses
Parks - Cemeteries



One Sprinkler or Complete Irrigation Systems

**BUILDING BETTER SPRINKLERS
FOR MORE THAN 40 YEARS**

"Where To Buy Them"

DISTRIBUTOR

**SPRINKLER IRRIGATION & EQUIPMENT
CO LTD 1923 2 Av SFAirfx 8-2857**

Holberton's Plumbing & Heating
1911 9 Av SFAirfx 7-4276



**UNDERGROUND
LAWN SPRINKLING SYSTEMS**
For Home and Industrial Sites

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

FAirfx 8-2857
1923 - 2nd Avenue South

Sprinklers—Lawn—(Cont'd)**PALLISER TURF IRRIGATION LTD**

**Underground & Above Ground
Sprinkler Irrigation Equipment**

FOR LAWNS, PARKS, GOLF COURSES AND
INDUSTRIAL INSTALLATIONS
DISTRIBUTOR FOR RAINBIRD SPRINKLERS
VALVES AND FITTINGS

2125 2 Av SFAirfx 8-4503

PRAIRIE DITCHING CO 418 26 St S ..FAirfx 7-8280
Sprinkler Irrigation & Equipment Co Ltd

1923 2 Av SFAirfx 8-2857
(See Advertisement This Page)

Stapling Machines**RODGER ROSS M LTD**

BOSTITCH STAPLERS & STAPLES

For Information Call Calgary

1333 16 Av SWCalgary CHery 4-0600

Stationers—Retail**COMMERCIAL PRINTERS & OFFICE OUTFITTERS LTD**

**"THE SCHOOL & OFFICE SUPPLY
HOUSE OF THE SOUTH"**

326 7 St SFAirfx 8-4431

SOUTHERN STATIONERS LTD { 328-4708
316 7 St SFAirfx 7-4316
(See Advertisement This Page)

SOUTHERN
OFFICE SUPPLIES

STATIONERS
SCHOOL SUPPLIES

OFFICE FURNITURE

OFFICE SUPPLIES

SCHOOL SUPPLIES

HOBBY CRAFTS

"Keep the Southern Habit"

PHONE

328-4708**FAirfax 7-4316****FAirfax 8-2306**

316 - 7th St. S. Lethbridge

Stationers—Wholesale**COMMERCIAL PRINTERS & OFFICE**

OUTFITTERS LTD 326 7 St SFAirfx 8-4433
SOUTHERN STATIONERS LTD {FAirfx 8-2306
316 7 St S 328-4708
FAirfx 7-4316

Steam Baths

Genuine Swedish Massage 4 Oliver Blk ..FAirfx 8-4171

Steam Cleaning Industrial

Le Pard George 323 7 Av SFAirfx 7-0300

Steam Fitters

Baxter Geo H & Son Ltd 528 6 St SFAirfx 7-6543
Mec-Man Plumbing & Heating

305 24 St SFAirfx 8-3010

WHITTICKS' MECHANICAL CONTRACTORS LTD
912 3 Av SFAirfx 7-3014

Steamship Agents

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

Butte Insurance & Travel Service

909a 3 Av SFAirfx 8-3201

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

ROSSITER AGENCIES

Bsm't McFarland BldgFAirfx 7-1541



ALBERTA'S LARGEST AND MOST
EXPERIENCED TRAVEL BUREAU

P. LAWSON
Travel Ltd.

305 - 6th STREET SOUTH

FAirfx 7-4094
Agents for all Ship Lines

Steel**NORTHERN ASBESTOS & BUILDING SUPPLIES LTD**

DEXION STEEL ANGLE

For Shelving & Racking

253 12 St NFAirfx 7-6166

HECTORS LTD.

**PIPE & STEEL MERCHANTS
& FABRICATORS**

PIPE

- MERCHANT - BLACK & GALVANIZED
- CASING - TUBING - LINE PIPE
- EXTRA HEAVY BLACK AND STRUCTURAL PIPE

STEEL

BEAMS - CHANNELS - REINFORCING
PLATE SHEET, ROUND, FLATS, ANGLES
and STEEL FABRICATION

Beside New Cushing Bridge

Calgary — BRdwy 3-4981

2020 - 17th Avenue S.E. P.O. Box 69
Also in Edmonton GE 8-6474

P.O. Box 4128 7016 - 99th Street

Steel Fabricators

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

Steel Strapping

ALLEGHENY STEELBAND—
MID-WEST PAPER LTD 1415 2 Av S FAirfx 7-5731
B W Steel Products Supply Co Ltd {FAirfx 7-2700
231 9 St N {FAirfx 7-2370

Steel—Structural

ALBERTA STEEL PRODUCTS LTD
**NEW STRUCTURAL STEEL
& PIPE
OF ALL KINDS**
1505 2 Av S FAirfx 7-4035

Lethbridge Iron Works Co Ltd
Cor 1 Av & 2 St S FAirfx 7-3576
McIntosh Equipment Ltd 4650 2 St SE Call Long
Distance and ask for Calgary CHstnt 3-2526

WESTERN METAL FABRICATORS LTD
REINFORCING STEEL
Welded Wire Mesh — Beams, Etc.
Structural Steel Fabricators
1501 2 Av S {FAirfx 7-4473
{FAirfx 7-4982

WONDER BUILDING STRUCTURES
FOR BUSINESS,
MANUFACTURING, STORAGE,
FARM — IN CLEAR-SPAN
WIDTHS UP TO 300 FEET,
ANY LENGTH
Erect Quickly, Economically with
Patented Steel Panels.
EASILY EXPANDED, LOW MAINTENANCE.
FIRE-RESISTANT
"For Information Call"
WONDER BUILDING (ALBERTA) LTD
6 Stafford Blk FAirfx 8-1200

**CALGARY
STRUCTURAL STEEL
LTD.**
**ENGINEERS & FABRICATORS
of Structural, Miscellaneous
& Reinforcing Steel**
TAYMAR LONG & SHORT
SPAN JOISTS
STEEL WAREHOUSE
CALL CALGARY
ALpin 5-1171
223 - 53rd Avenue S.E.
Member of the Canada Iron Group

Steeplejack Contractors

INDUSTRIAL STEEPLJACK CO
BRICK & STEEL STACKS — WATER TANKS
PAINTED & REPAIRED
TUCKPOINTING
Call Long Distance and ask for
12-735 8 Av SW ..Calgary AMhrst 3-8386

Stocks & Bonds
RICHARDSON JAMES & SONS
709 4 Av S FAirfx 7-5757
RINGLAND MEREDITH & CO LTD
422 7 St S FAirfx 7-4255
Walker J H & Co 706 3 Av S FAirfx 7-4085

Storage—Cold
See Cold Storage
Storage—Fur & Garment
Canadian Furriers
Paramount Theatre Bldg FAirfx 7-4348
LETHBRIDGE FURRIERS
514 3 Av S FAirfx 7-2209
New York Fur & Dress Shop 604a 3 Av S FAirfx 7-3276

Storage—Household
B-Line Storage & Cartage Co
1216 1 Av S FAirfx 8-3781

LETHBRIDGE MOVING & STORAGE LTD
"Moving With Care Everywhere"
— Across the City or Across the Nation —
Agents for United Van Lines Canada Ltd.
21,600 Square Feet Storage Space
City Pick Up & Delivery Service
312 4 St S FAirfx 7-1288

**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

Storage—Household—(Cont'd)

McLean Transfer Ltd 640 6 St S FAirfx 7-2097
(See Advertisement This Page)
OWEN DISTRIBUTING LTD
STORAGE
Specialists in Local and Long
Distance Moving
AGENTS FOR ALLIED VAN LINES LTD
1233 2 Av S FAirfx 8-4485

Store Fronts
CANADIAN PITTSBURGH INDUSTRIES LTD
252 12 St N FAirfx 7-1508
LETHBRIDGE SASH & DOOR FACTORY
5 Av S & 4 St FAirfx 7-3755

Stoves, Ranges & Heaters—Retail
CONSUMERS HARDWARE & SUPPLY
FURNACES & HEATERS
Findlay & Enterprise Coal, Gas &
Electric Ranges & Heaters
516-518 3 Av S FAirfx 7-2212

HOLMES APPLIANCES 703 3 Av S ... FAirfx 7-4054
HOYT HARDWARE LTD 606-608 3 Av S FAirfx 7-5767
ST LOUIS FURNITURE STORE
118 5 St S FAirfx 7-2210
Stern Furniture Co Cor 3 Av & 8 St S FAirfx 7-2428

Stoves, Ranges & Heaters—Wholesale
Bruce Robinson Electric Ltd 1108 1 Av S FAirfx 7-8561
(See Advertisement This Page)

FRIGIDAIRE

For Sale at All
Local Franchise Dealers

FOR SERVICE
FAirfax 7-8561
**BRUCE ROBINSON
ELECTRIC LTD.**
1108 - 1st AVENUE SOUTH

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.

Stucco & Stucco Contractors

See Plasterers

Surplus Goods

Pioneer Surplus Stores Ltd 212 5 St S FAirfx 8-2547
 War Surplus Stores (Leth) Ltd
 302 5 St SFAirfx 7-2764

Surveyors—Land

BROWN H W & CO LTD

LAND SURVEYORS
 and ENGINEERS

1215 3 Av SFAirfx 8-3321

HAMILTON J F

J. F. HAMILTON, B.A.Sc.

- Alberta & Dominion Land Surveyor
- Registered Professional Engineer
- Alberta Mine Surveyor

307 7 Av-A SFAirfx 7-3745


MILNE & MARTIN ENGINEERS & LAND SURVEYORS LTD

★ LAND SURVEYORS
 ★ ENGINEERS

27 St & 10 Av-A SFAirfx 7-8211
FAirfx 8-2563

Swimming Pools

Bruce Robinson Electric Ltd 1108 1 Av S FAirfx 7-8561
 (See Advertisement This Page)



BE CHOOSEY
 BUY JACUZZI

Jacuzzi
 SWIMMING POOL
 EQUIPMENT

Distributed by
BRUCE ROBINSON ELECTRIC LTD.
 1108 - 1st Ave. South — Lethbridge
 FAirfax 7-8561

Swimming Pool Equipment

MEC-MAN PLUMBING & HEATING
 305 24 St SFAirfx 8-3010

Tailors

Benjamin's Cleaners Tailors 315 10 St S FAirfx 7-5771
FIT-RITE TAILORS 1 Alberta Bk ...FAirfx 7-6917
JOHN'S TAILOR SHOP 419 2 Av S ...FAirfx 7-3431

Tailors—(Cont'd)

Neilson Dry Cleaners & Tailors
 1514 9 Av SFAirfx 7-7771
 O K Laundry & Dry Cleaning 312 3 St S .FAirfx 7-4039
PERLUX CLEANERS 410 5 St SFAirfx 7-3666
 Spic & Span Dry Cleaners 112 8 St S ...FAirfx 7-8116
 Stan's Men's Wear 321 5 St SFAirfx 7-3730

Tanks—Septic

See Septic Tanks

Tanks—Steel & Wood

Horton Steel Works Limited
 2902 5 Av NFAirfx 7-8204
 McIntosh Equipment Ltd 4650 2 St SE Call Long
 Distance and ask forCalgary CHstnt 3-2526
WELDED PRODUCTS 210 1 Av SFAirfx 7-2544

Taxidermists

PENN J R

TAXIDERMY BY PENN

GAME HEADS — BIRDS — FISH

Phone or Write CALGARY

921 2 Av NW CalgaryATlas 3-1145

Taxis

City Taxi & News Stand {FAirfx 7-4566
 210 5 St SFAirfx 7-6200
 (See Advertisement This Page)
MARQUIS TAXI 5 Av & 7 St SFAirfx 7-3545
 (Continued Next Page)

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

DAY AND NIGHT



CITY TAXI

TAXI

and NEWS STAND

NOVELTIES - GIFTS & SOUVENIRS

"Quick Dependable Service"

PHONE

FAirfax 7-6200 FAirfax 7-4566

RADIO EQUIPPED CARS

★ STAR ★ TAXI

For Trips Near or Far —
CALL A STAR

FAirfx 7-4457
FAirfx 7-4458

2 WAY RADIO EQUIPPED CARS

ABOVE THE ARCADE POOL HALL

325 - 5th STREET SOUTH

Taxis—(Cont'd)

Star Taxi 325 5 St S {FAirfx 7-4458
FAirfx 7-4457
(See Advertisement This Page)
United Cabs (Leth) Ltd 409a 5 St S ... {FAirfx 7-2224
FAirfx 7-3838
FAirfx 7-4440
(See Advertisement This Page)

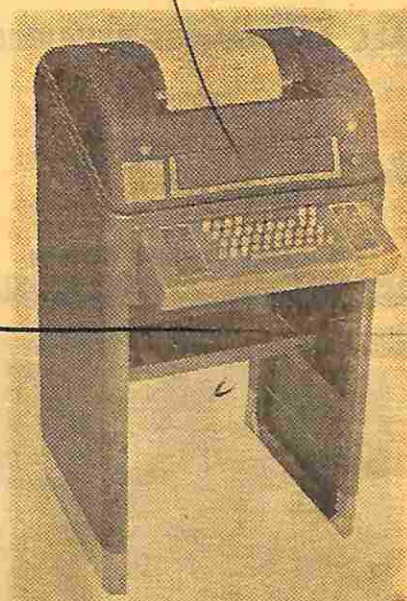
Telegraph Companies

Canadian Pacific Telegraphs 308 6 St S FAirfx 7-3186

Telephone Answering Service

See Telephone Secretarial Bureaus

TELETYPE SERVICE



ALBERTA GOVERNMENT TELEPHONES

CONTINENT WIDE

When time means money, where delivery dates are important . . . Alberta Government Telephones

TELETYPE

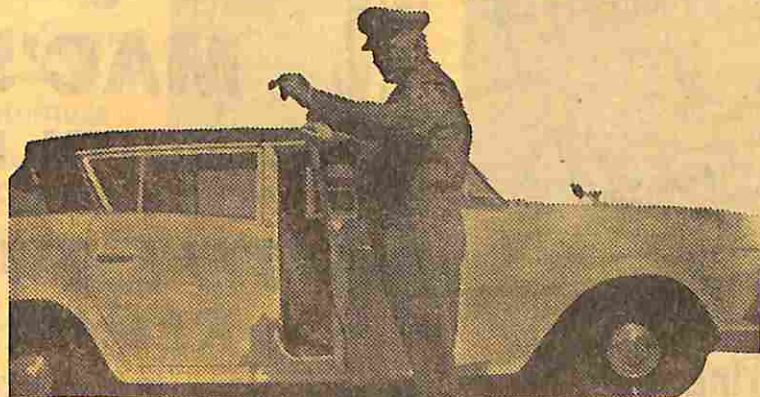
is the efficient link between the units of your organization. It's the modern, fast, sure . . . Printed Communication Service.

**FOR A SURVEY OF YOUR NEEDS OR
FOR FURTHER INFORMATION . . . phone**

328-3331

UNITED

2-WAY RADIO EQUIPPED



CABS

(LETHBRIDGE) LTD.

DEPENDABLE — COURTEOUS — 24 HOUR SERVICE

TELEPHONE

**FAirfax 7-
3838**

**FAirfax 7-
2224**

**FAirfax 7-
4440**

LARGEST IN THE CITY — CENTRALLY LOCATED



LOOK NO FURTHER . . .
 FOR THE ULTIMATE IN
TV SERVICE
 ALL APPLIANCES REPAIRED

PHONE
FAirfx 7-6361
 NIGHT SERVICE

535 - 13th STREET NORTH



**ACTIVE
 TELEVISION SERVICE**

JIM VAN LOO

FINE TV SERVICE

PHONE

FAirfx 7-5020

ANTENNAS — TELEVISION
 AUTO & HOME RADIOS

1238 - 3rd Avenue South

Telephone Secretarial Bureaus

Lethbridge Telephone Answering Service
 818a 3 Av S FAirfx 8-3373
 (See Advertisement This Page)

Teletype Service

ALBERTA GOVERNMENT TELEPHONES
 808-810 4 Av S 328-3331

**Television—Broadcasting Companies &
 Stations**

CJLH-TV 28 St N FAirfx 7-1521

Television Sales & Service

Acme Television Ltd 535 13 St N FAirfx 7-6361
 (See Advertisement This Page)
 Active Television Service 1238 3 Av S . FAirfx 7-5020
 (See Advertisement This Page)

ADMIRAL RADIO & TELEVISION

Manufacturers of
 Admiral Radios and Auto-
 matic Radio Phonographs,
 Television and Television
 Combinations.



"Where To Buy Them"
 DEALERS

HOWARD'S FURNITURE
 254 13 St N FAirfx 8-3646
 MART (LETH) LTD
 1260 3 Av N FAirfx 7-1114

Bert & Mac's Radio-TV Ltd 315 7 St S . FAirfx 7-3232
 (See Advertisement This Page)
 (Continued Next Page)



AUSTIN CRAFO —Managers— VENLA CRAFO

Lethbridge Telephone Answering Service

The Goodwill that keeps any business going is made up of the extra service you offer your customers. Consider the use of Telephone Answering Service as Business Goodwill Insurance.

LET US ANSWER YOUR TELEPHONE WHEN YOU ARE OUT OR BUSY. WE WILL ANSWER THE PHONE IN YOUR NAME AND ACT AS YOUR SECRETARY
 Extra Goodwill — More Profits For You
 Your reward is fourfold: No Lost Business — Added Convenience

AN UNANSWERED TELEPHONE IS LOST BUSINESS
 T.A.S. Doesn't Cost . . . IT PAYS

Secretarial & Public Stenography Service

24 HOUR SERVICE 818a 3 Ave. S. **FAirfx 8-3373**
 Lethbridge

**BERT
 &
 MAC'S
 RADIO-TV LTD.**

**TELEVISION
 REPAIRS**

22 Years in Lethbridge

FIRST CLASS
 LICENSED TECHNICIANS

315 - 7th STREET SOUTH

FAirfx 7-3232
FAirfx 7-5560

Television Sales & Service—(Cont'd)

FLEETWOOD TV & GRUNDIG HI-FIDELITY

COMPLETE
SALES
AND
SERVICE



"Where To Buy Them"
HILDER'S TV SERVICE
1023 3 Av SFAirfx 8-4224

- Fremstad's Radio & Television
419 Mayor Magrath DrFAirfx 7-2787
(See Advertisement This Page)
- Hilder's TV Service 1023 3 Av SFAirfx 8-4224
(See Advertisement This Page)
- Holmes Appliances 703 3 Av SFAirfx 7-4054
- Hoyt Hardware Ltd 606-608 3 Av SFAirfx 7-5767
(See Advertisement This Page)
- Jack's Radio & TV Sales & Service
302 13 St NFAirfx 7-4979
(See Advertisement This Page)
- Jordan's Radio TV & Refrigerator Service
443 19 St NFAirfx 7-2593
(See Advertisement This Page)
- LETHBRIDGE APPLIANCES**
905 3 Av SFAirfx 7-4456
- Mart (Leth) Ltd 1260 3 Av NFAirfx 7-1114
(Continued Next Page)

FREMSTAD'S
Radio & Television
SERVICE
& Sales



Personalized Service to
All Makes of Radio and
Television
TV Antenna Installations

PHONE

FAirfax 7-2787

419 Mayor Magrath Drive
Located in Shoppers World

NUGENT'S
ELECTRICAL REPAIR
CENTRE

Television Service

- Finest Qualified Technicians
- Repairs for All Makes
- Sensible Rates

at

NUGENT'S TV
SERVICE

PHONE

FAirfax 7-6684

1250 3 Av S

Hilder's TV
Service

20 YEARS EXPERIENCE

Prompt Service
to Out-of-Town
Customers



Night & Sunday Calls at Regular Prices

FAirfax 8-4224

1023 - 3rd Avenue South — Lethbridge

HOYT HARDWARE LTD.

YOUR

RCA VICTOR

DEALER

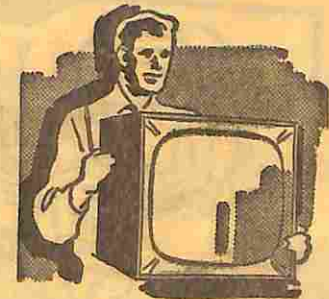
RADIO — TELEVISION
APPLIANCE

"Where Sales are Backed by Service"

FAirfax 7-5767

HOYT HARDWARE LTD.
606-608 - 3rd Ave. S. — LETHBRIDGE

OSCAR'S
TV
SERVICE



PROMPT GUARANTEED SERVICE

Your ZENITH Dealer

We Sell the Best and Service the Rest

PHONE

FAirfax 8-2560

244 - 13th St. North Lethbridge

Jack's Radio & TV
SALES & SERVICE

WE HAVE
THE MOST UP-TO-DATE
EQUIPMENT AVAILABLE

PHONE

FAirfax 7-4979

302 - 13th St N

JORDAN'S RADIO, TV &
REFRIGERATOR SERVICE



COMPLETE SERVICE
ON ALL MAKES
RADIO
TELEVISION
SOUND SYSTEMS
ELECTRIC ORGANS
29 Years Experience

After Hours Call
FAirfx 7-2593
All Work Guaranteed

FAirfax 7-2593

443 - 19th Street North

TEL-RAY ELECTRONICS

Cor. 7th Ave. & Mayor Magrath Dr.



Jiro "Jerry" Miyagawa

For Dependable Service Call

FAirfx 7-3503

24 HOUR CALL SERVICE FOR
TELEVISION — RADIO
APPLIANCES

Pick Up and Delivery Service

EMERSON'S ELECTRICAL REPAIR CENTRE



Phone FAirfx 8-2816 Day
FAirfx 7-5032 Night
24 HOUR SERVICE

TV — RADIO
APPLIANCES

Another Service of

Traders Furniture Ltd.

1520 - 3rd Avenue S. — Lethbridge

Television Sales & Service—(Cont'd)

Modern Electronics 818 3 Av SFAirfx 7-6150
(See Advertisement This Page)

Morrison Hardware & Appliances
416 13 St NFAirfx 7-4967

Nugent's Electrical Repair Centre
1250 3 Av SFAirfx 7-6684
(See Advertisement Preceding Page)

Oscar's TV Service 244 13 St NFAirfx 8-2560
(See Advertisement Preceding Page)

PHILCO TV RADIO AND STEREOHONIC HI-FIDELITY SALES AND SERVICE

Philco gives you bigger, clearer pictures, finer tone, greater performance and more beautiful cabinets at popular prices. Buy Philco . . . Famous for Quality the World Over.



"Where To Buy Them"

DISTRIBUTOR

ASHDOWN THE J H HARDWARE CO LTD
Cor 1 Av & 11 St SFAirfx 7-3762

RCA VICTOR

TELEVISION
RADIO PHONOGRAPHS
TAPE RECORDERS
RECORDS
World Leader in Radio.
First in Recorded Music.
First in Television.



"Where To Call"

BERT & MAC'S RADIO-TV LTD
315 7 St SFAirfx 7-3232
HOYT HARDWARE LTD
606-608 3 Av SFAirfx 7-5767

Tel-Ray Electronics
Cor 7 Av & Mayor Magrath DrFAirfx 7-3503
(See Advertisement This Page)

Traders Furniture Ltd 1520 3 Av SFAirfx 8-2816
(See Advertisement This Page)

ZENITH TELEVISION



AMERICA'S BEST BUY IN TELEVISION

"Where To Buy Them"

DISTRIBUTOR

BRUCE ROBINSON ELECTRIC LTD
1108 1 Av SFAirfx 7-8561

MODERN Electronics

TV SALES & SERVICE

- ALL WORK GUARANTEED
- FINANCING MAY BE ARRANGED ON MAJOR REPAIRS

FAirfx 7-6150

818 - 3rd AVENUE SOUTH LETHBRIDGE

Television—Whlse & Mfrs

RCA VICTOR SALES
SALTER D R 1115 28 St SFAirfx 7-8223
Salter D R 1115 28 St SFAirfx 7-8223

Theatres & Places of Amusement

Capitol Theatre 5 St SFAirfx 7-4100
 Greenacres Drive-In Theatre
 Cor Coutts & Magrath HwysFAirfx 7-1100
 Lealta Theatre 250 13 St NFAirfx 7-2529
 Paramount Theatre
 Paramount Theatre BldgFAirfx 7-5100

Theatrical Equipment & Supplies

MALLABAR LTD

THEATRICAL DRAPERIES — HARDWARE
 LIGHTING — RIGGING
 Serving the Theatre since 1903
 "Show Business is Our Business"
 MALLABAR LTD.

375 Hargrave St. Winnipeg WHitehall 2-3474

**Tile Contractors & Dealers—Ceramic
& Non-Ceramic**

CAPRI MARBLE & TILE CO

COMMERCIAL & RESIDENTIAL
 MARBLE & TILE
 FIREPLACES & BATHROOMS
 A SPECIALTY

1101a 4 Av SFAirfx 8-2537

Fashion Floors Ltd 238 12 St-B NFAirfx 7-4694

LETHBRIDGE MONUMENTAL & TILE WORKS
 LTD 325 8 St SFAirfx 7-3920

Tinsmiths

CHARLTON & HILL LTD 208 13 St S FAirfx 8-3388
FREEL SHEET METAL WORKS

**EAVESTROUGHING &
 TINSMITHING**
 ALL TYPES OF ROOFING
 GENERAL SHEET METAL WORK
 405a 4 St SFAirfx 7-2713

KIP HEATING LTD

Complete Line of
**TINSMITHING AND
 SHEET METAL WORK**
 Guaranteed Workmanship
 612 13 St NFAirfx 8-1478

Tire Distributors

See Tires—Dealers

Tires—Dealers

DOMINION ROYAL TIRES

SOLD AT LEADING
 TIRE & AUTOMOBILE
 DEALERS
 AND SERVICE STATIONS



"Where To Buy Them"

BENY CHEVROLET OLDSMOBILE (1959) LTD
 Cor 2 Av & 8 St SFAirfx 7-3146
ENERSON MOTORS LTD
 817 4 Av SFAirfx 7-5705
KIRK'S TIRE SALES LTD
 1621 3 Av SFAirfx 7-5985

Tires—Dealers—(Cont'd)

DOMINION RUBBER CO LTD

**TIRE DIVISION
 WAREHOUSE**

1621 - 3 Av SFAirfx 7-6316

DONALDSON TIRE SERVICES LTD

Your DUNLOP Headquarters for
 Southern Alberta
**NEW & USED TIRES
 RETREADING — VULCANIZING**
 1307 3 Av SFAirfx 7-4385

DUNLOP TIRE & RUBBER GOODS CO LTD

Baalim Wholesale Ltd
 205 10 St SFAirfx 8-4530
 Elrich Tire & Gas 334 4 St SFAirfx 7-6886
 Eric's Tire Service (Leth) Ltd
 Rear 507 7 St SFAirfx 7-8887
 (See Advertisement This Page)

FIRESTONE STORES

A COMPLETE TIRE SERVICE
 Your Safety
 Is Our Business at FIRESTONE
 Cor 3 Av & 8 St SFAirfx 7-8548

(Continued Next Page)

NATIONALLY ADVERTISED ARTICLES

can be traced to their

LOCAL DEALER

by looking up

"Where to Buy It"

in the

YELLOW PAGES

**ERIC'S
 TIRE SERVICE
 (LETH) LTD.**

ERIC HOWE

for

GOOD YEAR

COMPLETE TIRE SERVICE



A
 N
 D



Rear 507 - 7th Street South

FAirfax 7-8887

FAirfax 7-8858

Res FAirfax 7-2814

Tires—Dealers—(Cont'd)

FIRESTONE TIRES, HOME & AUTO SUPPLIES

For Car and Truck
For Home and Farm
For Work and Play



"Where To Buy Them"

DEALERS
ELRICH TIRE & GAS 334 4 St S FAirfx 7-6886

FISK TIRE DEPOT—

BRITISH AMERICAN OIL CO LTD
1812 2 Av S FAirfx 7-2585

GENERAL TIRES—

ENERSON MOTORS LTD
817 4 Av S FAirfx 7-5705

Goodrich B F Canada Limited 402 1 Av S FAirfx 7-4314

GOODRICH B F TIRES

SALES & SERVICE
SMILEAGE
Starts with these
DEALERS



"Where To Buy Them"

DEALERS

- DOWNTOWN WHITE ROSE SERVICE
STATION Cor 3 Av & 9 St S ... FAirfx 7-4940
- IMPERIAL MOTORS LTD
Cor 2 Av & 7 St S FAirfx 7-3622
- LEONARD TIRE MART LTD
402 1 Av S FAirfx 7-3580
- PARK SERVICE STATION
7 Av & Magrath Hwy FAirfx 7-2219
- UNITED SERVICE GARAGE LETHBRIDGE
LTD 302 3 Av S FAirfx 7-2750

Goodyear Tire & Rubber Co of Canada {FAirfx 7-2396
Ltd 316 11 St S {FAirfx 7-4086

GOODYEAR TIRES

FOR EXPERT ADVICE AND
SERVICE ON YOUR TIRES
— CALL YOUR NEAREST
GOODYEAR DEALER



"Where To Buy Them"

- ALCAN SERVICE STATION
1313 Mayor Magrath Dr FAirfx 8-2728
- JOHNNY'S WHITE ROSE SERVICE
203 28 St S FAirfx 7-7411
- ERIC'S TIRE SERVICE (LETH) LTD
Rear 507 7 St S FAirfx 7-8887
- MYERS ARTIC SERVICE
3 Av & 13 St S FAirfx 7-4162
- NORTH LETHBRIDGE MOTORS
305 13 St N FAirfx 7-3181
- NORTHSIDE SHELL SERVICE
321 13 St N FAirfx 8-2407

IMPERIAL MOTORS LTD

Cor 2 Av & 7 St S FAirfx 7-3622

Tire Dealers—(Cont'd)

KIRK'S TIRE SALES LTD

"A BETTER BALANCED RETREAD"

Headquarters for
DOMINION ROYAL TIRES

1621 3 Av S FAirfx 7-5985

LEONARD TIRE MART LTD

DISTRIBUTORS FOR

B. F. Goodrich Canada Limited
Vulcanizing & Recapping

402 1 Av S {FAirfx 7-3580
{FAirfx 7-4314

North Lethbridge Motors 305 13 St N FAirfx 7-3181
(See Advertisement This Page)

PARK TIRE LTD

GOODYEAR & GOODRICH
TIRES

204 16 St S FAirfx 7-4445



Tires—Dealers—(Cont'd)

SEIBERLING TIRES

SEIBERLING
SUPER SERVICE NYTEX
Amazing New Tire
Construction
Nylon for Strength
Tyrex for Comfort
Covered by Seiberling's
Exclusive Life Time
Full Road Hazard Warranty



"Where To Buy Them"

ELRICH TIRE & GAS
334 4 St S FAirfx 7-6886

SEVENTY SEVEN OIL CO LTD

1804 3 Av S FAirfx 7-7777

SMITH MOTORS LTD

Cor 6 Av & 6 St S FAirfx 7-5763

SPOTLIT SERVICE STATION

ATLAS TIRES

Guaranteed for 12 Months

Cor 3 Av & 8 St S FAirfx 7-2970

Tip Top Service 1119 2 Av S FAirfx 7-2417

TRIMBLE'S TIRE SUPPLY LTD {FAirfx 7-2007
314 11 St S {FAirfx 7-2033

**NORTH LETHBRIDGE
MOTORS**

(WHOLESALE & RETAIL)

GOODYEAR

TIRE DEALER

● **RECAPPING**

Try our famous Suburbanite treads for ice and snow.
We RECAP ALL tires including truck tires up to
12.00 x 20.



● **VULCANIZING**

We repair tires of all sizes,
including tractor and earth-
mover tires.

● **USED TIRES**

We have a good stock in all
sizes, car, truck and tractor.



ALL WORK GUARANTEED — GOOD TRADE IN ALLOWANCES

305 - 13th STREET NORTH **FAirfax 7-3181**

Tires—Repairing

Buzz Shop 311 8 St SFAirfx 7-3932
 Donaldson Tire Services Ltd
 1307 3 Av SFAirfx 7-4385
 Retread Plant Cor 5 Av & 26 St S ..FAirfx 7-3361
ELRICH TIRE & GAS 334 4 St SFAirfx 7-6886
 Eric's Tire Service (Leth) Ltd {FAirfx 7-8887
 Rear 507 7 St S{FAirfx 7-8858
 Kirk's Tire Sales Ltd 1621 3 Av S..FAirfx 7-5985
 Service DeptFAirfx 7-4705
 (See Advertisement This Page)
 Leonard Tire Mart Ltd 402 1 Av S ...FAirfx 7-3580
NORTH LETHBRIDGE MOTORS
 305 13 St NFAirfx 7-3181
 Park Tire Ltd 204 16 St SFAirfx 7-4445
 Trimble's Tire Supply Ltd 314 11 St S FAirfx 7-2007

Tobacconists—Wholesale

Kitson's Wholesale Ltd 427 5 St SFAirfx 7-2022

Tools

Parrish Mac Tools Ltd 1818 8 Av-A N FAirfx 7-7793

Tools—Electric

WESTERN CANADA HARDWARE LTD
 SKIL - DELTA POWER TOOLS
 907-915 2 Av SFAirfx 7-5711

Tools—Power

B W STEEL PRODUCTS SUPPLY CO LTD
 PORTER CABLE
 SAWS — VIBRATORS — TROWELS
 ELECTRIC HAMMERS
 GRINDERS — ROUTERS
 SANDERS — PLANERS
 BLADES & SANDING BELTS
 DEWALT SAWS
 231 9 St N{FAirfx 7-2700
 {FAirfx 7-2370

DELTA POWER TOOLS—
 CONSUMERS HARDWARE & SUPPLY
 516-518 3 Av SFAirfx 7-2919

Tools—Rental

B W Steel Products Supply Co Ltd
 231 9 St NFAirfx 7-2700
 (See Advertisement This Page)

Towel Supplies

Canadian Linen Supply Co Ltd
 818a 3 Av SFAirfx 8-4121

Towing Service

BENY CHEVROLET OLDSMOBILE (1959) LTD
 24 HOUR TOWING SERVICE
 Cor 2 Av & 8 St SFAirfx 7-3147

Towing Service—(Cont'd)

Eastview Royalite Service
 Cor 16 Av & Mayor Magrath DrFAirfx 8-3886

ENERSON MOTORS LTD
 24 HOUR SERVICE
 907 8 St SFAirfx 7-6269

Fleming Motors Ltd 1523 13 St NFAirfx 7-8143

FOUR CORNER BODY SHOP
 24 HOUR TOWING SERVICE
 Prompt Service — Reasonable Rates
 After Hours FAirfx 7-0123
 312-314 1 Av SFAirfx 7-1245

FRANK'S IMPERIAL BODY SHOP
 308 4 St SFAirfx 7-2505
 Night Calls Tow Truck 329 12 St-A N FAirfx 7-1323

FRED KING MOTORS LTD
 TOWING
 24 HOUR SERVICE
 Cor 11 St & 3 Av SFAirfx 7-1566

HORNE MOTORS LTD
 24 Hour Towing Service - AMA Towing & Service
 Day FAirfx 7-1581 — Night FAirfx 8-1980
 Cor 5 Av & 5 St SFAirfx 7-1581

Modern Body Shop 1511 3 Av SFAirfx 7-5544

UNITED SERVICE GARAGE LETHBRIDGE LTD
 TOWING
 2-Way Radio Controlled — 24 Hour Service
 302 3 Av SFAirfx 7-2750

Toys—Retail

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

Tractor Equipment & Supplies

CATERPILLAR DIESEL TRACTORS
 . TRACK-TYPE TRACTORS
 . WHEEL-TYPE TRACTORS
 . MATCHING 'DOZERS,
 SCRAPERS, TOOL BARS
 . RIPPERS
 . PIPELAYERS
 . TRAXCAVATORS
 —Backed by complete parts and service facilities
 "For Information Call"
STREET ROBBINS MORROW LTD
 5 Av & 9 St NFAirfx 8-3366



CONSTRUCTION EQUIPMENT CO LTD
 2103 13 Av SFAirfx 7-8415

FERGUSON SUPPLY ALBERTA LTD
 EUCLID SCRAPERS
 EUCLID CRAWLER TRACTORS
 P & H BACKHOES — DRAGLINES
 EQUIPMENT & SUPPLIES
 CONCRETE EQUIPMENT &
 ACCESSORIES
 1201 2 Av-A NFAirfx 7-6385

H & T Distributors Ltd 1107 2 Av-A N FAirfx 7-2026

WILKINSON & McCLEAN LIMITED
 253 12 St NFAirfx 7-5428

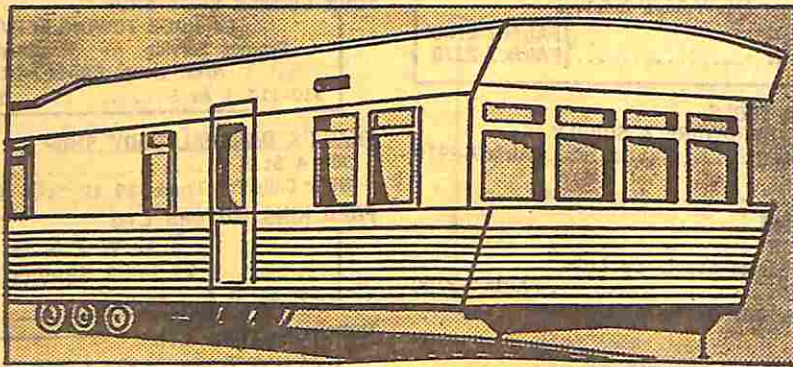
KIRK'S TIRE SALES LTD.
 "A Better Balanced Retread"
 GUARANTEED NEW TIRE MILEAGE ON YOUR RETREADS
 • VULCANIZING, RETREADING, TIRE REPAIRS
 • NEW TIRE MILES ON YOUR RETREADS
 Complete Front End Alignment and Wheel Balancing Service
 Complete Stock of DOMINION ROYAL TIRES
 PHONE
FAirfax 7-5985
 Service Dept. — FAirfax 7-4705
 1621 - 3rd AVENUE SOUTH

Do it Yourself!
RENT POWER TOOLS
 Porter-Cable
 Quality Power Products

 Now enjoy YOUR OWN power tool workshop on a low rental basis! Save time ... save work ... save money on all kinds of repair, maintenance, and home construction. You'll do your work better and faster by renting our professional power tools at low cost.
SEE THESE TOOLS TODAY!
BW STEEL PRODUCTS SUPPLY CO. LTD.
FAirfx 7-2700
 231 - 9th STREET NORTH

ESTEVAN INDUSTRIES LTD.

AIRPORT — FORT MACLEOD 425r2



MANUFACTURER OF

THE *Esta Villa* MOBILE HOME

We Manufacture: MOBILE HOMES, PORTA HOMES, PRE-FABRICATED HOMES, FIELD CAMPS, BUNKHOUSES, KITCHEN DINERS, UTILITY CARS, OFFICE & WELL SITE TRAILERS
FACTORY LOCATED AT FORT MACLEOD, ALBERTA

HEAD OFFICE: 7204 MACLEOD TRAIL, CALGARY — Phone ALpin 2-1141

Trailers

Block L R 1803 3 Av S FAirfx 8-4071
GREY TRAILER SALES 101 1 Av S FAirfx 7-4650

Trailers—Mobile Homes

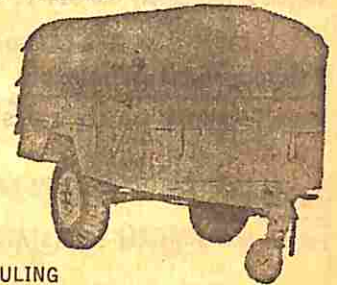
Estevan Industries Ltd Airport Fort Macleod 425r2
(See Advertisement This Page)
Lethbridge Body Works Ltd 619 4 Av N FAirfx 8-4421
R & G CAR SALES Bridgeview Lot
Riverbottom FAirfx 7-6161
United Trailer Co Ltd Coutts Hwy FAirfx 7-0381
(See Advertisement This Page)

Trailers—Rental

LETHBRIDGE BODY WORKS LTD
619 4 Av N FAirfx 8-4421
(See Advertisement This Page)

ROADWAY U-RENT TRAILERS

DAY
WEEK
MONTH



- ★ LOCAL HAULING
- ★ ONE WAY HAULING
- ★ HITCHES FURNISHED
- ★ HORSE TRAILERS
- ★ UTILITY TRAILERS

"Rent Them At"

ELDER'S SHELL SERVICE
206 9 St S FAirfx 7-1967

(Continued Next Page)

MERRIMAN

Mobile Homes and Holiday Trailers

WE MANUFACTURE AND LEASE

- FIELD CAMPS
- BUNK HOUSES
- UTILITY TRAILERS
- KITCHEN-LINER OFFICES
- OIL FIELD & INDUSTRIAL
- CAMPS OF ALL TYPES
- CUSTOM BUILT TRUCK BODIES

COMPLETE HAULING SERVICE

PRE-BUILT HOMES

PRE-BUILT MOTELS

PRE-BUILT CAMPS

FACTORY — LETHBRIDGE BODY WORKS LTD., 619 . 4th Avenue North

FAirfx 8-4421

RENTALS — LMH RENTALS LTD. — 6804 Macleod Trail, Calgary

ALpin 5-6944

UNITED TRAILER CO. LTD.

NEW — USED

MOBILE HOMES

LEADERS IN QUALITY

GENERAL • KIT

GLENDALE

ACCESSORIES — HITCHES
RENOVATIONS ALL MAKES

PHONE

FAirfx 7-0381

Open 8 a.m. — 9 p.m.

"Where Service is Part of the Sale"

COUTTS HIGHWAY, LETHBRIDGE

Main Office: Calgary

Phone CRstvw 7-8576

Your First Stop on Any Trip



TAKE ADVANTAGE
OF THE FACILITIES AVAILABLE
TO YOU THROUGH

BURRITT'S
EXPERTS IN CALGARY,
WHO HAVE MANY YEARS OF
EXPERIENCE IN ALL PHASES
OF TRAVEL

FOR INTERNATIONAL
RESERVATIONS CALL

Zenith 4300
(No Toll Charge)

OR WRITE US AT

625 - 3rd Street S.W., Calgary
(Bentall Bldg) or

Chinook Shopping Centre Branch
Lower Mall
6455 Macleod Trail, Calgary

Trailers—Rental—(Cont'd)

TRANS-CANADA RENT-A-TRAILER SYSTEM LTD

- GUARANTEED TIRES
- INSURED TRAILERS
- COMPLETE SERVICE
- TRAILERS - ALL SIZES
- VANS AND UTILITY



RENT HERE — LEAVE THERE
ONE - WAY ANYWHERE
WE SUPPLY HITCH

"Where To Rent Them"
DOWNTOWN WHITE ROSE SERVICE
STATION Cor 3 Av & 9 St S ..FAirfx 7-4940

U-HAUL RENTAL TRAILERS

RENT A GUARANTEED
U-HAUL TRAILER
IT COSTS NO MORE



Local or ONE WAY ANYWHERE

U-HAUL furnishes guaranteed trailers and tires,
hitches, cargo insurance, free road service, all sizes.

"Where To Rent Them"
WIDMER'S SHELL SERVICE
Cor 3 Av & 20 St SFAirfx 7-0313

Truck Lines

Al's Transport 725 2 Av-A NFAirfx 7-8353
B-Line Fast Freight Ltd 1216 1 Av S ..FAirfx 8-3778
(See Advertisement This Page)

BELSHER'S LTD 3 Av & 12 St-A N {FAirfx 7-4616
{FAirfx 8-2416

BICKNELL FREIGHTERS LTD
725 2 Av-A NFAirfx 8-2445

CANADIAN FREIGHTWAYS LTD
520 3 St SFAirfx 7-2944

Canadian Pacific Merchandise Services
13 St (North of Subway)FAirfx 8-4077

Dersch & Swihart Trucking 618 7 Av S FAirfx 7-6874

Dominion Auto Carriers Ltd
Rear 507 7 St SFAirfx 7-2661

ECONOMY CARRIERS LTD {FAirfx 8-4485
1233 2 Av SFAirfx 7-8639

EWING TRANSPORT

- GENERAL HAULING
 - GRAIN HAULING
 - CONTRACT HAULING
- ANYWHERE — ANYTIME**

After Hours Res. FAirfx 7-8417
Cor 5 Av & 5 St SFAirfx 7-6177

Fort Macleod Transport 725 2 Av-A N ..FAirfx 7-8353
Foothills Transport 1233 2 Av SFAirfx 8-4485

FREDDY'S CATTLE LINER SERVICE
Ofc Alberta StockyardsFAirfx 7-5129
If no answer call 3910 12 Av S ..FAirfx 7-6111
(Continued Next Page)

Trampolines

See Amusement Devices

Transfer Companies

See Cartage

Transmission Equipment—Power

See Power Transmission Equipment

Transmissions—Auto

See Automobile Transmissions

Travel Bureaus

BURRITT TRAVEL SERVICE Call Long Distance
and ask for (No Toll Charge)Zenith 4300
(See Advertisement This Page)

BUTTE INSURANCE & TRAVEL SERVICE
909a 3 Av SFAirfx 8-3201

GREYHOUND LINES OF CANADA LTD
411 5 St SFAirfx 7-1551

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

ROSSITER AGENCIES
Bsmt McFarland BldgFAirfx 7-1541

Truck Bodies & Equipment

COUTTS MACHINERY CO LTD
POWER TAKE OFFS —
CHELSEA and TULSA
FIFTH WHEELS & ACCESSORIES —
HOLLAND
AUXILIARY GAS TANKS —
NATWELD
4636 1 St SECalgary CHstnt 3-4618

B-LINE
Fast Freight Ltd.

— Serving the Needs of Southern Alberta —
DAILY — CALGARY
MEDICINE HAT & DISTRICT
FAirfx 8-3778
FAirfx 8-3781
LETHBRIDGE

NATIONALLY
ADVERTISED ARTICLES
can be traced to their
LOCAL DEALERS
by looking up
'Where to Buy It'
in the
Yellow Pages



"Wherever in the world
you would like to go...
on business
or just for the fun of it"

call

P LAWSON
Travel Ltd.

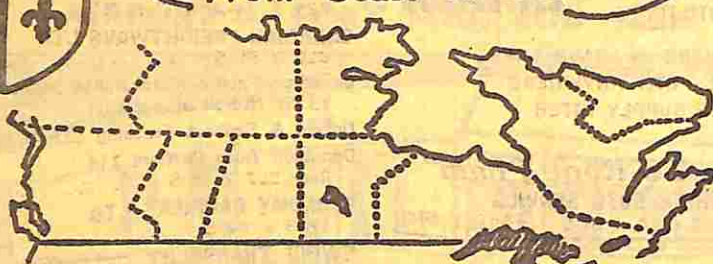
305 - 6th STREET SOUTH

FAirfx 7-4094

AGENTS FOR ALL
AIR SHIP LINES



From Coast to Coast



Direct Connections to U.S.A. Daily by Garrett Freightlines

GOSSETT & SONS TRANSPORT LTD.

2327 - 2nd AVENUE NORTH

FAirfx 8-3110

RICE & TRIMBLE LTD.

2327 - 2nd AVENUE NORTH

FAirfx 7-5841 — FAirfx 7-6775

TELEX TELETYPE SERVICE TO ALL BRANCHES — 028912

Truck Lines—(Cont'd)

GOSSETT & SONS TRANSPORT LTD

2327 2 Av N FAirfx 8-3110
(See Advertisement This Page)

H & R TRANSPORT LTD

"Serving The Friendly West"
B.C. — ALBERTA — SASKATCHEWAN
After Hours FAirfx 7-6650 - FAirfx 7-6920
Riverbottom Office FAirfx 8-2935

Hart Transport 725 2 Av-A N FAirfx 7-8353

Ives Stan 1810 20 St S FAirfx 7-8719

Johnnie's Transport 725 2 Av-A N FAirfx 7-8353

JOHNNY'S CATTLE-LINER SERVICE

Coutts Hwy FAirfx 7-5692

LETHBRIDGE MOVING & STORAGE LTD

312 4 St S FAirfx 7-1288

MARKUS PETE 1604 26 St S FAirfx 8-3255

Markus Trucking 810 Mayor Magrath Dr FAirfx 7-6982

Martin's Transport 725 2 Av-A N FAirfx 7-8353

McLean Transfer Ltd 640 6 St S FAirfx 7-2097

Midland Superior Express Ltd

1233 2 Av S FAirfx 7-7100

(See Advertisement This Page)

MILLAR & BROWN LTD

1231 2 Av-A N FAirfx 8-3381

(See Advertisement This Page)

MOGUS TRANSPORT 1005 18 St N .. FAirfx 8-1249

MURRAY TRANSPORT 1503 3 Av S .. FAirfx 7-3750

Owen Distributing Ltd 1233 2 Av S ... FAirfx 8-4485

PACIFIC INLAND EXPRESS LTD {FAirfx 7-4616

3 Av & 12 St-A N {FAirfx 8-2416

PERRY J TRANSPORT LTD

230 12 St-C N FAirfx 7-5546

RALPH TRANSPORT 434 8 St S FAirfx 7-2577

RICE & TRIMBLE LTD 2327 2 Av N. {FAirfx 7-5841

{FAirfx 7-6775

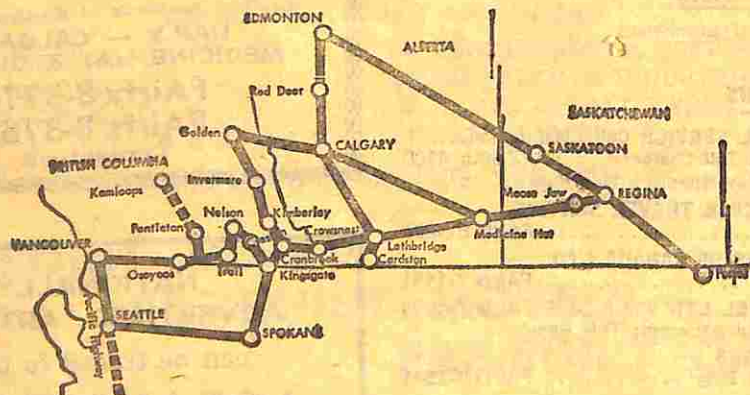
(Continued Next Page)

Overnight
while you
sleep

MILLAR & BROWN LTD.

FREIGHT LINES

SERVING YOU BEST THROUGHOUT THE WEST



THROUGH TRAILER CO-ORDINATED SERVICE WITH
BUCKINGHAM FREIGHT LINES IN MIDWEST U.S.A.
AND UNITED TRUCK LINES IN THE NORTH WESTERN STATES.

Complete Teletype Service

FAirfx 8-3381

1231 - 2nd AVENUE-A NORTH

MIDLAND SUPERIOR EXPRESS LTD.

HEAD OFFICE: Calgary, Alta.

Other Terminals at
Edmonton - Vancouver - Toronto
Hamilton - Montreal

Direct Daily Service
To and From
All Terminals

TELETYPE SERVICE
BETWEEN ALL TERMINALS

FAirfax 7-7100

1233 - 2nd Avenue South

PINCHER CREEK TRANSPORT LTD.

Services to:
PINCHER CREEK - BLAIRMORE
COLEMAN - CALGARY

PICK-UP PHONE
CALGARY

AMhrst 2-2797

727 - 10th Avenue S.W.
Office: CHstnt 3-7650
3823 Macleod Trail, Calgary
P.O. Box 156, Postal Station A,
Calgary, Alta.

Speedy

Storage & Cartage Ltd.

- HEAVY HAULING
- LOWBOY
- HIGHBOY
- WINCH & "A" FRAMES

PHONE

FAirfax 7-5734

Night Phone FAirfax 7-2218
327 - 3rd Street South LETHBRIDGE

Truck Lines—(Cont'd)

SOO-SECURITY MOTORWAYS LTD {FAirfx 7-5532
725 2 Av-A N {FAirfx 8-1855
(See Advertisement This Page)

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

Taber Transport 725 2 Av-A N FAirfx 8-3888
(See Advertisement This Page)

Terry's Livestock Transport 122 7 Av S FAirfx 8-3703

WEBB TRANSPORT 1233 2 Av S FAirfx 7-1144

WILKINS TERMINAL

Agents for M & P Transport
725 2 Av-A N {FAirfx 7-8353
{FAirfx 7-8354

Trucks—Industrial

PAYLOADER-HOUGH EQUIPMENT—
INDUSTRIAL & ROAD EQUIPMENT LTD
1519 3 Av S FAirfx 7-4498

Trust Companies

CANADA TRUST-HURON & ERIE
Cor 3 Av & 7 St S FAirfx 7-8581
Royal Trust Co 715 4 Av S FAirfx 7-3004

Tuxedos—Rental

See Formal Wear Rentals

Typewriters & Supplies

Canada Carbon & Ribbon Co Agency
326 7 St S FAirfx 8-4115
Commercial Printers & Office Outfitters Ltd
326 7 St S FAirfx 8-4431
(See Advertisement This Page)

Typewriters & Supplies—(Cont'd)

INTERNATIONAL BUSINESS MACHINES CO LTD
629 7 Av S W Calgary AMhrst 6-6241
Lethbridge Typewriter & Adding Machine Co
524 6 St S FAirfx 7-4972

REMINGTON RAND LTD

the FIRST name in
*Typewriters, Adders, Systems
Supplies and Service*
J. W. (Bob) WEBSTER, Sales
LLOYD F. VIBERT, Service
423 5 St S FAirfx 7-3966

SMITH-CORONA CANADA LTD
524 6 St S FAirfx 7-4972

SOUTHERN STATIONERS LTD

PORTABLES & STANDARD
SONY TAPE RECORDERS
316 7 St S 328-4708

UNDERWOOD LIMITED

UNDERWOOD
TYPEWRITERS
CARBON PAPER
TYPEWRITER RIBBONS AND SUPPLIES
910 3 Av S FAirfx 7-2555

SOO-SECURITY MOTORWAYS

LTD.
725 - 2nd Ave.-A N.

DAILY SCHEDULE — LTL
and TRUCK LOAD SERVICE
Between

- ALBERTA
- SASKATCHEWAN
- MANITOBA
- ONTARIO
- QUEBEC

CONNECTIONS

To & From all Points in the U.S.A.

JUST DIAL

FAirfax 7-5532
FAirfax 8-1855

B. B. Kemmet, Mgr., Res. FAirfx 7-6388

TABER TRANSPORT



DAILY SERVICE TO
TABER FROM LETHBRIDGE
CALGARY — EDMONTON

FURNITURE
MOVING — PACKING
STORAGE — SHIPPING

FOR PICK-UP & DELIVERY DIRECT
LINE SERVICE TO TABER OFFICE

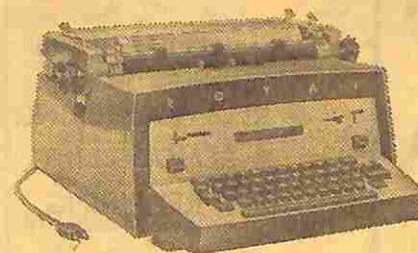
FAirfax 8-3888

TABER PHONE 223-2134

Lethbridge Warehouse 725 - 2 Av-A N

Commercial Printers & Office Outfitters

LIMITED



ROYAL
Typewriters

SALES &
SERVICE

FAirfax 8-4431

326 - 7th Street South

FRESH AS A DAISY

YOUR FURNITURE LIKE NEW!

Our New Modern Method of Cleaning will give Your Upholstery the Bright Sparkle it originally had!

CLEANED RIGHT IN YOUR HOME and ready to use again in a few hours
NORTH PLAZA 612 - 13 St. N. FAirfx 8-3848

Dial FAirfax 7-5771

Benjamin's Cleaners Tailors

We specialize in Cleaning Car Interiors
Masonic Bldg., 315 - 10th Street S.

GAST UPHOLSTERY

ERIC GAST

DRAPERIES & RUGS

FURNITURE tailored for your home

PHONE

FAirfax 7-8079

1252 - 3rd Ave. South

S H A M E S

U PHOLST E R I N G C O.

J. SHAMES, Mgr.

Specializing in the Three R's

- REUPHOLSTERING
- REMODELLING
- REPAIRING

A Complete Custom Upholstering Service on All Types of Upholstered Furniture

TRUCK & TRACTOR SEATS


FREE ESTIMATES

PHONE

FAirfax 7-4047

106 - 5th Street South

GRAHAM & JELFS UPHOLSTERING



We'll Fix It . . . Right Down to the Frame

- ★ CUSTOM BUILT CHESTERFIELDS
- ★ SECTIONAL FURNITURE
- ★ CAR & TRUCK UPHOLSTERY
- ★ DRAPERIES

FAirfx 7-3470

411 - 3rd Avenue South — Lethbridge

TRI-TONE



DON'T BUY TILL YOU'VE TRIED TRADERS

CUSTOM UPHOLSTERING

FAirfx 8-2816

ASK FOR FRED OR DALE

FREE ESTIMATES

ALL WORK GUARANTEED

ANOTHER SERVICE OF

Traders Furniture Ltd.

1520 - 3rd Avenue S. — Lethbridge

U-Drive
See Automobile Rentals

Undertakers
See Funeral Directors

Uniforms

Jen's Uniform Centre 7 Lafferty Bldg. FAirfx 8-3631

Uniforms—Washable

SUNNY SOUTH GARMENT CO

U N I F O R M S

FOR

NURSES - DOCTORS - HOSPITALS
DENTISTS - BARBERS - BEAUTY PARLORS
BUTCHERS - BAKERS - BAR JACKETS & APRONS - COVERALLS
POLICE & BUGLE BANDS, ETC.

"Copied But Never Duplicated"

After Hours FAirfx 8-2145
7 Oliver Blk FAirfx 7-2874

Upholsterers

BASTEDO UPHOLSTERY & FURNITURE

IF IT NEEDS UPHOLSTERING . . . WE CAN DO IT

PIANOS — CHESTERFIELDS
CAR & TRUCK REPAIRS
Best In The West

417 5 St S FAirfx 7-7711

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

Gast Eric Upholstery 1252 3 Av S FAirfx 7-8079
(See Advertisement This Page)
(Continued Next Page)

LEV'S UPHOLSTERY

DAVE LEV, Prop.

- CUSTOM BUILT FURNITURE
- CHESTERFIELD REPAIRS
- RECOVERING & REMODELLING
- CAR & TRUCK SEATS

SEAT COVERS

PERSONALIZED CRAFTSMANSHIP

FAirfax 7-8422

611 - 6th AVENUE SOUTH

Next to HAIG CLINIC Res FAirfax 7-6268

VAN REE'S UPHOLSTERY & WOODWORK

CHESTERFIELDS & FURNITURE
MADE TO ORDER

- RECOVERING
- REMODELLING
- REPAIRING

FREE ESTIMATES

FAirfax 8-2628

304 - 13th Street N. Lethbridge

Upholsterers—(Cont'd)

- Graham & Jelfs Upholstering
411 3 Av SFAirfx 7-3470
(See Advertisement Opposite Page)
- Lev's Upholstery 611 6 Av SFAirfx 7-8422
(See Advertisement Opposite Page)
- SHAMES UPHOLSTERING CO**
106 5 St SFAirfx 7-4047
(See Advertisement Opposite Page)
- Traders Furniture Ltd 1520 3 Av SFAirfx 8-2816
(See Advertisement Opposite Page)
- Van Ree's Upholstery & Woodwork
304 13 St NFAirfx 8-2628
(See Advertisement Opposite Page)

Upholsterers Supplies

Foster-Anthony & Sons Call Long Distance
and ask for (No Toll Charge)Zenith 2600

Used Cars

See Automobile Agencies & Dealers—Used Cars

Vacuum Cleaners

COMPACT SALES & SERVICE

For the finest Air Purifier and Cleaner see the new COMPACT, the nearest thing to push button house cleaning that a woman could ask for.

COMPACT

FREE HOME DEMONSTRATION

"For Information Call"

BENTSEN O B 632 21 St SFAirfx 7-2153

ELECTROLUX (CANADA) LTD

Air Purifier and Cleaner
Floor Polisher Attachment

TRIPLE ACTION
FLOOR POLISHER

1108 6 Av SFAirfx 7-4481

FILTER QUEEN SALES (LETHBRIDGE)

J. Holwegner, Distributor for Southern Alberta
High River, Brooks, Medicine Hat & South

FULL LINE OF PARTS
12 YEARS FILTER QUEEN
SERVICE EXPERIENCE

Res. Phone FAirfx 7-1166

521 12 St NFAirfx 7-6878

Help is right at hand in these
YELLOW PAGES. If you want
to know where to get some pro-
duct or service, consult them . . .
and save time.

Vacuum Cleaners—(Cont'd)

HOOVER VACUUM CLEANERS

Service by trained Hoover
Men using genuine Hoover
parts are available only
through Factory Branch
HOOVER
Service Stations and Authorized Hoover Dealers.
Do not accept substitutions.

"Where To Buy It"

AUTHORIZED HOOVER DEALERS

- HOLMES APPLIANCES**
703 3 Av SFAirfx 7-4054
- HOYT HARDWARE LTD**
606-608 3 Av SFAirfx 7-5767
- Jones Brown Rugs Shoppers' World FAirfx 7-4826

ST LOUIS FURNITURE STORE

118 5 St SFAirfx 7-2210

Valves & Fittings

CRANE LIMITED 2815 2 Av-A SFAirfx 7-1577

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

Vending Machines

Koffee Venders Ltd 1922 2 Av SFAirfx 8-4092

Greenacres Vending Enterprises
1610 12 Av SFAirfx 7-7006

Venetian Blinds

Dexal Venetian Blinds 1832 6 Av NFAirfx 7-1312

Holland's Drapery Shop 325 7 St S ...FAirfx 7-4475

Ventilating Contractors

See Heating Contractors Hot Water Warm Air &
Steam

Veterinary Surgeons

CHINOOK VETERINARY CLINIC

Lethbridge OfficeFAirfx 7-2344

Raymond Office752-3676

Picture Butte OfficeREgnt 2-4309

DR. D. C. MACLENNAN
DR. G. W. PASSEY

— 24 Hour Service —

Coutts HighwayFAirfx 7-2344

GREENACRES ANIMAL HOSPITAL

DR. GEORGE PEPPIN, D.V.M.
24 HOUR ANSWERING SERVICE

3417 24 Av SFAirfx 7-8660
.....FAirfx 7-6609

LETHBRIDGE ANIMAL CLINIC

DR. J. C. CARNEY
DR. A. E. MARTIN
DR. V. E. EBERLY

Stockyards—24 Hour Service ...FAirfx 7-4150
Stockyards 9 a.m. to 5 p.m. only FAirfx 7-4151

Vitamin Concentrates

VITA MINERALS PRODUCTS—

CLANCY DR L D 116 McFarland Blk FAirfx 7-2231

Vulcanizing & Tire Repairing

See Tires—Repairing

Wall Paper

- Canada Paint & Wallpaper Store
424 7 St SFAirfx 7-2513
- HOYT HARDWARE LTD**
606-608 3 Av SFAirfx 7-5767
- SHERWIN-WILLIAMS PAINT & WALLPAPER STORE**
WHOLESALE & RETAIL WALLPAPERS
PAPER HANGERS' SUPPLIES
321 6 St SFAirfx 7-8321

Warehouses—Cold Storage

Trans Canada Freezers Ltd {FAirfx 7-7130
Cor 2 Av & 28 St NFAirfx 7-7574

Washing Machines

ATLANTIC SALES & SERVICE

311 6 St SFAirfx 8-3075

BEATTY WASHERS & DRYERS

Beatty Washers,
Wash Cleaner, Faster
and Last Longer.
See the New All Fabric
Wondermatic Washers
and Dryers

Beatty

PARTS & SERVICE ALWAYS AVAILABLE

"For Sales and Service Call"

HOLMES APPLIANCES
703 3 Av SFAirfx 7-4054

HOYT HARDWARE LTD

606-608 3 Av SFAirfx 7-5767

INGLIS WASHERS & DRYERS

COMPLETELY
AUTOMATIC WASHERS
with New Nylon Brush
Lint Filter.
Suds'n Water Saver
and Super-Fast Dryers
Also Wringer Washers

Inglis
HOME APPLIANCES

"Where To Buy Them"

DEALERS

ST LOUIS FURNITURE STORE
118 5 St SFAirfx 7-2210

SOUTHWEST HARDWARE & MACHINE LTD
533 13 St NFAirfx 7-8741

MAYTAG WASHING MACHINES

MAYTAG . . . the choice
of Homemakers every-
where for a cleaner,
faster wash.

Maytag

Protect your MAYTAG with service by trained
personnel using genuine MAYTAG parts.

"For Sales & Service Call"

LETHBRIDGE APPLIANCES
905 3 Av SFAirfx 7-4456

(Continued Next Page)



WELDING LTD.

ELECTRIC & ACETYLENE WELDING

GENERAL MACHINE WORK

ORNAMENTAL IRON WORK

STRUCTURAL STEEL
BLACKSMITHING
HYDRAULIC HOISTS & EQUIPMENT

FAirfax 7-4528

317 - 4th St South Lethbridge

HUNT WELDING SERVICE LTD.

MACHINISTS,

WELDERS

ORNAMENTAL IRONWORK

PRESSURE & BOILER REPAIRS

STRUCTURAL STEEL

ALUMINUM IRRIGATION WELDING & FITTINGS

PHONE

FAirfax 7-5575

1422 - 2nd Ave South

After Hours Res. FAirfx 7-4186

Washing Machines—(Cont'd)

NUGENT'S ELECTRICAL REPAIR CENTRE

Authorized Factory Service

All Makes of Washers & Dryers Repaired

1250 3 Av S FAirfx 7-6684

Watchmakers & Repairers

Kerr's Jewellery 409 5 St S FAirfx 7-7533

EAST END WELDING SHOP

Specializing in

General Welding — Electric & Acetylene
Tank Building and Ornamental Iron Work

GENERAL BLACKSMITHING

PHONE

FAirfax 7-2488

Residence FAirfx 7-8071

1605 - 3rd Ave S

Lethbridge

Sam & Carl's Welding

- General Welding — Pressure Welding
- Ornamental Iron Work
- Press Work
- Portable Welding Our Specialty
- Automatic Welding on Cat Rollers & Idlers

PHONE

FAirfax 7-7722

247 - 12th Street-B North — Lethbridge

Welded Products

ACETYLENE & ELECTRIC WELDING,
CUTTING & BRAZING

FARM FUEL STORAGE TANKS
WATER HAULING TANKS

WELDING

PHONE

FAirfax 7-2544

210 - 1st Ave S

Res FAirfax 7-4312

Water Heaters

CRANE LIMITED 2815 2 Av-A S FAirfx 7-1577

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

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

Water Purification Equipment

Hollinger Machine Company Ltd
(Western Division) 408 13 St N FAirfx 8-2619

Water Softening Equipment

HOLLINGER MACHINE COMPANY LTD
(WESTERN DIVISION) 408 13 St N FAirfx 8-2619

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

Water Treatment

HOLLINGER MACHINE COMPANY LTD
(WESTERN DIVISION)

WATER CONSULTANTS
Complete Water Purification for Home and Industry
408 13 St N FAirfx 8-2619

Water Well Drillers

See Well Drillers

Wax—Floor

KLEEN LTD 312 4 St S FAirfx 7-1288
WOOD G H & CO LTD 327 3 St S FAirfx 7-7400

Welding—Electric & Oxy-Acetylene

Bell's Welding Ltd 317 4 St S FAirfx 7-4528
(See Advertisement This Page)

East End Welding Shop 1605 3 Av S FAirfx 7-2488
(See Advertisement This Page)

GOWIN'S WELDING & ALIGNMENT SHOP
328 4 St S FAirfx 7-3860

Hunt Welding Service Ltd 1422 2 Av S FAirfx 7-5575
(See Advertisement This Page)

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

LIBERTY BOILERS (LETHBRIDGE) LTD
BOILER MANUFACTURERS

NEW & USED BOILERS FOR SALE
Boiler Repairs & Pressure Welding
Portable Equipment

General Welding Contractors
Res FAirfx 7-8849
1402 2 Av S FAirfx 7-3921

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

Sam & Carl's Welding 247 12 St-B N .. FAirfx 7-7722
(See Advertisement This Page)

Welded Products 210 1 Av S FAirfx 7-2544
(See Advertisement This Page)

WELDERS SUPPLIES LTD 1513 3 Av S FAirfx 7-7249

WESTERN METAL FABRICATORS LTD

- STRUCTURAL STEEL
- CUSTOM EQUIPMENT
- HEAVY EQUIPMENT REPAIRS
- MACHINISTS
- WELDERS

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

Welding Equipment & Supplies

ACKLANDS LIMITED

Operating T. H. Peacock Distributors Limited
 "WELDING SUPPLY HOUSE OF THE WEST"
 Distributors for
 SMITH — AIRCO & STOODY
 After Hours FAirfx 8-1715
 {FAirfx 7-4697
 {FAirfx 7-5133
 1280 2 Av S

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

UNION CARBIDE CANADA LIMITED

LINDE GASES DIV 5 Av & 28 St N FAirfx 7-7265
 (See Advertisement This Page)
 Welders Supplies Ltd 1513 3 Av S FAirfx 7-7249
 (See Advertisement This Page)

WESTERN CANADA WELDING PRODUCTS LTD

Distributors for
 CANADIAN LIQUID AIR CO. LTD.
 Gases & Welding Products
 912 1 Av S FAirfx 7-5711

Welfare Organizations

See Social Service Organizations

Well Drillers

HENNING & KARL

WATER WELL DRILLING & SERVICING
 PROFESSIONAL DIVINER AVAILABLE
 Lethbridge Phone FAirfx 7-6014
 Phone Picture Butte REgnt 2-4605

Maughan William Water Wells
 2705 16 Av S FAirfx 7-5244



Linde OXYGEN, ACETYLENE,
 ARGON, NITROGEN
 AND OTHER GASES

PUROX, PREST-O-LITE, OXWELD
 Apparatus—Welding Rods and Supplies

HELIARC, UNIONMELT Welding Apparatus

Linde ARC WELDING MACHINES
 ELECTRODES AND SUPPLIES
UNION CARBIDE CANADA LTD.
 Linde Gases Division

LINDE PLANT OFFICE
 5 Ave. & 28 St. N. FAirfx 7-7265
 DISTRIBUTOR — Welders Supplies Ltd.
 1513 3 Ave. S. FAirfx 7-7249

**WELDERS
 SUPPLIES LTD.**

— Everything for the Welder —

Calgary - Lethbridge - Red Deer
 LINCOLN MACHINES
 & ELECTRODES

Linde - Oxygen and Acetylene
 PUROX — OXWELD
 Grinding Wheels & Abrasives

FAirfx 7-7249

1513 - 3rd Avenue S. — Lethbridge

Winches

TULSA WINCH—

COUTTS MACHINERY CO LTD
 4636 1 St SE Calgary CHstnt 3-4618

WILKINSON & McCLEAN LIMITED

253 12 St N FAirfx 7-5428

Window Cleaners

Lethbridge Window Cleaners

279 7 Av-A S FAirfx 7-4037
 (See Advertisement This Page)

Prompt Window Cleaners 930 10 St S FAirfx 7-8731

SOUTHERN WINDOW & OFFICE CLEANERS

A Service to fit your Cleaning
 Requirements by Specialists
COMPLETE JANITOR SERVICE
 Reasonable Rates

645 11 St S FAirfx 7-0126

**Lethbridge
 Window Cleaners**
INDUSTRIAL - RESIDENTIAL

- Paint Washing
- Storms
- Screens
- Awnings

WINDOWS INSTALLED, CLEANED & REPAIRED
 JANITOR SERVICE

CONTRACTS INVITED

279 - 7th FAirfax 7-4037
 Ave. "A" S.

Windows—Metal

TANNER BUILDING SUPPLIES LTD

1601 3 Av S FAirfx 7-5161

IS YOUR BUSINESS
**Adequately
 Represented**
 IN THE
YELLOW PAGES
 ?

Windows—Wood

Builtmore Millwork & Hardware Co

Hardieville FAirfx 9-5111

FOUR STAR MILL WORK CO

WINDOWS — SCREENS — GLASS
 DOUBLE GLAZED UNITS

★ THERMAPANE

★ TWINDOW

★ PARA GLAS

UNITS MADE TO YOUR REQUIREMENTS

242 12 St-B N FAirfx 7-1042

NORTHERN ASBESTOS & BUILDING SUPPLIES

LTD 253 12 St N FAirfx 7-6166
 (See Advertisement This Page)

4-WAY WOOD WINDOWS
 by

Also Makers of the Famous
 FARLOFOLD Folding Door Units

- QUALITYBILT Ribbon Styled Wood
 Windows Gives a Wider Spread of Light.
- QUALITYBILT Wood Windows are Natural
 Insulators against heat or cold.
- QUALITYBILT Patented Wood Windows
 are not Subject to Rust or Abrasive Action.

**NORTHERN ASBESTOS &
 BUILDING SUPPLIES LTD.**
 253 - 12th St. N. — LETHBRIDGE
 FAirfax 7-6166

Wire & Cable Manufacturers

PYROTEXAX OF CANADA LTD

20 Kirby Place (Toll Charge) Calgary ALpin 5-4855

Wire Rope

FERGUSON SUPPLY ALBERTA LTD

B - GREENING
 WIRE ROPE

1201 2 Av-A N FAirfx 7-6385

WESTERN CANADA HARDWARE LTD

907-915 2 Av S FAirfx 7-5711

Woollen Products

Logan Garment Ltd 314 8 St S FAirfx 7-4225

Wrecking Contractors

WEARMOUTH BILL HOLDINGS LTD Call Long
 Distance and ask for (No Toll Charge) Zenith 4200
VARZARI IRON LTD

**COMPLETE PLANT DEMOLITION
 AND WRECKING CONTRACTORS**

Completely Insured Property & Liability
 Mailing Address: P.O. Box 434, Lethbridge

Cor 12 St-A & 2 Av N FAirfx 7-1296
 FAirfx 8-1913

FOR YOUR CONVENIENCE

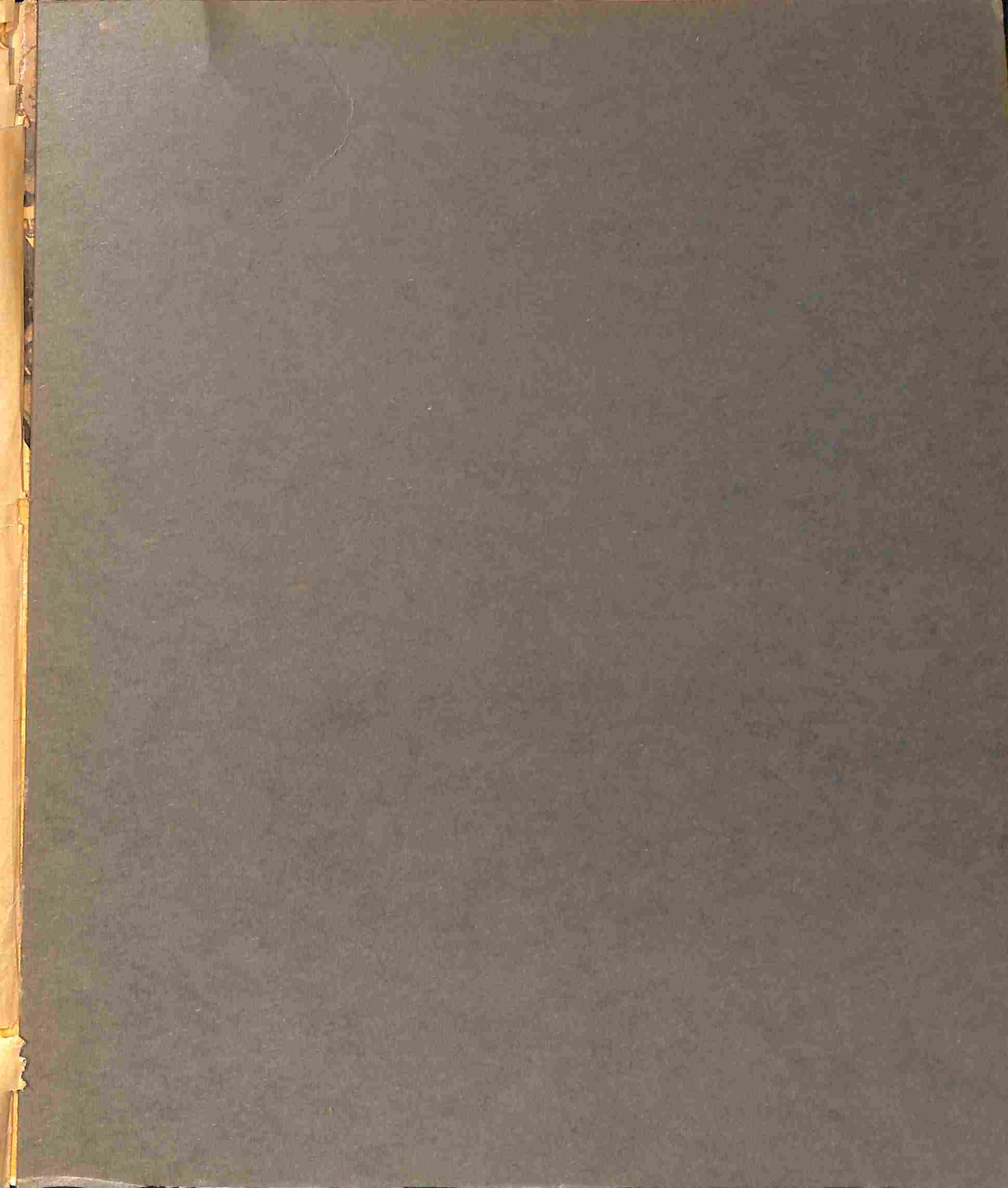
— Ready Reference Register —

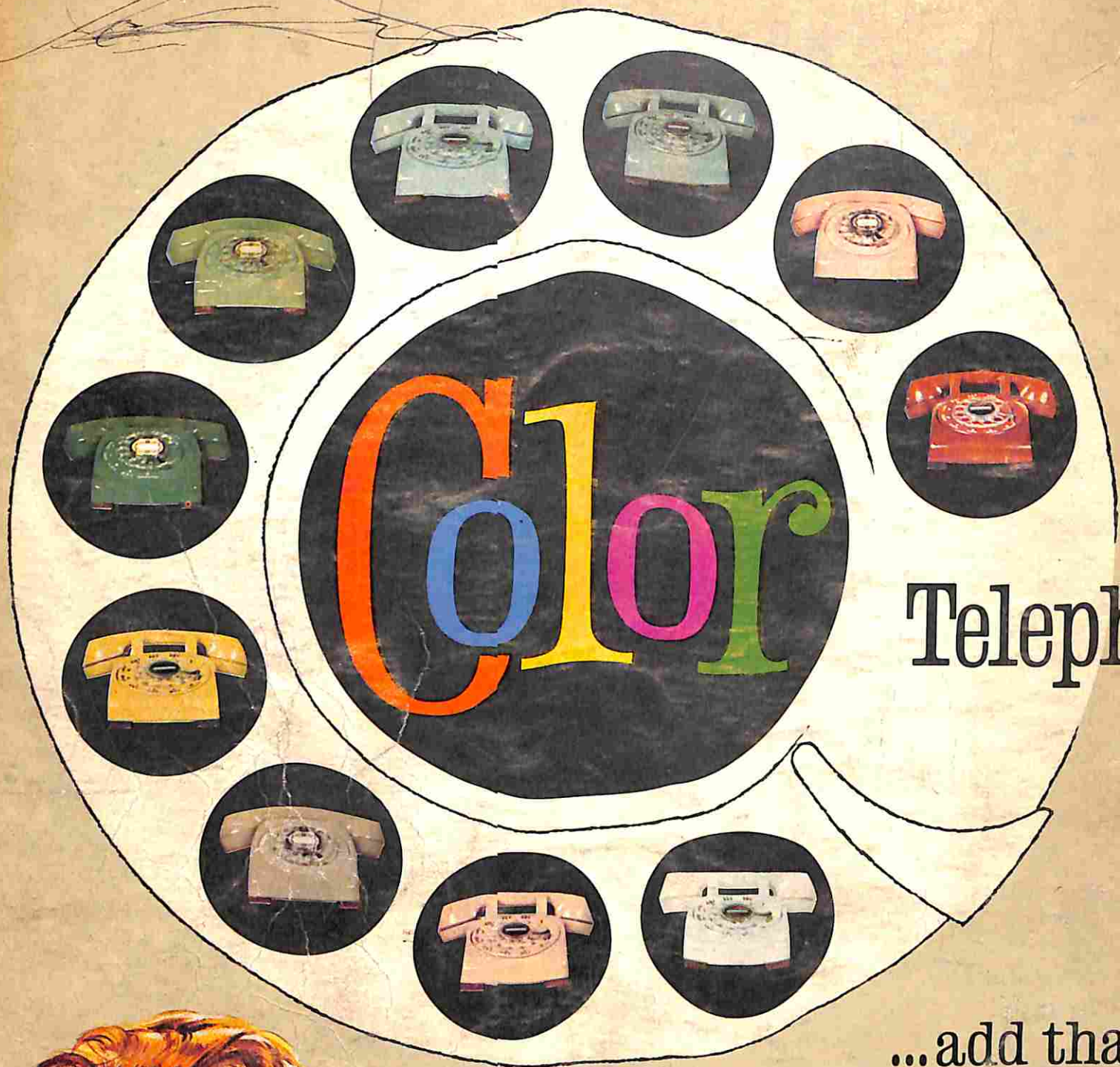
Register here names and telephone numbers of persons whom you most frequently call.
 Please verify numbers before transcribing from one directory to another.

NAME	Telephone Number	NAME	Telephone Number

COPYRIGHT, CANADA, BY ALBERTA GOVERNMENT TELEPHONES

This directory is fully protected under the Copyright Laws of Canada and the publication of local telephone directories based upon information contained herein will be regarded as infringement of our copyright and the publishers thereof subject to action by us to protect that copyright. Subscribers and others should carefully consider the foregoing if solicited for advertising in local directories.





Telephones

...add that decorative touch in your home

10 decorative shades

"...A.G.T. just installed our new color telephone"

