

STOP LIFTING

CONVEYORS SAVE TIME AND LABOR



Wheel Conveyors
Spiral Chutes
Belt & Power Conveyors
Gravity Roller Conveyors

FOR INFORMATION PHONE
COLLECT CALGARY
AMhrst 2-2830
114-6th Ave. W. Calgary



Conveyors

Electric-Crafts Limited
114 6 Av SW Calgary AMhrst 2-9494
(See Advertisement This Page)

Cooking Utensils

Phillips Robert H 1114 8 Av S FAirfx 8-2166

Copying Machines

EASTMAN PHOTOGRAPHIC MATERIALS LTD
VERIFAX
COPIERS & SUPPLIES
1102 5 St SW Calgary AMhrst 6-4442

**Corset Business—Manufacturers,
Dealers & Repairers**

CLASSIC FOUNDATIONS 713 4 Av S .. FAirfx 7-2251
WILSON ELIZABETH

Specializing In Personalized Fittings
Style Lines from Well Known Manufacturers
Headquarters for Health Supports
SPIRELLA — SPENCER — CAMP
15 Av & 4 St SW Calgary AMhrst 6-4757

Counter Sales Check Books

MOORE BUSINESS FORMS LTD
1285 3 Av S FAirfx 7-4659

Couplings

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

Cranes

Rothe of Lethbridge 3 Hwy W FAirfx 7-8366

Cranes—Rentals

KURE R CONSTRUCTION LTD
2303 6 Av S FAirfx 7-8183
OLAND CONSTRUCTION (1959) LTD
920 3 Av N FAirfx 7-8501

Creameries

Central Alberta Dairy Pool 411 4 St S .. FAirfx 7-6124
PURITY DAIRY 516 5 Av S 327-1525
UNION MILK COMPANY LIMITED
434 8 St S FAirfx 7-2576

Credit Reports

CREDIT BUREAU OF LETHBRIDGE LIMITED
Royal Bank Bldg FAirfx 7-3127
Retail Credit Co 430 Mayor Magrath Dr. FAirfx 7-5527

Credit Unions

Dutch Canadian Savings & Credit Union Ltd
306 9 St S 328-4798
Lethbridge Central Savings & Credit Union Ltd
1258 3 Av S FAirfx 7-4775
St Patricks Savings & Credit Union Ltd
922 3 Av S FAirfx 7-4143

Crests

CREST SHOP
ATTRACTIVE CRESTS
OF ALL DESCRIPTIONS
MADE TO ORDER
4 Lafferty Blk 328-4759

Culvert Manufacturers—Corrugated

Metal
JEFFERIES INDUSTRIES LTD
GALVANIZED CORRUGATED
METAL CULVERTS
ALL SIZES — ALL GAUGES
Cor 5 Av & 28 St N FAirfx 7-7027

Custom House Brokers

Rosser Agencies Bsmt McFarland Bldg FAirfx 7-1541

Dairies

PURITY DAIRY 516 5 Av S 327-1525
(See Advertisement This Page)
UNION MILK COMPANY LIMITED
434 8 St S FAirfx 7-2576

"Quality Without Compromise"



Purity
MEADOW-DEW
HOMOGENIZED
PASTEURIZED
NET CONTENT
ONE HALF GALLON



TRIM
Purity
TRIM IS
VITAMIN ENRICHED
NON-FAT MILK

| ONE QUART | TRIM |
|-----------------------------|------------|
| PROTEIN | 4.3% |
| CARBOHYDRATE | 6.2% |
| VITAMIN "A" | 2500 Units |
| VITAMIN "D" | 500 Units |
| CALCIUM | 152% |
| PHOSPHORUS | 120% |
| RIBOFLAVIN | 1.30 Mg |
| THIAMINE VIT B ₁ | .541 Mg |

PURITY DAIRY - LETHBRIDGE
TAREY - MEDICINE PAT.



TO OPEN
HOMOGENIZED MILK
ONE HALF GALLON NET
Purity
PASTEURIZED
HOMOGENIZED MILK
MADE WITH PURE STERILIZED
Creams to keep long



Purity Dairy

327-1525



SALAD CREAM
Ideal for Cooking
- Salads -
- Sandwiches -
& Desserts

Dairy Supplies

DE LAVAL CO LTD

**CREAM SEPARATORS
MILKING MACHINES**

Creamery & Dairy Equipment & Supplies
SALES & SERVICE

Lethbridge Agent McKay Bros. FAirfx 7-2043
5703 6 St SE Calgary255-8221

Dancing Academies

Bel-Aire Dance Studio 535 13 St N327-0732
(See Advertisement This Page)

Ellison Marilyn School of Dancing
539a 5 St S FAirfx 7-1324

Henderson Lake Pavilion Henderson Lake FAirfx 7-2536
(See Advertisement This Page)

Jolliffe Academy of Dancing
10 Av & 17 St-A S FAirfx 7-6777
(See Advertisement This Page)

Good rules for dialing: Wait for the dial tone . . . Dial accurately, without forcing . . . Let the dial return naturally to starting position . . . If you encounter a "busy," wait a reasonable time and try again.

**BEL-AIRE
DANCE STUDIO**



**WHAT'S WRONG
WITH
YOUR DANCING??**

- LACK POISE?
- CONFIDENCE LOW?
- OUT DATED?
- NO VARIETY?

**CALL US TODAY AND
ARRANGE FOR
COMPLIMENTARY LESSON
AND FREE DANCE ANALYSIS**

- FOX TROT
 - JIVE
 - SAMBA
 - CHA! CHA! CHA!
 - WALTZ
 - RHUMBA
 - TANGO
 - MAMBO
- AND OTHER DANCES

327-0732

535 - 13th Street N. — Lethbridge

**Data Processing Systems, Equipment
& Supplies**

AGT DATA-PHONE SERVICE

The new concept in Data Transmission — for machines using punched cards, tape or magnetic tape.



- Sends data from one machine to another
- Across the town or across the nation
- Over regular telephone lines

"FOR INFORMATION CALL"

ALBERTA GOVERNMENT TELEPHONES
120 7 Av SW Calgary 263-5350

BURROUGHS BUSINESS MACHINES LTD
405 Mayor Magrath Dr FAirfx 7-7577

Decalcomania Transfers

CANADA DECALCOMANIA COMPANY LIMITED

First In Decalcomania since 1911
DECALS (Reg'd) - Nameplate - Pressure Sensitives - Window - Truck - Trade Mark
LABELS — Embossed Foil - Pressure Sensitive Paper - Vinyl and Foil - Metallic - Reflective
Alberta Rep.: Gordon Rogers, 231 Examiner Bldg., Calgary
Call Long Distance and ask for (Toll Charge)
Calgary AMhrst 2-6601

DAVIES ROGER AGENCIES
528 8 St NE Calgary 266-4302

Decorators

See Painters & Paperhangers

Demolition Contractors

See Wrecking Contractors

Dental Laboratories

BLACK DENTAL LABORATORY

CLIFF BLACK, Mgr.

FAirfx 7-2822

5th AVENUE & 7th STREET SOUTH

205 Medical Dental Bldg FAirfx 7-2822

DENTAL ARTS DENTAL LABORATORY

Art Dietrich, Mgr.

**DENTAL PLATES REPAIRED
WHILE YOU WAIT**

Res. FAirfx 7-7356

4 Metropolitan Bldg FAirfx 8-4095

DIETRICH DENTAL PLATE LABORATORY

Walter Dietrich, Mgr.

REGISTERED

DENTAL TECHNICIAN

215 7 St S FAirfx 7-7244

(Continued Next Page)

**Where to Go . . .
DANCING
In Lethbridge**



VISIT LETHBRIDGE'S
LAKESIDE RESORT

FAirfax 7-2536

If no answer call FAirfax 7-4950
HENDERSON LAKE PAVILION

**JOLLIFFE
Academy of Dancing**

CLASSES FOR
ALL AGES . . .
BEGINNERS TO
PROFESSIONALS



Coaching for All
Royal Academy
Examinations

FULLY QUALIFIED STAFF

Principal Muriel Jolliffe

FAirfax 7-6777

AFTER HOURS Res. FAirfx 7-8451

Studio: Westminster Youth Hall

10th Ave. & 17th St.-A S. — Lethbridge

Dental Laboratories—(Cont'd)

FOX LETHBRIDGE DENTAL LABORATORY

REGISTERED DENTAL
TECHNICIAN

204 Medical Dental Bldg FAirfx 7-3823
FAirfx 7-6565

SOUTHERN DENTAL LABORATORY

REGISTERED
DENTAL TECHNICIAN

Boris Snyder, Mgr., res. FAirfx 7-8127
212 Woolworth Bldg FAirfx 7-6331

Dentists

- Allen Dr L T 208 Medical Dental Bldg FAirfx 7-2165
- Anderson Dr G F
207 Medical Dental Bldg FAirfx 8-3007
- Carson Dr J E 202 Medical Dental Bldg .. FAirfx 7-4504
- Christou Dr Van E
Limited to Orthodontics
203 Medical Dental Bldg FAirfx 7-2559
- Clark Dr Ward F 121 McFarland Bldg .. FAirfx 7-4140
- Fletcher Dr Elmo E
206 Medical Dental Bldg FAirfx 7-2474
- Fumerton Dr A S
208 New Woolworth Bldg FAirfx 7-6533
- Garner Dr Arthur D 2-503 7 St S 327-4397
- Lamb Dr R D 201 Medical Dental Bldg 327-0812
- Matkin Dr B Wayne 1510 9 Av S FAirfx 7-3410
- Matkin Dr H Lamont
430 Mayor Magrath Dr FAirfx 8-1300
- Moscovich Dr J 1 Equity Bldg FAirfx 7-3788
- Redding Dr H D 211 Woolworth Bldg .. FAirfx 7-2631
- Rylands Dr D A 210 New Woolworth Bldg FAirfx 7-2497
- Steed Dr D J 616 13 St N FAirfx 8-4212
- Witbeck Dr Tom O
209 Medical Dental Bldg FAirfx 7-2071
- Wood Dr F T New Woolworth Bldg FAirfx 7-8333

Departmental Stores

- Eaton Company Canada Limited (The T)
4 Av & 6 St S FAirfx 7-8551
- Progress Clothing 114 5 St S FAirfx 7-2717
(See Advertisement This Page)

Department Stores—(Cont'd)

- SAAN STORES LTD 322 5 St S FAirfx 7-7331
- War Surplus Stores (Leth) Ltd
302 5 St S FAirfx 7-2764

Departmental Stores—Mail Order

- Eaton Company Canada Limited (The T)
4 Av & 6 St S FAirfx 7-8551
- Simpsons-Sears Ltd 329 7 St S FAirfx 7-5727
- Credit Dept FAirfx 7-7266

Detective Agencies

- WESTERN INVESTIGATION BUREAU LTD
5-576 3 St SE Medicine Hat 527-3062
(See Advertisement This Page)

**Western Investigation
Bureau Ltd.**

5 - 576 - 3rd Street S.E.
Medicine Hat — 24 Hour Service

Phone 527-3062

* FULLY LICENSED & BONDED
* SPECIALIZING IN STORE &
PLANT SECURITY

We also handle . . .
CIVIL
Criminal
Marital & Locations

ARMED ESCORTS
MALE & FEMALE AGENTS
"A Satisfied Client Is Our Greatest Asset"

AGENTS IN ALL PRINCIPAL CITIES
IN CANADA & U.S.A.
Latest Mechanical Detection
Devices Used
PHONE OR WRITE

DAY OR NIGHT SERVICE
FROM ALL BRANCHES
Head Office 304 Lancaster Bldg.
Calgary — J. Lamont, Mgr.
AMhrst 6-2441

Detergents

- WOOD G H & CO LTD 327 3 St S FAirfx 7-7400

Diaper Service

- Chick-A-Dee Diaper Rental Service
310 13 St S FAirfx 7-6574
(See Advertisement This Page)

**CHICK-A-DEE DIAPER
RENTAL SERVICE**



FAirfx 7-6574
310 - 13th STREET SOUTH

Dictating Machines

- CANADIAN ELECTRONICS LIMITED {FAirfx 8-3719
236a 13 St N 328-3737
- DICTAPHONE DICTATING MACHINES—
DICTAPHONE CORPORATION LTD 631 42 Av SE
Call Long Distance and ask for .. Calgary 243-2736
- EDISON VOICewriter—
EDISON THOMAS A INDUSTRIES
1023 3 Av S FAirfx 8-4224
- INTERNATIONAL BUSINESS MACHINES CO LTD
629 7 Av SW (Call Collect) Calgary AMhrst 6-6241
- PHILIPS DICTATING MACHINE

PHILIPS
NEW DICTATING MACHINE
with
Exclusive Magazine
Loading



"WHERE TO BUY IT"
CANADIAN ELECTRONICS LTD
236a 13 St N FAirfx 8-3719

STENOCORD DICTATING MACHINES

The Modern Combination
Dictating-Transcribing
Machine with erasable
magnetic belt, re-usable
indefinitely.



"WHERE TO BUY THEM"
SOUTHERN STATIONERS LTD
316 7 St S 328-4708

STENORETTE DICTATING MACHINES

The easiest to use dictating
machine. Fully equipped,
precision built electronic
marvel employing magnetic
tape and incorporating fea-
tures and advantages unavail-
able in units costing twice
as much.



STENORETTE COMPANION — The Portable Dictating
Machine that Matches its Office Mate
"WHERE TO BUY THEM"

SOUTHERN STATIONERS LTD
316 7 St S 328-4708

Diesel Engines

See Engines—Diesel

PROGRESS CLOTHING

H. N. Serkin, Mgr.

MEN'S AND BOYS' WEAR

OUR AIM — To give you the lowest
prices consistent with highest quality.

FAirfax 7-2717

114 - 5th Street S.

Wasted Calls

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

Distributing Service

Lethbridge Messenger Service
1227 2 Av-A N FAirfx 7-4776

Doors—Folding

Modernfold (Alberta) Ltd 714 7 St S .. FAirfx 7-6364
MODERNFOLD DOORS—
Factory Field Office
MODERNFOLD (ALBERTA) LTD
714 7 St S FAirfx 7-6364
Distributor
LETHBRIDGE BUILDING SUPPLIES CO
1266 1 Av S FAirfx 8-4466

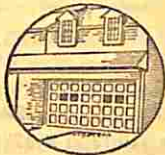
Doors—Overhead

Ambass-A-Dor Sales (Calgary) Ltd
4428 16a St SE Calgary BRdwy 3-5773
(See Advertisement This Page)

**AMBASS-A-DOR
SALES (Calgary) Ltd.**

R. Campbell, Mgr.

DOORS OF ALL TYPES



For:
RESIDENTIAL
•
INDUSTRIAL
•
SERVICE STATION

**ELECTRIC DOOR OPERATORS
RADIO CONTROLS**

**STANLEY AUTOMATICS
ALUMINUM DOORS**

Sales — Service — Installation
BUY

*Ambass-a-dor
Weatheright*

4428 - 16a Street S.E. — CALGARY

BRdwy 3-5773

BRdwy 3-5783



SECTIONAL OVERHEAD DOORS

In Wood, Aluminum, Steel

Residential - Industrial - Commercial

Electric Operators with Ultronic Car Controls

INSTALLATIONS — REPAIRS

"Distributor"

**OVERHEAD
DOOR SALES**

(CALGARY) LTD.

3631 BLACKBURN ROAD

H. W. Honeysett

CHstnt 3-3844

CALGARY

Doors—Overhead—(Cont'd)

NORTHERN ASBESTOS & BUILDING SUPPLIES LTD

Architecturally Approved
ONE-PIECE & SECTIONAL
WOOD - STEEL OR ALUMINUM

**GARAGE DOORS
FOR RESIDENTIAL OR
COMMERCIAL USE**

FAirfx 7-6166

253 12 St N FAirfx 7-6166

Overhead Door Sales (Calgary) Ltd
3631 Blackburn Rd Calgary CHstnt 3-3844
(See Advertisement This Page)

Drafting Room Equipment

Calgary Drafting & Blue Print Co Ltd Call Long
Distance and ask for (No Toll Charge) Zenith 94361

Draftsmen

Brown H W & Co Ltd 1215 3 Av S FAirfx 8-3321

Draperies

Fabric Land 624 13 St N FAirfx 8-4536
(See Advertisement This Page)

GRAHAM & JELFS UPHOLSTERING

**CUSTOM
MADE
DRAPERIES**

411 3 Av S FAirfx 7-3470

Holland's Drapery Shop 325 7 St S FAirfx 7-4475
(See Advertisement This Page)

FABRIC LAND

• EVERYTHING FOR
YOUR SEWING NEEDS

- YARD GOODS
- NOTIONS
- DRAPERIES
- SLIP COVERS

FAirfx 8-4536

624 - 13th Street North

**HOLLAND'S
Drapery Shop**

- Draperies
- Slip Covers
- Blinds
- Awnings

FAirfax 7-4475

325 - 7th STREET SOUTH

Draperies—Wholesale & Manufacturers

JACKSON GEORGE N LIMITED

**GEORGIAN DRAPERY FABRICS
BOURNE LININGS
GOULD-MERSEREAU HARDWARE**

Call Long Distance and ask for
1912 10 Av SW Calgary CHery 4-0751

Dressmakers

Anne's Alterations 311 1/2 5 St S 327-0281

Drive Yourself Cars

See Automobile Rentals

Driving Instruction

See Automobile Driving Instruction

Druggists—Retail

Bonnydale Drugs 1418 17 St S FAirfx 7-8362

BOYD'S PHARMACY LTD

1644 Mayor Magrath Dr FAirfx 8-3760
B B Tucker Prop res FAirfx 7-8027

CANDY CANE DRUG

1017 Mayor Magrath Dr FAirfx 8-4139

DRAFFIN'S DRUG STORE

Prescription Chemists

**FREE DELIVERY
ANYWHERE IN LETHBRIDGE**

Evenings Call FAirfx 7-4171

401 5 St S {FAirfx 7-3364
FAirfx 7-3279

EL RANCHO DRUG

**Complete Line of
BRAND NAME DRUGS**

Mayor Magrath Dr FAirfx 7-5662

KITSONS PHARMACY LIMITED

McFarland Bldg FAirfx 7-3772

MARQUIS PHARMACY LTD

Marquis Hotel FAirfx 7-3231

MCCREADY'S DRUG STORE

**THE PEOPLE'S
DRUG STORE**

418 13 St N .. FAirfx 7-2205—FAirfx 7-3445

MCCREADYS LTD

RED CROSS DRUG STORE

PRESCRIPTION SPECIALISTS

—Headquarters for Everything Photographic—

Free Delivery

614 3 Av S FAirfx 7-3555

MEDICAL DENTAL PHARMACY (LETH) LTD

PRESCRIPTIONS

434 7 St S FAirfx 7-3012

(Continued Next Page)

Electricians—(Cont'd)

LETHBRIDGE ELECTRIC LTD

- * INDUSTRIAL
- * COMMERCIAL
- * RESIDENTIAL
- * MAINTENANCE

Maurice R. Trockstad, Mgr.
PHONE DAY OR NIGHT
FAirfx 7-1949

1023 10 Av N FAirfx 7-1949

O & M Central Electrical Contractors Ltd
527 2 St S FAirfx 7-5995
(See Advertisement This Page)

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 This Page)

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

ROY ELECTRIC CO

- Motor Rewinds & Repairs
- * NEON *

Commercial & House Wiring
NO JOB TOO LARGE OR TOO SMALL
ESTIMATES FREE

816 3 Av S FAirfx 7-3735

Snider Electric 215 12 St-B S FAirfx 7-6996
(See Advertisement This Page)
(Continued Next Page)

**O & M
CENTRAL ELECTRICAL
CONTRACTORS LTD.**

COMMERCIAL & INDUSTRIAL
ELECTRICAL INSTALLATIONS
FREE ESTIMATES

FAirfx 7-5995

527 - 2nd Street S.

EMERGENCY CALLS
L. Markus FAirfx 8-2504 — G. Oliver FAirfx 7-5124

**SNIDER ELECTRIC
ELECTRICAL CONTRACTORS**

KOHLER SALES & SERVICE
RURAL & CITY WIRING

PHONE

FAirfax 7-6996

215 - 12th Street B South

FREE ESTIMATES

South Lethbridge

Night &
Emergency Phone

FAirfx 7-6537

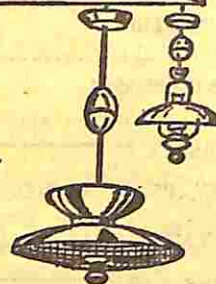
PARSONS

ELECTRIC LTD.



- RESIDENTIAL
& COMMERCIAL
WIRING

FREE ESTIMATES



Service Anywhere in the South

FAirfx 7-4268

FAirfx 7-4284

1273 - 3rd AVENUE SOUTH

**PINK and CHISTE
ELECTRIC**

- INDUSTRIAL
- COMMERCIAL
- INSTITUTIONAL

WIRING

THE BEST IN WORKMANSHIP — FREE ESTIMATES

PHONE

FAirfax 7-3929

204 - 12th STREET-A NORTH

LETHBRIDGE

Electricians—(Cont'd)

Southern Electrical Craftsmen Ltd
1420 17 Av S FAirfx 8-1817
(See Advertisement This Page)

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

Wyrostok S 918 17 St S FAirfx 7-1749

**SOUTHERN
ELECTRICAL CRAFTSMEN
LTD.**

- COMMERCIAL
- INDUSTRIAL
- RESIDENTIAL

for WIRING by Craftsmen
FAirfx 8-1817
IF BUSY FAirfx 7-1749 or Evenings

1420 - 17th Avenue S.

**WYATT
Electric**



Complete
Service
for
Commercial
Industrial
Residential

PROMPT & EFFICIENT SERVICE
Trouble Calls Any Time — Phone
DAY FAirfx 7-2048
NIGHT FAirfx 7-3454

Elevators—Passenger & Freight

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

Employment Agencies

NATIONAL EMPLOYMENT SERVICE
419 7 St S FAirfx 7-8535

Enamels—Paint

See Paint Section

**Alberta Government Telephones
TELETYPE**

... Saves your staff's time
by providing instantaneous two-
way typewritten communication
regardless of distance.

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

Materials Testing Laboratories Ltd
240 12 St-B N FAirfx 7-7474

McKENZIE R B
CONSULTING ENGINEER
Electrical - Mechanical
4-302 5 St S FAirfx 7-3637

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

**MILNE & MARTIN ENGINEERS & LAND
SURVEYORS LTD** 2002 12 Av S 328-4801
Survey Branch 3003 10 Av-A S 328-3025

Engineers—Professional

Hamilton J F 307 7 Av-A S FAirfx 7-3745

Engines—Diesel

AMCO EQUIPMENT LTD 2301 8 Av-A S FAirfx 7-7393

DEUTZ ENGINES
DIESEL - GASOLINE
BUTANE - PROPANE
NATURAL GAS
ENGINES & POWER UNITS
5 to 2000 H.P.
Air Cooled & Water Cooled Generator Sets
5 to 300 K.W.
"WHERE TO BUY THEM"
McINTOSH-MARSHALL EQUIPMENT LTD
4650 2 St SE Call Long Distance
and ask for Calgary CHstnt 3-2526



GENERAL MOTORS DIESEL
Dependable 2-cycle Diesel Engines
from 20 to 1650 h.p. for all power
applications.
"Standardization Means Savings"
SERVICE — PARTS — SALES
"FOR INFORMATION CALL"
WATEROUS EQUIPMENT LTD
249 12 St N FAirfx 8-3356



HUTTON'S LTD
DIESEL FUEL INJECTION
SALES & SERVICE
American Bosch — C.A.V.
Roosa — Master
321 8 St S FAirfx 7-2586
FAirfx 7-5566
FAirfx 7-5158

MacLEOD D & SON LTD
Authorized Sales & Service
IHC DIESEL FUEL INJECTION PUMPS
We also repair any make or model of
Diesel Pumps
After Hours D. G. Fisher FAirfx 7-3077
1262 2 Av S FAirfx 7-4223

McIntosh-Marshall Equipment Ltd 4650 2 St SE
Call Long Distance and ask for Calgary CHstnt 3-2526
Southern Pump Ltd 2219 2 Av N FAirfx 8-3043

Engines—Gasoline

AMCO EQUIPMENT LTD
SALES — DISTRIBUTORS — RENTALS
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
SALES & SERVICE
Easy Starting
Extra Reliability
1 to 9 hp. For farm, home, and industry
No. 1 IN THE WORLD
"FOR INFORMATION CALL"
SERVICE DISTRIBUTOR
HUTTON'S LTD 321 8 St S FAirfx 7-2586



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)

HUTTON'S LTD
Authorized Sales & Service
BRIGGS & STRATTON
JOHNSON IRON HORSE
LAWN-BOY — CLINTON
LAUSON — POWER PRODUCTS
321 8 St S FAirfx 7-2586
FAirfx 7-5566
FAirfx 7-5158

MOTOR CAR SUPPLY CO OF CANADA LTD
Continental Engines
GASOLINE & DIESEL
for Transportation, Oilfield & Industrial Use
1½ to 200 H.P.
PARTS & SERVICE
1218 2 Av S FAirfx 7-3111

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

Entertainment & Entertainment Bureaus

ELTON KITCH ENTERTAINMENT SERVICE
Specializing in Conventions, Sales Meetings and
Special Company Promotions. Call Long Distance
& ask for 1705 2 St SE Calgary AMhrst 2-1454

K B D ENTERPRISES CO
CANADA'S LARGEST
THEATRICAL AGENCY
No Booking Too Large or Too Small
711 8 Av SW Calgary AMhrst 6-2859

Equipment Rentals

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

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.

**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
- WOBBLES
- LIGHT PLANTS
- SPACE HEATERS
- ELECTRIC TOOLS
- SHEEPSFOOT PACKERS
- ELECTRIC HAMMERS
- ROTO-TILLERS

PHONE

FAirfax 7-6877

1201 2 Av-A N

Explosives

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

Express Companies

Canadian Pacific Merchandise Services
13 St (North of Subway) 327-3436
GREYHOUND BUS LINES 411 5 St S .. FAirfx 7-1551

Exterminators

POULIN N L LTD
100% PERMANENT PEST CONTROL
Mice, Rats, Bats, Squirrels, Pigeons, Bed Bugs,
Roaches, Silver-fish, Carpet Beetles,, Moths,
Flies, Clover Mites, Wasps, Bees, Etc.
Free Estimates
2322 15a St SE Calgary 273-1020

Extinguishers—Fire

See Fire Fighting Appliances

Eye, Ear, Nose & Throat Specialists

See Physicians & Surgeons

Farm Machinery & Supplies

BOW VALLEY MACHINERY (LETHBRIDGE) LTD
MASSEY-FERGUSON
DEALERS
1720 2 Av S 328-3595

BOWNS SUPPLY CENTRE LTD
NEW HOLLAND MACHINERY
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
DON'S SERVICE 1210 1 Av S FAirfx 7-1753
ELECTRO SERVICE LTD
Air Cooled Engines FAirfx 7-2669
817 3 Av S FAirfx 7-3165
General Farm Supplies Ltd FAirfx 7-7621
3516 24 Av S FAirfx 7-7621

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
& BROISE-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

Farm Machinery & Supplies—(Cont'd)

MAJOR IRRIGATION LTD
DAHLMAN POTATO HARVESTING
EQUIPMENT
— POTATO BULK BOXES —
POTATO HILLERS AND
PRESS WHEELS
CORRUGATORS
SPRINKLER IRRIGATION
EQUIPMENT
2125 2 Av S FAirfx 7-5525

MCCOY-RENN MFG LTD
419 34 Av SE Calgary 243-5494
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
Agricultural & Industrial Chain Sprockets &
Bearings
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

RAE MOTORS & FARM SUPPLY LTD
MASSEY-FERGUSON
GRAHAM CHISEL PLOWS
SPRINKLER IRRIGATION
EQUIPMENT
Picture Butte 732-4406
Lethbridge 328-4777

**ROCKY MOUNTAIN INDUSTRIAL EQUIPMENT
LTD** 1009 2 Av S FAirfx 7-5512
Smyth B J
Agt Minneapolis-Moline of Canada Ltd
1211 2 Av S FAirfx 7-3496
United Farmers of Alberta Co-operative
Limited Cor 2 Av & 31 St N {328-3514
328-3523
United Machine Distributors Ltd
3516 24 Av S FAirfx 7-3165
UNIVERSAL FARM SALES LTD 1961
1107 2 Av-A N FAirfx 7-3941
VICTORY EQUIPMENT LTD
920 2 Av-A N FAirfx 7-4389
Volume Gun Irrigation Ltd 1107 2 Av-A N.. 327-2446

Feed

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

Canada Packers Ltd 208 26 St N 328-2540
ELLISON MILLING & ELEVATOR CO LTD
1301 2 Av S FAirfx 7-5751
WESTERN FEED SERVICES 251 12 St-B N 327-0566

Fences

Industrial Iron Works Ltd
4020 Edmonton Tr Calgary CRstvw 7-4221
(See Advertisement This Page)

MAJOR IRRIGATION LTD

SUPPLIERS & ERECTORS OF

CRUSADER FENCE

In Southern Alberta

2125 2 Av S FAirfx 7-5525



FOR MAXIMUM PROTECTION
Agents for Commercial and Residential

BULL DOG CHAIN LINK FENCE

Industrial Iron Works Ltd.

CRstvw 7-4221

CRstvw 7-6688

4020 Edmonton Trail, Calgary

Filing Equipment & Supplies

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

Filters—Oil

Baldwin Western Canada Whse
921 2 Av S FAirfx 7-3630

Financing

BENEFICIAL FINANCE CO OF CANADA
New Woolworth BldgFAirfx 7-8565

CANADIAN ACCEPTANCE CORP LTD (327-5621)
202-324 7 St S {327-7792

CRESCENT FINANCE CORP LTD 1281 3 Av S 327-3107

DELTA ACCEPTANCE CORPORATION LIMITED
1281 3 Av SFAirfx 7-5724

GENERAL MOTORS ACCEPTANCE CORPORATION
503 7 St SFAirfx 7-8571

HOUSEHOLD FINANCE CORP OF CANADA
506 4 Av SFAirfx 7-1511

I A C MERIT PLAN—
INDUSTRIAL ACCEPTANCE CORPN LTD
424 7 St SFAirfx 7-8521

Industrial Acceptance Corpn Ltd
424 7 St SFAirfx 7-8521

Interprovincial Building Credits Ltd Call Long Distance
and ask for (No Toll Charge) Zenith 32120

LAURETIDE FINANCIAL SERVICE

A creative sales and commercial finance service for automobiles, appliances, commercial and industrial equipment. Includes a flexible Purchase Credit service and the exclusive "Elite Plan" to meet customers' needs.



"FOR INFORMATION CALL"

Lauretide Financial Corp Ltd
505 7 St SFAirfx 7-5791

Financing—(Cont'd)

PACIFIC FINANCE CREDIT LIMITED
408a 5 St S328-3328

PREFERRED FINANCE CORPORATION (327-0744)
LTD 204-324 7 St S {327-0720

TRADERS FINANCE

INSTALMENT SALES
MOTOR VEHICLES
APPLIANCES
FARM MACHINERY
INDUSTRIAL EQUIPMENT AND
DURABLE GOODS OF ALL KINDS



"FOR INFORMATION CALL"

TRADERS FINANCE CORP LTD
1240 3 Av S FAirfx 8-3347

Fire Fighting Appliances

DOMINION FIRE PROTECTION CO
910 8 St S FAirfx 8-2472

KLEEN LTD 312 4 St SFAirfx 7-1288

SAFETY SUPPLY FIRE PROTECTION

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



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

"WHERE TO BUY THEM"

SAFETY SUPPLY CO 1250 1 Av S FAirfx 7-2654

Wyant & Co Ltd 314 3 Av S327-1320
(See Advertisement This Page)

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

"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

Tasty Snack Bar 916 6 Av SFAirfx 7-5032

Ye Olde English Fish & Chip Shop
1020 9 Av SFAirfx 7-0160

Fish Dealers—Retail

Nakagama Fish Market 322 2 Av SFAirfx 7-5337

Five to Twenty-five Cent Stores

Kresge S S Co Ltd Cor 4 Av & 6 St S ..FAirfx 7-4155

Metropolitan Stores Ltd
Metropolitan BldgFAirfx 7-4110

Woolworth F W & Co Ltd 601 4 Av S ..FAirfx 7-2280

WYANT & CO. LTD.

314 - 3rd AVENUE SOUTH, LETHBRIDGE

**FYR FYTER & GENERAL BRANDS
FIRE EXTINGUISHERS**

- COMPLETE LINE OF FIRE EQUIPMENT, EXTINGUISHERS & SANITATION SUPPLIES
- RECHARGING OF ALL TYPES OF EXTINGUISHERS

COMPLETE LINE FOR HOMES, FARMS,
INSTITUTIONS AND INDUSTRY

For Prompt Fire Extinguisher
RECHARGING SERVICE

(All Types)

327-1320

**NEW & RECONDITIONED UNITS
FOR SALE**



FASHION

LOORS

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.

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

Flooring

Fashion Floors 238 12 St-B NFAirfx 7-4694
(See Advertisement This Page)

HAMILTON'S FLOOR COVERINGS LTD

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

909 3 Av SFAirfx 7-5454

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 SFAirfx 7-8766
(See Advertisement This Page)

Marquis Flower Shop Ltd Marquis Hotel FAirfx 7-1515
(See Advertisement This Page)

North Plaza Florist 618 13 St NFAirfx 7-1212
(See Advertisement This Page)

Florists—Wholesale

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

Consult the Yellow Pages before
buying. It's one of the quickest ways
to locate a local source of supply.

LORNA'S

Flowers

1508 - 9th Avenue South
LORNA PERRY, Manager



Personalized Flower Service
Your Hospital
Florist

We are only one block from
both hospitals

Phone

FAirfax 7-8766

Night calls **FAirfax 7-3382**

Marquis Flower Shop Ltd.

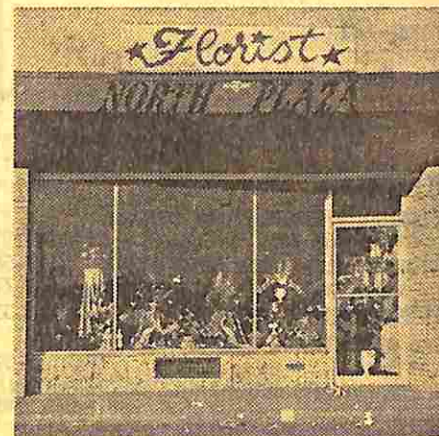
FLOWERS FOR ALL OCCASIONS



CITY WIDE — WORLD WIDE
FREE DELIVERY

FAirfx 7-1515

Located in the
Marquis Hotel
Building



*“Lethbridge's
Newest Flower
Shop”*

NORTH PLAZA FLORIST

—WE DELIVER TO YOUR DOOR—

LAURA MEAD, Mgr.

FAirfx 7-1212

618 - 13th Street N.

Flour Mills

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

Food Supplements

NUTRI-BIO

Vitamins - Minerals - Proteins
 all from Natural Food Sources
 Nutritional Supplementation
 thru Biochemistry



May be Used by . . . The Entire Family
"FOR INFORMATION CALL"
LARSON ARTHUR 1265 7 Av S327-0911

Foot Doctors

See Podiatrists

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 LTD

CLARESHOLM 235-3333

MARTIN BROS LTD

LICENSED
 FUNERAL DIRECTORS
 INTERNATIONAL CONNECTIONS
 24 HOUR SERVICE

812 3 Av S FAirfx 7-3561

Furnaces—Heating

See also Heating Apparatus

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

Ritt Heating 408 13 St N FAirfx 8-2516

Furniture Cleaners

Duraclean Rug & Upholstery Cleaners
 A-220 14 St N 327-0594
 (See Advertisement This Page)

EASY-WAY CLEANING SUPPLIES &
 SERVICES LTD 533 13 St N FAirfx 8-4144

For just a few pennies a day you
 can enjoy the step-saving conveni-
 ence of an extension telephone in
 your home.

Duraclean
 'flower fresh'



carpet and upholstery
 cleaning in your home
 the safe, sure way

Absorbing foam process revives
 fibers, brings colors to life

- without messy soaking
- without harsh scrubbing

Call for a free estimate

327-0594

**DURACLEAN RUG &
 UPHOLSTERY CLEANERS**
 Box 1014, LETHBRIDGE



Furniture Dealers—Retail

BASTEDO UPHOLSTERY & FURNITURE

417 5 St S FAirfx 7-7711
 Calder Don Interiors Ltd 912 3 Av S 327-4554
 (See Advertisement This Page)

CUT RATE FURNITURE STORE

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

EMPIRE FURNITURE LTD Hull Bldg

FAirfx 7-3980

GAST ERIC UPHOLSTERY 1252 3 Av S

FAirfx 7-8079

GRAHAM & JELFS UPHOLSTERING

411 3 Av S FAirfx 7-3470

HOWARD'S FURNITURE LTD

230 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 This Page)

(Continued Next Page)

DON CALDER
 Interiors Ltd.

The House of
 Contemporary
 Furniture



Exclusive Agent for
House of Modern

Where Lovely Things
 Cost Less Than You
 Expect

327-4554

912 - 3rd Ave. S.

**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.

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)
 Times Furniture (Lethbridge) Ltd
 326 6 St S FAirfx 7-3697
 Tom's Trading Post 248 13 St N FAirfx 8-2114

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 This Page)
 McLean Transfer Ltd 640 6 St S 327-2097
 (See Advertisement This Page)
 (Continued Next Page)

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

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
FAirfx 7-1288
 —21,600 Square Feet Storage Space—

City Pick Up & Delivery Service

— Day or Night —

McLEAN TRANSFER LTD.

LOCAL AND LONG DISTANCE
MOVING
 PACKING • STORAGE



AUTHORIZED
 AGENTS

FOR A BETTER MOVE ALL WAYS!
327-2097
 Night Calls: 327-0057 - 327-3473
 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

OWEN DISTRIBUTING LTD.
FAirfx 8-4485
 STORAGE & DISTRIBUTION
 Specialists in Local and Long Distance Moving
 AGENTS FOR ALLIED VAN LINES LTD.
 1216 - 1st Avenue S. — Lethbridge

Speedy
Storage & Cartage Ltd.
FAirfx 7-5734
 LOCAL — LONG DISTANCE
 Moving — Packing — Storage
 Shipping
 AGENTS FOR UNITED VAN LINES
327 - 3rd Street South

Furniture Movers—(Cont'd)

NORTH AMERICAN VAN LINES CANADA LTD
 AGENTS McLEAN TRANSFER LTD.
 640 6 St S327-2097

Owen Distributing Ltd 1216 1 Av SFAirfx 8-4485
 (See Advertisement Opposite Page)

Soo-Security Motorways Ltd
 725 2 Av-A NFAirfx 7-5532

Speedy Storage & Cartage Ltd
 327 3 St SFAirfx 7-5734
 (See Advertisement Opposite Page)

Taber Transport 525 2 Av-A NFAirfx 8-3888

Furniture Repairing & Refinishing

Bastedo Upholstery & Furniture
 417 5 St SFAirfx 7-7711

TRIANGLE WOOD PRODUCTS LTD
 1221 2 Av-A NFAirfx 7-4333

Van Ree's Upholstery & Woodwork
 304 13 St NFAirfx 8-2628

Furriers

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

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

NEW YORK FUR & DRESS SHOP
 604a 3 Av S327-3276
 (See Advertisement This Page)

CANADIAN FURRIERS

CANADA'S FINEST
 FUR STORAGE
CALL FAirfx 7-4348

FOR RAPID PICK-UP & DELIVERY

Paramount Theatre Bldg.

CANADIAN FURRIERS

**NEW YORK
 FUR
 and Dress Shop**

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

327-3276
 604A - 3rd Ave South

Garage & Cottage Builders

Tom's Construction 712 1 Av SFAirfx 7-8688

Garages—Service

Beny Chevrolet Oldsmobile (1959) Ltd
 Cor 2 Av & 8 St SFAirfx 7-3147
 (See Advertisement This Page)

DICK'S GENERAL REPAIRS

SPECIALIZING IN
**ALL TYPES OF AUTOMOBILE
 TRUCK & TRACTOR REPAIRS**
 After Hours Res. FAirfx 7-7277
 616a 4 St SFAirfx 8-2049

DON'S SERVICE 1210 1 Av SFAirfx 7-1753

DOWNTOWN WHITE ROSE SERVICE STATION

REPAIRS TO ALL
 MAKES OF CARS
 Complete Lubrication Service
 Cor 3 Av & 9 St SFAirfx 7-4940

Eastway Esso Service 3110 1 Av S328-2896

(Continued Next Page)

Consult the Yellow Pages before buying. It's one of the quickest ways to locate a local source of supply.

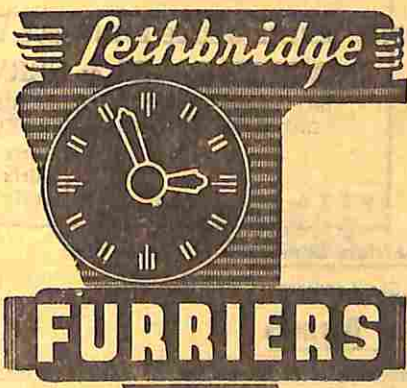
The Lethbridge Furriers
Fur Storage

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

FAirfax 7-2209

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

FAirfax 7-2209



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

Your Oldest and Most Exclusive Fur House in Lethbridge

514 - 3rd AVE. S. Established 34 Years in Lethbridge FAirfax 7-2209

BENY
**CHEVROLET OLDSMOBILE
 (1959) LTD.**

**CHEVROLET - OLDSMOBILE
 CADILLAC CARS
 ENVOY & CORVAIR
 CHEVROLET TRUCKS**

FAirfax 7-3147

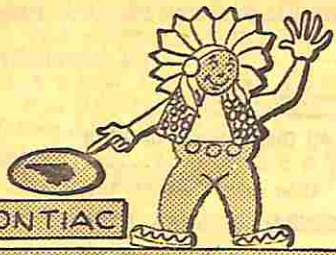
Before 8 a.m. & After 5 p.m. Call —
 Sales—New CarsFAirfx 7-3154
 Sales—Used CarsFAirfx 7-3150
 Parts & ServiceFAirfx 7-3147
 Towing ServiceFAirfx 7-3147

Corner 2 Ave. & 8 St. S.

BIG VALUE
 for your Ad Money ---



For Information Telephone
**ALBERTA GOVERNMENT
 TELEPHONES**
263-5350



ENERSON'S

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

After Hours Call
 Sales Office ... FAirfx 7-5190
 Main Office ... FAirfx 7-5726
 Service Dept. ... FAirfx 7-5745
 Parts Dept. ... FAirfx 7-5266
 Used Car Lot ... FAirfx 7-5750
 Towing Service
 24 Hrs. ... FAirfx 7-6269

**817 - 4th Avenue S.
Lethbridge**

FAirfx 7-5705

ERNIE'S SERVICE GARAGE



Specialists in —
MAJOR OVERHAULS & TUNE UPS
FAirfax 7-8962
 315 - 4th St. South

IMPERIAL MOTORS LTD.
 A SPECIALIZED SERVICE GARAGE

SERVICE
FAirfax 7-2887

GENERAL OFFICE
FAirfax 7-3049

AUTO LAUNDRY
FAirfax 7-3622

Cor. 2nd Ave & 7th St. South

Garages—Service—(Cont'd)

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

FLEMING MOTORS LTD
 DEALER
CHRYSLER - PLYMOUTH - VALIANT
IMPERIAL & FARGO TRUCKS
PURITY 99 PRODUCTS
 7 St & 1 Av S FAirfx 7-1591
 After Hours Towing Service:
 1523 13 St N FAirfx 7-8143

Fort Whoop-Up Service
 Jctn Coutts & Cardston Hwy FAirfx 7-5255

FRED KING MOTORS LTD

**Dodge, Chrysler, Simca,
Valiant Cars — Dodge Trucks**
Sales, Parts & Service

24 HOUR SERVICE — Connecting All Depts.
FAirfx 7-1566
 Cor 11 St & 3 Av S FAirfx 7-1566

GREEN ACRES SERVICE Coutts Hwy 327-6336
HERMAN'S AUTO SERVICE
 SPECIALIZING IN VOLKSWAGEN REPAIRS
 139 13 St N FAirfx 8-1269

Hillcrest Esso Service Cor 9 St & 5 Av N FAirfx 8-3193
 Hi-Way Service Station
 Mayor Magrath Dr FAirfx 7-5255
 Hopp Ed Garage 330 4 St S 328-4068
HOPP JOHN SERVICE GARAGE
 Cor 4 St & 6 Av S FAirfx 7-5030

HORNE MOTORS LTD
 FORD — FAIRLANE — FALCON
 THUNDERBIRD & FORD TRUCKS
COMPLETE MECHANICAL SERVICE
 COMPLETE LINE OF FORD PARTS
 — 24 HOUR TOWING SERVICE —
 Cor 5 Av & 5 St S 327-1581

Imperial Motors Ltd Cor 2 Av & 7 St S FAirfx 7-2887
 (See Advertisement This Page)
 International Harvester Co of Canada Ltd
 Cor 3 Av & 9 St N FAirfx 7-5977

JOHN & WIMP'S SHELL SERVICE
 SHELL - GOODYEAR TIRES
 MOTOR TUNE-UPS
 AUTOMATIC TRANSMISSIONS
 BRAKE RELIGNING
 206 9 St S 327-1967

John's Motor Clinic 402 4 Av S FAirfx 7-2369
JOHNNY'S WHITE ROSE SERVICE
 203 28 St S FAirfx 7-7411
 Lakeview Texaco Service Station
 Cor 10 Av & Mayor Magrath Dr FAirfx 7-5697

LETHBRIDGE WATSON MOTORS
 DISTRIBUTORS FOR
HILLMAN & SUNBEAM CARS
NSU PRINZ
ROYALITE PETROLEUM PRODUCTS
 2019 2 Av S FAirfx 7-4477

Lyle's Auto Repairs 311 4 St S FAirfx 7-2769
 Main Service Centre Cor 3 Av & 9 St S .. FAirfx 7-6698
 McLaughlin Garage & Auto Wreckers
 Cor 4 Av & 3 St S FAirfx 7-2918

Garages—Service—(Cont'd)

MECHANICS SALES LTD

- STUDEBAKER
- LARK
- WILLYS TRUCKS

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

MIRK'S TOWER SERVICE
MINOR MOTOR TUNE-UPS
BRAKES & FRONT END WORK
LUBRICATIONS & WASH JOBS
 Guaranteed Work
 No Job Too Large or Too Small
 2021 3 Av S 327-2503

Pro-Motors Cor 13 St & 2 Av S {FAirfx 8-4021
 {328-4845

RIVERVIEW GARAGE

- GENERAL REPAIRS
- STEAMING MOTORS
- MAJOR OVERHAULS

616 4 St S FAirfx 7-3881

SEVENTY SEVEN SERVICE STATIONS
77 GASOLINES
REPAIRS and SERVICE
 1804 3 Av S FAirfx 7-4645
 320 9 St S FAirfx 7-2823

Skyline Service Station
 43 St & Coutts Hwy FAirfx 7-5565
 Southern Service (Leth) Ltd
 Cor 6 St & 5 Av S 328-3131
STONE'S AUTO REPAIRS 610 4 St S .. FAirfx 7-4825

TIP TOP SERVICE
COMPLETE GARAGE SERVICE
"99"
FUELS — OILS — GREASES
 1119 2 Av S FAirfx 7-2417

UNITED SERVICE GARAGE LETHBRIDGE LTD
RAMBLER SALES & SERVICE
 BATTERIES - TIRES - ACCESSORIES
 DAY & NIGHT TOWING SERVICE
 302 3 Av S {FAirfx 7-2750
 {FAirfx 7-1105
 {FAirfx 7-2805

Garden Service
 See Landscapers also Nurserymen

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

Gas Companies
 Canadian Propane Consolidated Limited
 3321 3 Hwy E FAirfx 7-5721
 Canadian Western Natural Gas Co Ltd
 420 6 St S FAirfx 7-3101

Gas Fitters

City Plumbing 314 3 Av SFAirfx 8-1341
 Karl's Plumbing & Heating Ltd
 610 13 St NFAirfx 7-6079
 Paul's Plumbing & Heating Ltd
 252 13 St NFAirfx 7-8123

Gasoline & Oil—Bulk Stations

BRENNEN M J
 ROYALITE BULK SALES
 M. J. Brennen, res. FAirfx 8-1241
 21 St & 2 Av SFAirfx 8-1876

Dahl Lawrence A 1812 2 Av SFAirfx 7-1117
 Luco J 1705 2 Av SFAirfx 7-3535
 {FAirfx 7-3707

MAPLE LEAF PETROLEUM LTD
 1604 2 Av SFAirfx 7-5867

RED HEAD PRODUCTS—
GREAT WEST DISTRIBUTORS LTD
 Bulk Plant 3 Av & 10 St NFAirfx 7-6082

SHEARER FARM SALES
 Representative of White Rose Products
 203 28 St SFAirfx 7-7411

TYSSELAND OSCAR
 Your
SHELL OIL BULK
 Distributor
 2910 1 Av SFAirfx 7-7785

United Farmers of Alberta Co-operative Limited
 Cor 2 Av & 31 St N328-4821

Gasoline & Oil—Service Stations

See Service Stations

Gears


RENOLD CHAINS—
OLIVER CHEMICAL CO (LETHBRIDGE) LTD
 All Types of Gearing & Speed Reducers
 Full Range Power Transmission Equipment
 Cor 3 Av & 9 St NFAirfx 7-1571

Generator Repairs

Bissett Electric 226 12 St-A NFAirfx 7-7508
 Electro Service Ltd 817 3 Av SFAirfx 7-2669
 {FAirfx 7-2300

HUTTON'S LTD
AUTHORIZED GENERATOR
 Sales & Service Distributors
 American Bosch - Delco Remy - Auto-Lite
 Leece Neville - Lucas - CAV - Ford
 Simms Robert Bosch
 321 8 St SFAirfx 7-2586
 {FAirfx 7-5566

Generators—Electric

ONAN ELECTRIC PLANTS
 GAS, GASOLINE & DIESEL
 ENGINE DRIVEN ELECTRIC
 GENERATING PLANTS
 500 Watts to 300 K.W.
 A.C. also D.C.
 Battery Chargers, Marine Plants, Magnet Chargers
 and Separate Generators

 "FOR INFORMATION CALL"
SIMSON-MAXWELL 10375 59 Av—Call Long
 Distance and ask forEdmonton 433-8044

Gift Shops

Hallifax Gift Shop
 451 Mayor Magrath DrFAirfx 7-5200
 Reed's China & Gift Shop 323 6 St S ...FAirfx 7-1193
 (See Advertisement This Page)

Careless dialing puts other people
 to needless bother—and delays your
 call. Please make sure of the right
 number, listen for the dial tone, then
 dial carefully.

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

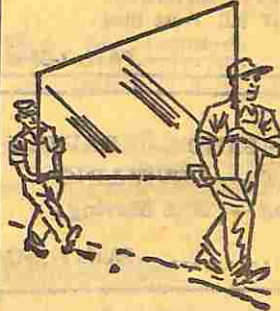
Glass—Auto, Plate & Window

CALGARY GLASS CO LTD
 1710 Centre St NCalgary CRstvw 7-4596
 (See Advertisement This Page)

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 NFAirfx 7-1508

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

AUTO GLASS CALGARY GLASS CO. LTD.
CRstvw 7-4596
 * COMPLETE STOCK OF ALL
 AUTO GLASS
 * PLATE GLASS INSTALLATIONS
 AND REPLACEMENTS
 * MIRRORS MADE TO MEASURE
 * WINDOW GLASS
 * PROMPT DAILY SERVICE
 1710 Centre St. N. — CALGARY

LETHBRIDGE GLASS CO. LTD.

 "Johnnie" Anderson
 Res. FAirfx 7-5616
 "Johnny" Jacobson
 Res. FAirfx 7-4588
 DISTRIBUTORS OF:
 SAFETY CRYSTAL AND
 WINDOW GLASS
 & THERMOPANE
 SPECIALIZING IN:
 THE INSTALLATION &
 CUTTING OF CAR GLASS
 TRACTOR CABS &
 PLATE MIRRORS
FAirfax 8-3391
 1267 - 3rd Avenue South

Right Here is

The STANDARD
 REFERENCE BOOK

of

**"Who's Who
 in Business"**

Used Daily by Shoppers and
 Business Men in All
 Walks of Life

Glass—Auto, Plate & Window—(Cont'd)

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

Golf Courses

Fairways Golf Range Airport RdFAirfx 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
 LethbridgeFAirfx 7-4873
 Alberta Wheat Pool 3 Hwy EFAirfx 7-7645
ELLISON MILLING & ELEVATOR CO LTD
 1301 2 Av SFAirfx 7-5751
 Richardson James & Sons Ltd
 709 4 Av SFAirfx 7-5757

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 PlantFAirfx 7-3383

JARVIE A M

TOP SOIL — SAND — GRAVEL
FILL DIRT — LEVELLING
Backfilling — Dirt Moving
 440 20 St NFAirfx 7-3047

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 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 NFAirfx 7-8755

LETHBRIDGE SAND & GRAVEL CO (1953) LTD
WASHED SAND & GRAVEL
AND ROAD GRAVEL
 RiverbottomFAirfx 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 SFAirfx 7-2520

Revelstoke Transit Mix
 Cor 12 St & 2 Av NFAirfx 7-7262
SUPERIOR MASONRY PRODUCTS LTD
 9 Av & 6 St NFAirfx 7-4875
 (See Advertisement This Page)

Grocers—Retail

Airway Store 1519 Mayor Magrath Dr ..FAirfx 7-6137
 Benny's Groceteria & Milk Bar
 1101 4 Av SFAirfx 8-3069
 Bonnydale Food 1406 17 St SFAirfx 7-3394
 Currie's Frozen Foods & Locker Service Ltd
 1516 9 Av S327-2042
 Danny's Grocery 431 18 St NFAirfx 7-2418
FRANK'S GROCERY & MEAT MARKET
 Specializing in Smoked Meats
 407 2 Av SFAirfx 7-2737
 George's Grocery & Meat Market
 707 9 Av NFAirfx 7-3935
 Gordie's Grocery & Confectionery
 1015 Mayor Magrath DrFAirfx 7-5041
 {FAirfx 7-3297
 Hoefler & Wood Ltd 538 13 St SFAirfx 7-4297
 {FAirfx 7-4871
 Ing's Groceteria 902 9 St SFAirfx 7-2113
 Jim's Grocery 711 6 Av SFAirfx 7-3466
 Kobal's Grocery 320 13 St NFAirfx 7-3951
 Lee's Food Market 708 3 Av SFAirfx 7-5431
 {FAirfx 7-5434
 Mihalik A 642 13 St NFAirfx 7-4064
 Mike's Grocery & Confectionery
 418 16 St NFAirfx 7-5195
 New Confectionery 630 13 St NFAirfx 7-1470
 Parkside Grocery 2801 7 Av S327-5581
 Southern Grocery 1111 3 Av SFAirfx 7-4606
 Wilson's Food Stores 1112 6 Av SFAirfx 7-3657
 Store No 2 910 7 Av SFAirfx 7-3026
 {FAirfx 7-3995
 Wing Lee Grocery 314 2 Av SFAirfx 7-5341
 York Grocery 728 6 St SFAirfx 7-5127

Grocers—Wholesale

HORNE & PITFIELD FOODS LIMITED
 Orders & Shipping 3 Av SFAirfx 7-3351
 Mgr & Buyer W ArmeneauFAirfx 7-4529
 Credit Mgr & Acctnt J AllanFAirfx 7-3324

Grocers—Wholesale—(Cont'd)

Macdonalds Consolidated Ltd {FAirfx 7-4266
 2925 2 Av-A SFAirfx 7-4366
 Mgr & BuyerFAirfx 7-4754
 Acctng DeptFAirfx 7-4753
 Fruit Order DeskFAirfx 7-4355
 Fruit DeptFAirfx 7-7396
 Shipper & ReceiverFAirfx 7-4369
SCOTT FRUIT CO
 3 Av & 4 St SFAirfx 8-3361
WESTERN GROCERS LTD
 Cor 2 Av & 9 St SFAirfx 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 SFAirfx 7-2260

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 SFAirfx 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
 {FAirfx 7-2919
 516-518 3 Av SFAirfx 7-2920

HOYT HARDWARE LTD

Complete Line of
POWER TOOLS — BAPCO PAINTS
SPORTING GOODS — FINE BONE CHINA
LUGGAGE
 606-608 3 Av SFAirfx 7-5767

Lyle's Hardware 416 13 St N328-3541
MACLEOD'S LIMITED 426 6 St SFAirfx 7-4240
MONARCH LUMBER CO LIMITED
 1902 3 Av SFAirfx 7-1501
MOSSEY 9 AVE HARDWARE
 1522 9 Av SFAirfx 8-3684
NORTH LETHBRIDGE HARDWARE LTD
 324 13 St NFAirfx 8-4441

Hardware—Retail—(Cont'd)

PARSONS HARDWARE & APPLIANCES LTD

HARDWARE — PAINT

TOOL RENTALS — KEY CUTTING

473 Mayor Magrath DrFAirfx 7-7066

SEVENTY SEVEN HARDWARE

GENERAL HARDWARE

AND ALL LINES OF

ELECTRICAL APPLIANCES

324 9 St SFAirfx 7-6088

SOUTHERN ALBERTA CO-OPERATIVE ASSN LTD

Dealers in

HARDWARE, FARM SUPPLIES

FULL LINE OF CO-OP PAINTS

FEED, SEED & INSECTICIDES

LIVESTOCK COMMISSION AGENTS

1221 2 Av SFAirfx 7-3777

.....FAirfx 7-4010

Southwest Hardware & Machine Ltd

533 13 St NFAirfx 7-8741

Hardware—Wholesale

Ashdown J H Hardware Co Ltd {FAirfx 7-3762

City & Country Orders {FAirfx 7-4809

Cor 1 Av & 11 St SFAirfx 7-2310

ShipperFAirfx 7-4211

MARSHALL-WELLS OF CANADA LTD {FAirfx 7-4324

3 Av & 10 St NFAirfx 7-3744

SOUTHERN ALBERTA CO-OPERATIVE ASSN LTD 1221 2 Av SFAirfx 7-3777

WESTERN CANADA HARDWARE LTD

WHOLESALE MERCHANTS

HARDWARE - HOUSEWARES - SPORTING

GOODS - ELECTRICAL - PLUMBING

BUILDERS & CONSTRUCTION SUPPLIES

907-915 2 Av SFAirfx 7-5711

Hardwood Floors

See Floor Section

Harness & Saddlery—Retail

See Saddlery & Harness—Retail

Hatcheries

CO-OP HATCHERIES

(FARMER OWNED)

Chicks & Turkey Poults

If no answer call FAirfx 7-4114

525 4 St SFAirfx 7-3679

SWIFT CANADIAN CO LTD

Buyers Ofc CPR StockyardFAirfx 7-2423

Hatchery Dept 12 St & 3 Av NFAirfx 8-1982

Hats & Caps

Albert's Mens Apparel 331 5 St SFAirfx 7-2620

Roxy Hat Shop 320 5 St SFAirfx 7-8640

Health Food Products

Canadian Elemin Distributors Ltd

907 3 Av SFAirfx 7-4994

Health Food Centre 907 3 Av SFAirfx 7-4994

Hearing Aids

Leister's Paramount Theatre BldgFAirfx 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 electronically correctable hearing loss. ● By makers of Zenith TV, radios.



10-DAY MONEY-BACK GUARANTEE

"WHERE TO BUY THEM"

LEISTER'S

Paramount Theatre BldgFAirfx 8-4080

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.

Heaters—Water

See Water Heaters

Heating Apparatus

CRANE SUPPLY 2815 2 Av-A SFAirfx 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

Palmer A D Products Ltd {FAirfx 7-1872

3325 1 Av S327-0560

Heating Contractors—Hot Water,

Steam & Warm Air

Barry Plumbing 1253 5 Av-A SFAirfx 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 SFAirfx 7-2713

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

LETHBRIDGE SHEET METAL LTD

121 13 St NFAirfx 7-6353

PAUL'S PLUMBING & HEATING LTD

252 13 St NFAirfx 7-8123

Pyke & Holberton Plumbing & Heating Ltd

1274 2 Av SFAirfx 7-7994

WHITTICKS' MECHANICAL CONTRACTORS LTD

1321 3 Av SFAirfx 7-3014

Herbalists

Alvau N 806 2 Av SFAirfx 7-2074

High Fidelity Equipment

Hilder's TV Service 1023 3 Av SFAirfx 8-4224

Hobby Supplies

Bert & Mac's Cycle Ltd 913 3 Av S ...FAirfx 7-3221

RAY'S HOBBY SHOP

MODEL PLANES - BOATS - CARS

GAS, DIESEL & ELECTRIC MOTORS

H-O LOCOMOTIVE

CRAFTS — COPPER TOOLING

SHELLWORK — ARTIST SETS

FLOWERCRAFT — BEADRAFT

All Supplies — Accessories — Parts

"Serving The Hobbyist"

1234 3 Av S328-3725

SOUTHERN STATIONERS LTD

HOBBY CRAFT SHOP

ARTIST SUPPLIES

COPPER CRAFT

FOAM RUBBER — RIBBON CRAFT

316 7 St S327-4116

.....327-4316

3-D'S HOBBY SHOP 710a 3 Av S327-0540

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 SFAirfx 7-5763

Lundell Distributors of Alberta

920 2 Av-A NFAirfx 8-2569

Home Improvements

See Contractors Building & Contractors General

Hose—Flexible & Metal

OLIVER-CHAMPION COUPLING CO

Cor 3 Av & 9 St NFAirfx 7-1573

Hose—Rubber

McIntosh-Marshall Equipment Ltd 4650 2 St SE

Call Long Distance and

ask forCalgary CHstnt 3-2526

Hosiery—Retail

Tracy's Smart Apparel 307 5 St SFAirfx 7-8778

Hospitals, Homes & Sanatoriums

Galt Rehabilitation Centre 5 Av SFAirfx 8-3351

Green Acres Lodge Home for the Aged

102 5 Av SFAirfx 8-4127

MatronFAirfx 8-2636

Lethbridge Municipal Hospital

9 Av & 18 St SFAirfx 7-8591

Lethbridge Nursing Home 204 5 Av S ...FAirfx 7-4623

St Michael's General Hospital

13 St & 9 Av SFAirfx 7-1531

Hotel Reservations—Out-of-Town

Crossroads Motor Hotel—Calgary Reservations Only
Call Long Distance and ask for
(No Toll Charge)Zenith 07257

Hotels

ALEXANDRA HOTEL

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

Ofc. 328-4524

332 5 St SFAirfx 7-3142

ARLINGTON HOTEL 1st Av & 4 St S ... FAirfx 7-2278

DALLAS HOTEL CO LTD

YOUR WESTERN HOTEL

PRIVATE BRANCH EXCHANGE
ADJOINING BARBER SHOP &
JEWELLERY STORE

312 5 St S327-5754

GARDEN HOTEL

Wm. Hudema, Mgr.

"The Garden is a Friendly Spot"

PRIVATE BRANCH EXCHANGE
CONNECTING ALL GUEST ROOMS
Rates per day—\$2 and up

510 3 Av S FAirfx 7-3104

LETHBRIDGE HOTEL

Private Branch Exchange
Connecting All
Guest Rooms

J. Stella, Manager

Cor 5 St & 2 Av SFAirfx 7-3151

LINCOLN HOTEL

REASONABLE RATES
CLEAN AND COMFORTABLE

O. E. Leines, Prop.

411 3 Av S327-2095

MARQUIS HOTEL LTD

**SOUTHERN ALBERTA'S
LEADING HOTEL**

Private Branch Exchange
Connecting All Rooms
Ron Nixon, Mgr.

Cor 4 Av & 7 St SFAirfx 7-3191

YORK HOTEL

PRIVATE BRANCH EXCHANGE
CAFE — DINING ROOM
& BARBER SHOP

WEEKLY RATES
AMPLE FREE GUEST PARKING

Cor 3 Av & 13 St NFAirfx 8-4406

Houses—Prefabricated

See Buildings—Prefabricated

Hydraulic Machinery

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 SFAirfx 7-3678

OLIVER-CHAMPION COUPLING CO

Manufacturers of

HYDRAULIC HOSE FITTINGS
COUPLED HOSE ASSEMBLIES
ALUMINUM QUICK COUPLERS
FOR COLD WATER APPLICATIONS

Cor 3 Av & 9 St NFAirfx 7-1573

Ice Cream Manufacturers

Dairy Queen No 1 516 13 St N328-2657

Store No 2 Mayor Magrath Dr328-3610

Palm Dairies Ltd 543 4 St SFAirfx 7-4030

PURITY DAIRY 516 5 Av S327-1525

(See Advertisement This Page)

UNION MILK COMPANY LIMITED

MANUFACTURERS OF

CRYSTAL ICE CREAM

BUTTER - COTTAGE CHEESE - SALAD CREAM

434 8 St S {FAirfx 7-2576
FAirfx 7-2577

Purity Dairy



QUALITY
WITHOUT COMPROMISE

For an Ideal Dessert use
SHERBET

327-1525

Ice Making Equipment

CARRIER AUTOMATIC ICEMAKERS

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.



"FOR INFORMATION CALL"

DISTRIBUTOR

CARRIER AIR CONDITIONING (CANADA) LTD

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

DEALER

FEDOR-HARRIS-REICH REFRIGERATION

LTD 1276 2 Av SFAirfx 7-0203

Insecticides

HOYT HARDWARE LTD

Green Cross & Niagara

606-608 3 Av SFAirfx 7-5767

OLIVER CHEMICAL CO (LETHBRIDGE) LTD

Cor 3 Av & 9 St NFAirfx 7-1571

WIK APPLICATOR CO OF CANADA

517 3 St SFAirfx 7-4489

Insulation

ALBERTA HOME INSULATION CO

INSULATION

Blown Rock Wool Insulation

Fairview SubdivisionFAirfx 7-0092

Can Home Insulators Ltd

903 23 Av SECalgary 273-4213
(See Advertisement Opposite Page)

CANADA ROCK WOOL SALES

527 6 St SFAirfx 7-8791

FIBERGLAS BUILDING INSULATION

Fiberglas Building Insulation
is rot-proof, moisture-proof,
fire-resistant and easy to
install. It is permanent and
will give fixed insulating service for the life of
the building.



"WHERE TO BUY IT"

MONARCH LUMBER CO LIMITED

1902 3 Av SFAirfx 7-1501

FIBERGLAS INDUSTRIAL INSULATION

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



"WHERE TO BUY IT"

INDUSTRIAL INSULATION DISTRIBUTOR

BRUCE ROBINSON ELECTRIC LTD

1108 1 Av SFAirfx 7-8561

Foothills Rockwool Co Ltd

2-621 4 Av SWCalgary AMhrst 3-2734
(See Advertisement Opposite Page)

Grant Industries (Alta) Ltd 3003 Leaside Av 327-8568

Lethbridge Industrial Insulation Ltd

541 13 St S327-1064

Monarch Lumber Co Limited 1902 3 Av S FAirfx 7-1501

(Continued Next Page)

CANA HOME INSULATORS LTD.

Free Estimates — Guaranteed Work

INSO MINERALIZED WOOL

BEST

Modern Blowing Methods
For New & Existing Homes
Insulation Qualities

Call Long Distance and ask for
Calgary

273-4213

After Hours Call Calgary

W. Selbstaedt AMhrst 9-8462
R. Slot 279-4804

FOOTHILLS ROCK WOOL



CO. LTD.

MANUFACTURERS OF

- ROCK WOOL BATTS
- ROCK WOOL BLANKETS
- INDUSTRIAL INSULATION
- ROCK WOOL CEMENT
- GRANULATED ROCK WOOL
- & OTHER ROCK WOOL PRODUCTS

"What Alberta Makes—Makes Alberta"

SEE YOUR LOCAL DEALER FOR FULL INFORMATION OR PHONE

2 - 621 - 4th Avenue S.W.
Main Office

AMhrst 3-2734

Sales Office

262-5335

CALGARY — ALBERTA

Insulation—(Cont'd)

NORTHERN ASBESTOS & BUILDING SUPPLIES LTD

- ★ ROCK WOOL
- ★ WALLBOARD
- ★ ROOF INSUL

STYROFOAM & STYROSPAN
CORK

FAirfx 7-6166 — FAirfx 7-5428

253 12 St NFAirfx 7-6166

Insurance Agents & Brokers

AGENTS ASSOCIATION OF ALBERTA

Members subscribe to The Code of Ethics of the Insurance Agents Association of Alberta. Such members are fully qualified independent Insurance Agents.



"WHERE TO CALL"

MEMBERS

LAMEY INSURANCE AGENCIES

PhoneBlairmore 562-2151

CARDSTON INVESTMENT CO LTD

PhoneCardston 92

VET'S INSURANCE & REAL ESTATE

PhoneColeman 563-3882

BRITISH CANADIAN INSURANCE AGENCIES

306 7 St S327-1528

MERRILL DON AGENCIES LTD

1269 6 Av SFAirfx 7-4474

RINGLAND MEREDITH & CO LTD

422 7 St S327-3009

ROSSITER AGENCIES

Bsmt McFarland BldgFAirfx 7-1541

AMES INSURANCE & REAL ESTATE

764 Main StPincher Creek 627-3022

HEDDERICK COLIN AGENCIES LTD

759 Main StPincher Creek 627-3566

LONG & LONG INSURANCE LTD

4816 53 StTaber 223-2435

NICOL HUGH M 4811 53 St ... Taber 223-2505

ALBERTA HAIL INSURANCE BOARD

811 3 Av SFAirfx 7-5558

Anderson Insurance Agencies

5 Metropolitan BldgFAirfx 7-1657

Bowman Wallace Co Ltd Acadia BldgFAirfx 7-2325

(See Advertisement This Page)

BRITISH CANADIAN INSURANCE AGENCIES

306 7 St S327-1528

Campbell & Haliburton (Southern) Ltd

418 5 St SFAirfx 7-5761

Clendenan Insurance 122 McFarland Bldg FAirfx 7-4014

CO-OPERATIVE FIRE & CASUALTY COMPANY

FIRE — THEFT

AUTO — LIABILITY

1221 2 Av SFAirfx 8-4333

Cox Insurance Agencies Ltd Call Long Distance and ask for (No Toll Charge) Zenith 41100
FEDERATED INSURANCE

Insurance Protection for Business,
Home, Car and Life.
Substantial Savings

- CASUALTY
- HEALTH
- FIRE
- LIFE

"WHERE TO BUY IT"

FEDERATED INSURANCE

Neale W 1714 15 Av SFAirfx 7-8706

Insurance Agents & Brokers

—(Cont'd)

FORSTER AGENCY LTD

706 3 Av SFAirfx 7-2793

Gaffney Myles J 527 14 St SFAirfx 7-2353

HAY AGENCIES LTD328-4720

GENERAL INSURANCE — ALL CLASSES

After Hours Res. FAirfx 7-5407327-5523

201 Woolworth Bldg327-7975

HUNT INSURANCE AGENCIES LTD

"Insurance at Lowest Cost"
FIRE — AUTO — CASUALTY
LIFE — HOSPITAL
MEDICAL

1021 3 Av SFAirfx 7-4927

JEACOCK R H & ASSOCIATES LTD

INSURANCE COUNSELLORS

Representatives of

GENERAL INSURANCE CO. OF AMERICA

SAFECO INSURANCE CO OF AMERICA

"Special Lines"

Res. FAirfx 7-8796 — 328-4785

1279 3 Av SFAirfx 7-4016

.....FAirfx 7-4516

KIRKHAM DON INSURANCE AGENCIES LTD

GENERAL INSURANCE

ALL LINES EXCEPT LIFE

308 9 St SFAirfx 8-1228

.....328-1406

(Continued Next Page)



Established in Lethbridge
Since 1891

INSURANCE — REAL ESTATE MORTGAGE LOANS

Mortgage money available for approved residential property in North and South Lethbridge.

ACADIA BUILDING
612 Third Avenue South

PHONE

FAirfax 7-2325

Insurance Agents & Brokers—(Cont'd)

Lethbridge Agencies B Metcalfe Bldg ... FAirfx 7-2861

MASEAR LEES & THOMPSON AGENCIES LTD
 BONDED REALTORS
 INSURANCE & PROPERTY SALES
 445 Mayor Magrath Dr ... FAirfx 7-7444

McKILLOP AGENCIES
GENERAL INSURANCE
ALL CLASSES
 Res. FAirfx 7-4575
 E Metcalfe Bldg ... FAirfx 7-7464

MEDHURST REALTY
 GENERAL INSURANCE
 301 19 St S ... FAirfx 8-2593
 328-2585

MERRILL DON AGENCIES LTD
WE INSURE EVERYTHING
AUTO INSURANCE — PAY AS YOU DRIVE
 After Hours Res FAirfx 7-5502
 1269 6 Av S ... FAirfx 7-4474
 FAirfx 7-1490

Peat Norman B 1 Alberta Bldg ... FAirfx 7-3570
RELIANCE AGENCIES 312 8 St S ... FAirfx 7-1116
RINGLAND MEREDITH & CO LTD

STOCKS — BONDS
INSURANCE
 422 7 St S ... 327-3009
 327-4255
 327-0578

ROSSITER AGENCIES
 Bsm't McFarland Bldg ... FAirfx 7-1541

SANFORD INSURANCE AGENCY
INSURANCE
LIFE - FIRE - AUTO - HAIL
 S. M. "BUDD" SANFORD
 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)
WILKINS LLOYD AGENCIES 710a 3 Av S 327-0540
WILLIAMS AGENCIES 1240 3 Av S ... FAirfx 7-3937
 Winckler Hans Insurance Agency
 2626 Parkside Dr ... 328-3675

SEE AN "H. S. & S. MAN"
 FOR ALL YOUR
INSURANCE
 REQUIREMENTS

HENRY SCHWARTZ & SONS AGENCIES LTD.

222 - 5th Street South
 Phones FAirfx 8-4177
 FAirfx 7-2151 — FAirfx 7-2152

Insurance Companies—Life

ALLSTATE INSURANCE—
 ALLSTATE INSURANCE 329 7 St S FAirfx 7-7325
BRITISH CANADIAN INSURANCE AGENCIES
 306 7 St S ... 327-1528
 Canada Life Assurance Co
 401 B C Trust Bldg ... 328-3396
CONFEDERATION LIFE ASSOCIATION
 308 9 St S ... 328-3637
DOMINION LIFE ASSURANCE CO
 1054 33 St S ... FAirfx 7-4908
 Excelsior Life Insurance Co 6 Cooper Bldg FAirfx 7-4948
 Godkin J H 514 24 St S ... FAirfx 8-3207
GREAT WEST LIFE ASSURANCE CO FAirfx 7-7225
LTD 303 B C Trust Bldg ... FAirfx 8-3225
 Imperial Life Assurance Co ... FAirfx 8-2640
 409 B C Trust Bldg ... FAirfx 8-2843
LONDON LIFE INSURANCE CO FAirfx 7-2389
 208 Financial Bldg ... FAirfx 7-3709
MANUFACTURERS LIFE INSURANCE FAirfx 7-4358
CO 110-112 McFarland Bldg ... FAirfx 7-5514
 Merrill Don Agencies Ltd 1269 6 Av S ... FAirfx 7-4474
 Monarch Life Assurance Co ... 327-2985
 430 Mayor Magrath Dr ... 327-2933
MUTUAL LIFE ASSURANCE CO OF CANADA
 515 B C Trust Bldg ... FAirfx 8-3306
 National Life Assurance Co of Canada
 8-9 McKenzie Bldg ... FAirfx 7-6035
 New York Life Insurance Co ... FAirfx 7-1330
 505 B C Trust Bldg ... FAirfx 7-1377
NEW YORK LIFE INSURANCE

LIFE INSURANCE,
 GROUP INSURANCE,
 ACCIDENT & SICKNESS,
 PENSION PLANS,
 ANNUITIES
"FOR INFORMATION CALL"
 New York Life Insurance Co ... FAirfx 7-1330
 505 B C Trust Bldg ... FAirfx 7-1377



North American Life & Casualty Co
 405 Mayor Magrath Dr ... FAirfx 7-0263
OCCIDENTAL LIFE INSURANCE COMPANY
OF CALIFORNIA

LIFE — ACCIDENT & SICKNESS
 GROUP and TERM INSURANCE
 AGENTS:
 RON G. FALLWELL, P.O. Box 666
 Lethbridge ... FAirfx 8-4515
 JOHN H. GODKIN, P.O. Box 205
 Lethbridge ... FAirfx 8-3207
 DOUGLAS WATTS
 326 Rideau Cr't ... 327-0771

Prudential Insurance Co of America
 101 B C Trust Bldg ... FAirfx 7-3594
ROYAL LIFE INSURANCE COMPANY
 527 14 St S ... 328-4720
SUN LIFE ASSURANCE CO OF CANADA
 507a 7 St S ... FAirfx 7-3815
 FAirfx 8-2410

TALBOTT A C
 Rep Mutual Life Assurance Co of Canada
 515 B C Trust Bldg ... FAirfx 8-3306
 Watts Douglas 326 Rideau Cr't ... 327-0771

Insurance Companies—Other Than Life

ALLSTATE INSURANCE
 AUTO — HOME PROTECTOR — ACCIDENT & SICKNESS
 BOATOWNERS — LIFE
 Top Quality at low cost.
 Famous for fast, fair claim
 settlements throughout Canada
 and the U.S.
 Easy Payment Plan
"FOR INFORMATION CALL"
ALLSTATE INSURANCE
 327 7 St S ... FAirfx 7-7325



Insurance Companies—Other Than Life
—(Cont'd)

ANDERSON INSURANCE AGENCIES
 5 Metropolitan Bldg ... FAirfx 7-1657
 Bowman Wallace Co Ltd Acadia Bldg ... FAirfx 7-2325
BRITISH CANADIAN INSURANCE AGENCIES
 306 7 St S ... 327-1528
 Co-operative Fire & Casualty Company
 1221 2 Av S ... FAirfx 8-4333

GENERAL — SAFECO — LIFECO
 YOU CAN RELAX
 WHEN YOU ARE
 COVERED BY:
 SAFECO—LIFECO—
 GENERAL POLICIES
 Fire — Auto — Life
 Home — Business
"WHERE TO CALL"
FORSTER AGENCY LTD
 706 3 Av S ... FAirfx 7-2793
JEACOCK R H & ASSOCIATES LTD
 1279 3 Av S ... FAirfx 7-4016



Fallwell R G 111 Rideau Cr't ... FAirfx 8-4515
 Godkin J H 514 24 St S ... FAirfx 8-3207
GUARDIAN CALEDONIAN INSURANCE GROUP
 206-324 7 St S ... 328-1218
 Hudson Agencies Limited 1265 3 Av S ... FAirfx 7-5885
 Hunt Insurance Agencies Ltd 1021 3 Av S FAirfx 7-4927

JEACOCK R H & ASSOCIATES LTD
FIRE - HAIL - CASUALTY - AUTO
 Res. 328-4785 — FAirfx 7-1315
 1279 3 Av S ... FAirfx 7-4016

Masear Lees & Thompson Agencies Ltd {FAirfx 7-7444
 445 Mayor Magrath Dr ... FAirfx 7-6222
MERIT INSURANCE COMPANY
 424 7 St S ... FAirfx 8-3877
 After Hours Call Roy E Foster res ... FAirfx 8-4069
 Neale W 1714 15 Av S ... FAirfx 7-8706
 Occidental Life Insurance Company of California
 111 Rideau Cr't ... FAirfx 8-4515
RINGLAND MEREDITH & CO LTD {327-3009
 422 7 St S ... 327-4255
 327-0578

ROYAL-GLOBE INSURANCE COMPANIES
 527 14 St S ... 328-4720

SAFECO — LIFECO — GENERAL
 YOU CAN RELAX
 WHEN YOU ARE
 COVERED BY:
 SAFECO—LIFECO—
 GENERAL POLICIES
 Fire — Auto — Life
 Home — Business
"WHERE TO CALL"
 DEALERS
FORSTER AGENCY LTD
 706 3 Av S ... FAirfx 7-2793
JEACOCK R H & ASSOCIATES LTD
 1279 3 Av S ... FAirfx 7-4016
 DISTRICT DEALER
NICOL HUGH M 4811 53 St ... Taber 223-2505



SAFECO INSURANCE CO OF AMERICA
 706 3 Av S ... FAirfx 7-2793
 Schwartz Henry & Sons Agencies Ltd
 222 5 St S ... FAirfx 7-2152
 Watts Douglas 326 Rideau Cr't ... 327-0771

Intercommunicating Systems

Acme Television Ltd 535 13 St N FAirfx 7-6261
AGT INTERCOMMUNICATING SYSTEMS
 Offering a new concept in Loudspeaker
 Intercommunicating systems
 — Conference Service
 — Distant Talking
 — Off Premises Locations
 — Large Station Capacity
"FOR INFORMATION CALL"
ALBERTA GOVERNMENT TELEPHONES
 119 6AvSW Calgary 263-5350



MODERN ELECTRONICS

INTERCOMMUNICATION SYSTEMS
SALES & SERVICE
 1113 3 Av S FAirfx 7-6150

Investments

ASSOCIATED INVESTORS OF CANADA LTD
 903a 3 Av S FAirfx 7-5952
COMMONWEALTH SAVINGS PLAN LTD
 1109 18 St N FAirfx 8-2983
DIVERSIFIED INCOME SECURITIES LTD
 1109 18 St N FAirfx 8-2983
 Farmer's & Merchants Mutual Fund Ltd
 710a 3 Av S 327-0540
 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 {327-3009
 {327-4255
 {327-0578
 Rogers D P 2154 9 Av-B S FAirfx 7-8166
 United Investment Services Ltd
 811 3 Av S FAirfx 8-3634
 Western Savings & Loan Association
 208-324 7 St S FAirfx 7-4755

Iron & Steel

Alberta Steel Products Ltd 1505 2 Av S FAirfx 7-4035
 Davis Enterprises (Alberta) Ltd
 1505 2 Av S FAirfx 7-2318
 Lethbridge Iron Works Co Ltd
 Cor 1 Av & 2 St S FAirfx 7-3332
 Scandia Iron Works 714 7 St S FAirfx 8-3040
WESTERN CANADA HARDWARE LTD
 907-915 2 Av S FAirfx 7-5711
WESTERN METAL FABRICATORS LTD

STEEL STOCKS
OF ALL SHAPES & SIZES
 Manufacture & Repair
 {FAirfx 7-4473
 {FAirfx 7-4982
 1501 2 Av S

Irrigation Systems & Equipment

Lethbridge Iron Works Co Ltd
 Cor 1 Av & 2 St S FAirfx 7-3576
 Lethbridge Northern Irrigation District
 207 7 St S FAirfx 7-3302

Irrigation Systems & Equipment—

(Cont'd)

MAJOR IRRIGATION LTD

VERMEER P.T.O. DRIVES
FOR IRRIGATION PUMPS
 ALUMINUM TUBING
 Pumps - Sprinklers - Plastic Pipe
 Irrigation Equipment
 2125 2 Av S FAirfx 7-5525

OLIVER CHEMICAL CO (LETHBRIDGE) LTD

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)

VOLUME GUN IRRIGATION LTD

MARLOW & HALE PUMPS
Volume Gun Irrigation Systems
 After Hours Res. FAirfx 7-1947
 {FAirfx 7-2026
 {327-2446
 1107 2 Av-A N



"Don't Pray for Rain—Plan for It"
SPRINKLER IRRIGATION
& EQUIPMENT CO. LTD.
 1923 - 2nd Avenue South
FAirfx 8-2857

Janitor Service

EASY-WAY CLEANING SUPPLIES & SERVICES
 LTD 533 13 St N FAirfx 8-4144
LETHBRIDGE JANITOR SERVICE

BUSINESS OFFICES
COMMERCIAL BUILDINGS
FLOORS CLEANED
& WAXED
 FOR A GOOD JOB
 Call
 328-4776
 1132 29 St-A S 328-4776

SOUTHERN WINDOW & OFFICE CLEANERS
 645 11 St S FAirfx 7-0126
STAR WINDOW CLEANERS 111 10 St S FAirfx 7-0374

Janitors' Supplies

CANADIAN LINEN SUPPLY CO LTD

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

"IT PAYS TO KEEP CLEAN"

714 7 St S FAirfx 8-4121

DELTA CHEMICALS (ALBERTA) LTD
 1227 2 Av-A N FAirfx 7-4776

EASY-WAY CLEANING SUPPLIES & SERVICES LTD

SPECIALIZED
CARETAKING SERVICE
FURNITURE & CARPET CLEANERS
 Commercial Buildings — Schools
 Offices and Hotels
JANITOR SUPPLIES
 No Job Too Large or Too Small
FREE ESTIMATES

533 13 St N FAirfx 8-4144

KLEEN LTD 312 4 St S FAirfx 7-1288

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

Wyant & Co Ltd 314 3 Av S 327-1320
 (See Advertisement This Page)

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.

WYANT & CO. LTD.

WAXES - SOAPS - MOPS - BROOMS
 — JANITOR SUPPLIES —
DEODORANTS - DISINFECTANTS
Mop Treatments - Fire Extinguisher
Sales & Service
INDUSTRIAL POLISHERS AND
VACUUM CLEANERS
MOTEL, HOTEL & INSTITUTIONAL
SUPPLIES

327-1320

314 - 3rd Ave. South Lethbridge

Jewellery & Watches—Retail

- Cowan Geo A 313a 5 St SFAirfx 8-4308
 Foster's Jewellery 513 4 Av SFAirfx 7-4429
 Glock's Engraving-Watch Repair Works
 920a 10 St S328-4209
 Higa's Jewellery & Men's Wear
 316 13 St NFAirfx 7-7610
KERR'S JEWELLERY 409 5 St SFAirfx 7-7533
NITZ PETER CREDIT JEWELLER
 317 7 St SFAirfx 7-6377
 Peoples Credit Jewellers Ltd
 2-506 4 Av SFAirfx 7-1303
 Pisko J R McFarland BldgFAirfx 7-3525
RAWORTH JEWELLERY
 Diamond & Watch Repairs
 303 5 St SFAirfx 7-2727
 Sandy's Jewellery 304 5 St SFAirfx 7-4625
 Seeman's Jewellery Ltd 604 3 Av SFAirfx 7-4985
SKELTON'S JEWELLERY
 EXPERT JEWELLERY &
 WATCH REPAIR
 325 5 St SFAirfx 7-4627
 Wheeler Harry & Son Ltd {FAirfx 7-3288
 421 5 St SFAirfx 7-2040
 Zemplak Jewellers 317 6 St SFAirfx 7-2324

Juke Boxes

See Music Boxes

Junk Dealers

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

NATIONAL SALVAGE CO
 ALWAYS BUYING SCRAP IRON, METALS,
 PIPE — USABLE IRON
 DEMOLITION EXPERTS — NEAR OR FAR
 TRUCK SCALES & CRANE UNLOADING
 {FAirfx 7-8138
 Cor 12 St & 2 Av NFAirfx 8-2419

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 NFAirfx 8-1913

Kennels

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

Keys

See Locksmiths

Kitchen Equipment

National Domestic Wares Ltd
 2119 5 Av-A NFAirfx 7-7570

Knitwear

KNIT KING OF LETHBRIDGE
 Manufacturers of Ladies' and Men's Sweaters
 ANY KIND OF SWEATERS
 426 13 St N328-2220
 Logan Garment Ltd 314 8 St SFAirfx 7-4225

Labels

DAVIES ROGER AGENCIES
 PRESSURE SENSITIVE LABELS
 TAPES — NAME PLATES — DECALS
 528 8 St NECalgary 266-4302

Laboratories

MATERIALS TESTING LABORATORIES LTD
 240 12 St-B NFAirfx 7-7474

Ladies' Wear—Retail

Belgium Stores Ltd 607 4 Av SFAirfx 7-7676
 Cameron L & Co 320 6 St SFAirfx 7-2850
 Carol Ann Shop 506 3 Av SFAirfx 8-2734
CLASSIC FOUNDATIONS
 Specializing in Foundation Garments
 713 4 Av SFAirfx 7-2251
 Fashion Shop 618 3 Av SFAirfx 7-3039
 Fay's Apparel Shop McIntyre BlkFAirfx 7-5176
 Frontier Shop 481 Mayor Magrath Dr ..FAirfx 8-3087
 Imperial Women's Wear McFarland Bldg FAirfx 7-2277
 La Kay's Ladies & Children's Wear
 312 13 St NFAirfx 7-5077
 Store No 2 489 Mayor Magrath Dr ..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 DeptFAirfx 8-3625
 509 4 Av SFAirfx 7-2655

Model Dress Shop 309a 5 St SFAirfx 7-5598
 Petite Shop Woolworth BldgFAirfx 7-7566
 Primrose Shop 313 6 St SFAirfx 7-2244
REITMAN'S (ALBERTA) LTD
 506 4 Av SFAirfx 8-2653
 Sobie's Silk Shop 513 4 Av SFAirfx 7-6131

TRACY'S SMART APPAREL
 "The Heart of Fashion"
 COATS — SUITS — DRESSES
 HOSIERY & LINGERIE
 SEMI FORMAL GOWNS
 307 5 St SFAirfx 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 912 3 Av S327-4554
 Graham & Jelfs Upholstering 411 3 Av S FAirfx 7-3470

Landscape Gardeners

Blair Robert J 1604 2 Av S328-2026
JARVIE A M
 BACKFILLING - LOAM & TOP SOIL
 DRIVEWAYS EXCAVATED
 440 20 St NFAirfx 7-3047

Logan Charles E 515 12 St-A NFAirfx 7-1073

Laundries—Self Service

King Koin Launderette No 1 1263 3 Av S ..328-9115
 (See Advertisement This Page)
 Margo's Kwik Clean 409 Mayor Magrath Dr 327-0378
 Parkside Coin-op Laundry & Dry Clean Ltd
 10 Av & Mayor Magrath Dr327-0811

It pays to make frequent use of the
YELLOW PAGES. It lists services,
 stores, products and professional peo-
 ple — all classified for your con-
 venience.



LAUNDERETTE No. 1
 * WASH - N - DRY CLEAN *
PHILCO-BENDIX EQUIPMENT
 ● 24 Single & Double Washers
 ● 12 - 50 lb. Dryers
 ● 2 Extractors
OPEN 24 HOURS
LOTS OF HOT SOFT WATER

**COIN
 OPERATED DRY CLEANING**

* Professional Attendant *

- HAIR DRYERS WITH SHAMPOO BASIN
- FREE IRONING BOARDS & PRESS
- SPACIOUS LAYOUT

BIG KING KOIN

1263 - 3rd Avenue S. 328-9115

DOWNTOWN KING KOIN

(Launderette Only)

404 - 4th Avenue S. 328-9104

EMERGENCY PHONE 327-2512

Lethbridge Laundry & Dry Cleaners Ltd.

542 - 4th STREET SOUTH

Professional Care For All You Wear

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.

SPARKLE Cleaners & Launderers

1818 - 3rd AVENUE SOUTH

THE QUALITY LAUNDERERS OF LETHBRIDGE

For Commercial, Household and Bachelor service

SANITONE DRY CLEANING SERVICE

Professional Care For All Your Wear

PHONE

FAirfx 7-1233 or FAirfx 7-1234

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

AMCO EQUIPMENT LTD

Mott Hammer Knife - Industrial & Commercial
Mowers - Calgary Head Office CHery 4-1166
2301 8 Av-A S FAirfx 7-7393

DAN'S REPAIR SHOP

Sales & Service

SAWS - SKATES AND
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

JACOBSEN POWER LAWN MOWERS

A complete line of reel and rotary mowers.

Jacobsen

A model for every size and type lawn — for homes, parks, cemeteries, institutions, golf courses and estates.

"WHERE TO BUY THEM"

NORTH LETHBRIDGE HARDWARE LTD
324 13 St N FAirfx 8-4441
SPRINKLER IRRIGATION & EQUIPMENT
CO LTD 1923 2 Av S FAirfx 8-2857

(Continued Next Page)



For Information Telephone
ALBERTA GOVERNMENT
TELEPHONES

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, Snow-plows, 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

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

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
Denecky Steve 309 B C Trust Bldg FAirfx 7-6262
HUCKVALE & HOYT Acadia Blk FAirfx 7-2171
Livingstone John A 6 Rylands Blk FAirfx 7-2928
MOSCOVICH MOSCOVICH SPANOS MATISZ & YANOSIK 1 Oliver Blk FAirfx 7-1555
Pippet Kingston 535 13 St N 328-4542
PROWSE PROWSE & BRANDLEY
205 B C Trust Bldg FAirfx 8-4496
RICE PATERSON CULLEN IVES PATERSON
MacLEAN & JACOBSON 331 7 St S FAirfx 7-5716
Stringam & Steele {FAirfx 7-6262
309 B C Trust Bldg FAirfx 7-6068
Vaselenak & Vaselenak D Metcalfe Bldg. FAirfx 7-3487
Virtue Russell Morgan & Virtue
McFarland Blk FAirfx 7-8525

Leather Goods

BAIRD'S SHOES & LEATHER GOODS LTD
306 5 St S FAirfx 7-3764
FRONTIER SHOP 481 Mayor Magrath Dr FAirfx 8-3087

Lettering

See Signs

Libraries

Lethbridge Public Library Main Ofc {FAirfx 7-3977
3 Av S 327-3325
North Branch 422 13 St N 327-3521
South Branch 1020 20 St S 327-3593

Lighting Systems

SIMSON-MAXWELL
ONAN ELECTRIC PLANTS
Gas - Gasoline & Diesel Generating Plants
10375 59 Av Edmonton 433-8044

Lightning Protection Equipment

Dominion Fire Protection Co 910 8 St S FAirfx 8-2472
(See Advertisement This Page)

LIGHTNING RODS
GOVERNMENT INSPECTED
ALL WORK GUARANTEED
DOMINION FIRE PROTECTION CO.
FAirfx 8-2472
910 - 8th Street South

Linen Supply Service

Canadian Linen Supply Co Ltd
714 7 St S FAirfx 8-4121
(See Advertisement This Page)
(Continued Next Page)

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

Liquefied Petroleum Gases

CANADIAN PROPANE CONSOLIDATED LIMITED
3321 3 Hwy E FAirfx 7-5721

CANADIAN PROPANE

- PROPANE
- APPLIANCES
- TANKS
- EQUIPMENT



Specialists in Propane and
Natural Gas Appliances

"FOR INFORMATION CALL"

CITY DEALER

CANADIAN PROPANE CONSOLIDATED LIMITED
3321 3 Hwy E FAirfx 7-5721

DISTRICT DEALERS

CANADIAN PROPANE CONSOLIDATED
LIMITED Cardston 516
CANADIAN PROPANE CONSOLIDATED
LIMITED 367 14 St Fort Macleod 507r2

SEVENTY SEVEN OIL CO LTD
1804 3 Av S FAirfx 7-7777
STEWART PETROLEUMS LTD
—See Canadian Propane Consolidated Limited

Lithographers & Embossers

Robins Printing Co Ltd 1269 3 Av S ... FAirfx 7-2491

Livestock Dealers & Commission

Merchants

Alberta Stockyards Co Ltd Stockyards .. FAirfx 7-3390
Burke Livestock Ltd
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

Canadian Dressed Meats (Lethbridge) Limited
No 3 Hwy E 327-0707

Central Livestock Marketing Ltd
Alberta Stockyards FAirfx 7-0101

DOGTEROM LIVESTOCK LTD Stockyards FAirfx 7-2915

FORT MACLEOD AUCTION MARKET LTD

BE SATISFIED BE PROUD
Buy or Sell Your Livestock in Fort Macleod
**CATTLE SALES HELD EVERY
TUESDAY 10:30 A.M.**
Southern Alberta's Fast Growing Cattle Market
Auction Ring PO 17
FORT MACLEOD 538

HAYS & EARL LTD Stockyards FAirfx 7-5048

Livestock Dealers & Commission

Merchants—(Cont'd)

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
Feed Lot Fairview Subdiv E 328-4395
Lethbridge Rendering Co Near Exhibition Grds 328-1336
Nicholls A E Stockyards FAirfx 7-8607
Southern Alberta Co-operative Assn Ltd
Livestk & Stockyards Ofc FAirfx 7-4010

Loans

(See Also Mortgages)

BENEFICIAL FINANCE CO OF CANADA

New Woolworth Bldg FAirfx 7-8565
(See Advertisement This Page)

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

CANADIAN ACCEPTANCE CORP LTD

202-324 7 St S 327-5621

CRESCENT FINANCE CORP LTD

1281 3 Av S 327-3107
(See Advertisement This Page)

(Continued Next Page)

The **YELLOW PAGES** place your name and telephone number before the Buyer at the very moment he wants a product or service.

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

"Support Your Local Industry"

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 \$3000 and more

36 mo. contracts on loans over \$1500
Your loan can be life insured

Corner Fourth Ave. & Sixth St.

(Woolworth Bldg.)

FA 7-8565.....Lethbridge, Canada

**BENEFICIAL
FINANCE CO. OF CANADA**



Cash From Crescent

CALL
1281 - 3rd AVENUE S.
LETHBRIDGE

327-3107

With Exclusive 3-Way Protection
(Against Sickness, Accident, Death)

Crescent Finance Corp. Ltd.
HEAD OFFICE: LONDON, CANADA



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.

EXTRA CASH
WHEN YOU NEED IT

Loans up to \$2500, Sometimes More
LIFE INSURANCE AVAILABLE



SPECIALISTS IN CONSUMER LENDING
2-424 - 7 St. S. — FAirfx 7-8545

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

Phone for money the quick easy

pf PACIFIC FINANCE
MONEYLAND

WAY Service is fast, courteous,
pleasant.

LOANS UP TO \$2500 OR MORE

408a - 5th Street S.

328-3328

© PACIFIC FINANCE CREDIT LIMITED

Loans—(Cont'd)

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

LAURENTIDE FINANCE

See Laurentide Finance for
the extra dollars you need
now — from \$50 to \$5000.
Ask how you can join the ex-
clusive Credit Club. You'll like
the prompt service and courteous attention.



"FOR INFORMATION CALL"

Laurentide Financial Corp Ltd
505 7 St S FAirfx 7-5791

NIAGARA FINANCE CO LTD
2-424 7 St S FAirfx 7-8545
(See Advertisement This Page)

PACIFIC FINANCE CREDIT LIMITED
408a 5 St S 328-3328
(See Advertisement This Page)

Locker Service—Cold Storage

See Cold Storage

Locksmiths

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

THE VALUE of directory advertising
is cumulative. Constant representa-
tion means consistent business.

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

Logging Equipment

ALLIS-CHALMERS LOGGING EQUIPMENT

Crawler tractors, bulldozers,
tractor shovels, rubber-tired
loaders, motor graders. Plus
complete matched equipment.
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
KITSON'S WHOLESALE LTD
427 5 St S FAirfx 7-2022

Lumber—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

ATLAS LUMBER CO LTD

—See Revelstoke Building Materials Limited
Beaver Lumber Co Ltd 3 Av & 17 St S ... 328-4461
(See Advertisement Opposite Page)

BIRD BUILDING SUPPLIES 202 13 St N FAirfx 8-2050

CRESTLINE BUILDERS MARKET LTD

LUMBER
BUILDING MATERIALS
PAINTS & BUILDERS HARDWARE
ANDERSEN WINDOW WALLS
BRICK & STONE

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

Muttart Builders' Supplies Ltd
520 5 Av SE Calgary AMhrst 6-6211
(See Advertisement Opposite Page)

REVELSTOKE BUILDING MATERIALS LIMITED
3 Av & 16 St S 327-5777
(See Advertisement Opposite Page)



**FOR ALL
YOUR BUILDING NEEDS**

- * PLYWOOD & WALL BOARD SPECIALISTS
- * REYV BRAND HOMES & PRODUCTS
- * BUDGET PLANS

327-5777

3rd Avenue & 16th Street S.

Country Branches

| | |
|------------------------------|----------|
| LOMOND | Phone 13 |
| PICTURE BUTTE | 732-4412 |
| TABER 5434 - 48 Ave. | 223-2424 |
| VAUXHALL 111 - 5 St. N. | 381 |

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 2225 - 2 Ave. | 44 |
| PINCHER CREEK | | MILK RIVER | 12 |
| 1034 Main St. 627-3600 | | VAUXHALL 102 - 5 St. N. | 377 |
| TABER 5403 - 47 Ave. | 223-2046 | BOW ISLAND 713 Centre St. | 30 |
| WARNER | 141 | | |

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

**LETHBRIDGE
328-4461**

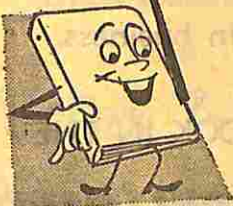
3rd AVENUE & 17th STREET S.



BEAVER LUMBER
COMPANY LIMITED



... about how to reach all of the people all of the time with your sales story?



These down-to-earth **YELLOW PAGES** will delete your dilemma!



Muttart's

as near as your phone..

for...

- Homes
- Garages
- Rumpus Rooms
- Fences
- Home Improvements
- Floor Coverings
- Vikon Tile
- Hardware

YOUR

BUILDING AND

HOME IMPROVEMENT

NEEDS

CALGARY, ALBERTA

AM 6-6211
520
5th AVE S.E.

Muttart Builders' Supplies Ltd.

AMhrst 6-6211

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
- WOBBLES
- ELECTRIC TOOLS
- SHEEPSFOOT PACKERS
- LIGHT PLANTS
- SPACE HEATERS
- ELECTRIC HAMMERS
- ROTO-TILLERS

PHONE

FAirfax 7-6877

1201 - 2 Av-A N.

Lumber—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

Machinery

AMCO EQUIPMENT LTD 2301 8 Av-A S FAirfx 7-7393
COUTTS MACHINERY CO LTD

4636 1 St SE Calgary CHstnt 3-4618

GORMAN'S LIMITED

- FANS & VENTILATING EQUIPMENT
- CONCRETE & PLASTER MIXERS
- PUMPS — All Types
- CRANES and CHAIN BLOCKS
- T. L. SMITH TRANSIT MIXERS
- DEWALT SAWS — SKILTOOLS
- WADKIN WOODWORKING MACHINERY
- BULL MOTORS & STARTERS
- CONVEYORS
- LIGHT PLANTS

4420 1 St SE Calgary 243-3246

McKay Bros Farm Implements Ltd (FAirfx 7-2043)

1009 2 Av S FAirfx 7-5512

WILLIAMS A R MACHINERY WESTERN LTD
 1143 42 Av SE Calgary CHstnt 3-7656

Machinery Rebuilding & Repairing

Don'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
 66 Av & 3 St SW—Call Long Distance
 and ask for Calgary ALpin 5-1121

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

Machinery & Supplies

Bow Valley Machinery (Lethbridge) Ltd
 1720 2 Av S 328-3595

DELTA POWER TOOLS

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



"WHERE TO BUY THEM"

INDUSTRIAL & HOMECRAFT TOOLS

WESTERN CANADA HARDWARE LTD

907-915 2 Av S FAirfx 7-5711

England R G 517 12 St S FAirfx 7-2930

(Continued Next Page)

B.W. STEEL PRODUCTS SUPPLY Co. Ltd.

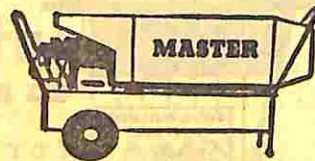
HEAT FOR RENT

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

Shop In the Yellow Pages

Whenever you want information about an article, a service or a certain business.

LOOK IN THE

YELLOW PAGES

Machinery & Supplies—(Cont'd)

EUCLID

SCRAPERS
TRUCKS
TRACTORS
LOADERS



"FOR SALES & SERVICE CALL"

FERGUSON SUPPLY ALBERTA LTD
1201 2 Av-A NFAirfx 7-6385

LETHBRIDGE MACHINERY CO LTD
231 9 St NFAirfx 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 NFAirfx 7-2606
(See Advertisement This Page)
Lethbridge Iron Works Co Ltd {FAirfx 7-3332
Cor 1 Av & 2 St SFAirfx 7-3576
Niven Bros 216 1 Av SFAirfx 7-2732

WESTERN METAL FABRICATORS LTD

MACHINING — WELDING
MANUFACTURERS
REPAIRS — STEEL SUPPLIES

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

LETHBRIDGE INDUSTRIES LTD.

MACHINISTS & WELDERS

CRANKSHAFT GRINDING
MOTOR REBUILDING

Manufacturers of
HIGH GRADE ROLLER
CHAIN SPROCKETS

PHONE

FAirfax 7-2323
FAirfax 7-2606

1117 - 2nd Ave. A-N. Lethbridge

Magazines & Newspapers

Boyer S K & Son 305 5 St SFAirfx 7-4277
Club Cigar Store 3 Av & 5 St SFAirfx 8-2710
General News Co 1518 3 Av SFAirfx 7-4220

Magnetos & Repairs

ELECTRO SERVICE LTD 817 3 Av S ...FAirfx 7-2669
Hutton's Ltd 321 8 St SFAirfx 7-2586
(See Advertisement This Page)

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

Manicurists

See Beauty Parlors

Manufacturers' Agents

Gallant A 1248 5 Av SFAirfx 7-8722

WATKINS QUALITY PRODUCTS (CITY DISTRIBUTOR)

COMPLETE LINE OF
HOUSEHOLD PRODUCTS
TOILET ARTICLES
FOOD PRODUCTS — COSMETICS
"WHERE TO BUY THEM"



GALLANT A 1248 5 Av SFAirfx 7-8722

Marine Equipment & Supplies

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

Market Gardeners

LETHBRIDGE FARMERS' MARKET
111 7 St SFAirfx 8-2428

Masonry & Brick Work

See also Bricklayers & Contractors—Cement

POHL H 1505 6 Av-A NFAirfx 7-8958

Massage

Earl N 1118 12 St-B SFAirfx 7-8903
GENUINE SWEDISH MASSAGE

Mr. and Mrs. John Andriashyk

PHYSIOTHERAPISTS

STEAM BATH & DRY HEAT

4 Oliver BlkFAirfx 8-4171

Hisaoka I 911 9 Av NFAirfx 7-5060

Massaging Equipment

Niagara Massage of Lethbridge
608 9 Av-A SFAirfx 7-4747

Meat Markets

Alberta Meat Market 510 6 Av SFAirfx 7-3492
Bonnydale Meats 1406 17 St SFAirfx 7-6050
Currie's Frozen Food & Locker Service Ltd
1516 9 Av SFAirfx 7-2044
Economy Meat Market 904 7 Av SFAirfx 7-3855
Frank's Grocery & Meat Market
407 2 Av SFAirfx 7-2737
Hoefler & Wood Ltd 538 13 St SFAirfx 7-5295
Independent Meat Market 405 5 St S ...FAirfx 7-3328
Lee's Food Market 708 3 Av SFAirfx 7-1812
Mihalik A 642 13 St NFAirfx 7-4344
Old Country Sausage Shop 424 13 St N327-5049
(See Advertisement This Page)
Star Meat Market & Bakery 401 2 Av S .FAirfx 7-4393

OLD COUNTRY SAUSAGE SHOP

DELICATESSEN

HOME MADE
COUNTRY SAUSAGE

PHONE

327-5049

424 - 13th Street North

Meats—Wholesale

Adams Merlin A 1010 32 St SFAirfx 7-3831
City Packers Ltd 419 7 Av SFAirfx 7-3048
Currie's Frozen Food & Locker Service
1516 9 Av SFAirfx 7-2044
Hearne H 419 7 Av SFAirfx 7-2426

Medical Clinics

See Physicians & Surgeons

Men's Clothing & Furnishings

Albert's Mens Apparel 331 5 St SFAirfx 7-2620
BLACK'S JOHN MEN'S SHOP
619 4 Av SFAirfx 7-3551
Buy-Rite Men's Wear 318 5 St SFAirfx 7-4210
Christie Grant Co 308 5 St S328-4726
FRONTIER SHOP 481 Mayor Magrath Dr FAirfx 8-3087
Gelfond's Men's Wear 309 5 St SFAirfx 7-3484
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
310 5 St SFAirfx 7-3761
PROGRESS CLOTHING 114 5 St S ...FAirfx 7-2717
SINGER'S MEN'S & BOYS' WEAR
214 5 St SFAirfx 7-3958
STAN'S MEN'S WEAR LTD 321 5 St S FAirfx 7-3730
Tip Top Tailors Ltd 333 5 St SFAirfx 7-2232
Towne Hall Shop Ltd 701 3 Av SFAirfx 7-2568
WALKER FRANK MEN'S CLOTHES

SAMUELSONH — Clothes with the
Tailored-In Fit

Nunn-Bush Ankle Fashioned Oxfords
Dobbs Hats — Kenwood Blankets

321 7 St SFAirfx 7-2073

War Surplus Stores (Leth) Ltd
302 5 St SFAirfx 7-2764

Messenger Service

LETHBRIDGE MESSENGER SERVICE
1227 2 Av-A NFAirfx 7-4776

Metals—Scrap

See Scrap Metals

Meters

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

Milk Companies

See Dairies

Milking Machines

See Dairy Supplies

Millers

See Flour Mills

Milliners

Marie-Louise Millinery 705 3 Av S.....FAirfx 7-2965
Priscilla's Millinery 612 3 Av SFAirfx 8-3701

Millwork

Four Star Mill Work Co 242 12 St-B N FAirfx 7-1042
HILLTOP MILLWORK Hwy 25FAirfx 7-8985

Mining Machinery & Equipment

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

Mirrors

CANADIAN PITTSBURGH INDUSTRIES LTD
252 12 St NFAirfx 7-1508
Lethbridge Glass Co Ltd 1267 3 Av S ..FAirfx 8-3391

Model Construction Supplies—Retail

Ray's Hobby Shop 1234 3 Av S328-3725

Monuments, Mausoleums, Etc.

Allied Memorial Services Limited 822 3 Av S 327-0519
CAPRI MARBLE & TILE CO
236 12 St-B NFAirfx 8-2537
LETHBRIDGE MONUMENTAL & TILE WORKS LTD

SCOTCH GRANITES
CANADIAN GRANITES
SWEDISH GRANITES
VERMONT MARBLE
CERAMIC TILE CONTRACTOR
325 8 St SFAirfx 7-3920

Southern Monument Co 1228b 3 Av S328-4577
(See Advertisement This Page)

Southern Monument Co.



CANADIAN & SWEDISH GRANITES
ITALIAN & VERMONT MARBLE
The Finest in BRONZE Memorials
1228b - 3rd Avenue South, Lethbridge
328-4577

Mortgages

Alberta Mortgage Exchange Limited
222 5 St SFAirfx 8-4562

BOWMAN WALLACE CO LTD
Acadia BldgFAirfx 7-2325

CANADA TRUST-HURON & ERIE
Cor 3 Av & 7 St SFAirfx 7-8581

L H C Real Estate Ltd
2618 S Parkside DrFAirfx 7-1505

MASEAR LEES & THOMPSON AGENCIES LTD
445 Mayor Magrath DrFAirfx 7-7444

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

Sonalta Real Estate 408 13 St NFAirfx 7-4802

Trans-Canada Mortgage Corporation Ltd
101 McFarland BlkFAirfx 8-4372

Motels

Bluebird Motel & Auto Court
17 St & 3 Av SFAirfx 7-3903

Buzz's Holiday Motel 1025 Mayor Magrath Dr 327-2400
(See Advertisement This Page)

Chinook Motel 1245 Mayor Magrath Dr ..FAirfx 8-1443
(See Advertisement This Page)

Crest Motel 1030 Mayor Magrath Dr{328-3872
328-3707
(See Advertisement This Page)

El Rancho Motor Hotel Ltd {FAirfx 7-5701
526 Mayor Magrath DrFAirfx 7-2660
(See Advertisement This Page)

GOLDEN WEST MOTEL

"Where Old Friends Meet"
GOLDEN WEST MOTEL

HOUSEKEEPING FACILITIES
RADIO TV & ROOM PHONES

1142 Mayor Magrath DrFAirfx 8-4436

(Continued Next Page)

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

BUZZ'S
HOLIDAY
MOTEL
VACANCY

A A A
WHEN IN
LETHBRIDGE
STOP
AT
BUZZ'S

New — Modern — Comfortable
327-2400
1025 Mayor Magrath Dr., Lethbridge



AAA
AMA
4 STAR
RATING

"Your Home
Away
From Home"

RADIO - TV & ROOM TELEPHONES
RESTAURANT NEXT DOOR
FAirfx 8-1443
1245 Mayor Magrath Dr., Lethbridge



FOUR
STAR
RATING
19 UNITS

COOKING FACILITIES
PHONES - RADIO & TV
Alec Uwazny, Prop.

328-3872 — 328-3707
1030 MAYOR MAGRATH DRIVE



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
FAirfax 7-5701
Mayor Magrath Drive

Hotels—(Cont'd)

LAKESIDE CABINS Henderson Lake ... FAirfx 7-4207
NORSEMAN MOTOR HOTEL LTD
 3 MINUTES FROM DOWNTOWN CALGARY
 TELEX No. 0382460
 3640 Macleod Tr Calgary 243-4651

STAR LITE MOTEL

19 LUXURIOUS UNITS
 10 Units Overlooking Henderson Lake
 Golf Course
 "BEST WESTERN"
 Baths & Showers - Wall-to-Wall Carpeting
 Telephones & TV - Commercial Cards Honored
 "A REST ASSURED"
 Mayor Magrath Dr & 10 Av S 327-8515

Motion Picture Business

National Film Board
 318-319 Post Office Bldg FAirfx 7-2475

Motor Courts

See Motels

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

Telephone Directories

May be obtained by contacting
ALBERTA
GOVERNMENT TELEPHONES
 or YOUR LOCAL AGENT

LISTED BELOW ARE THE
DIRECTORIES WHICH MAY
BE ORDERED

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

Motor Cycles

KANE'S MOTOR CYCLE SHOP
HARLEY-DAVIDSON
B.S.A. - N.S.U. & Honda
MOTORCYCLE SALES & SERVICE
 1222 - 3rd Av S FAirfx 7-8889

Motor Truck Dealers

Beny Chevrolet Oldsmobile (1959) Ltd
 Cor 2 Av & 8 St S FAirfx 7-3147
 Enerson Motors Ltd 817 4 Av S FAirfx 7-5705
INTERNATIONAL HARVESTER CO OF CANADA
LTD Cor 3 Av & 9 St N FAirfx 7-3125

SMITH MOTORS LTD

MERCURY — LINCOLN
and METEOR
Sales and Service
 Cor 6 Av & 6 St S FAirfx 7-5763

Motors—Diesel, Gasoline

See Specific Kinds "Engines Diesel", "Engines Gasoline"

Movers

ALLIED VAN LINES INC

"You can always trust your Allied Man for dependable, safe, courteous service. The World's Largest Mover, No. 1 specialist in long-distance, local moving, packing and storage." Over 1100 Agents and Branches throughout the world.
"FOR INFORMATION CALL"
 Owen Distributing Ltd 1233 2 Av S FAirfx 8-4485



ALLIED VAN LINES LIMITED

LONG DISTANCE MOVING
ALLIED
 LONG DISTANCE MOVING
 SPECIALISTS FOR HOUSEHOLD FURNITURE
"FOR INFORMATION CALL"
 AGENTS FOR CANADA
OWEN DISTRIBUTING LTD
 1216 1 Av S FAirfx 8-4485
TABER TRANSPORT
 5009 56 St S Taber 223-2134

BEKINS MOVING & STORAGE CO (ALBERTA) LTD
 239 10 Av SE Calgary AMhrst 2-7981
HEMMING'S DELIVERY

GENERAL CARTAGE & DELIVERY
 LOCAL & LONG DISTANCE MOVING
 FURNITURE & APPLIANCES OUR SPECIALTY
 1012 11 St S FAirfx-7-3911

Kor's Moving & Storage NE Cor 4 St & Meredith Rd Calgary AMhrst 6-6701
 (See Advertisement This Page)
 Lethbridge Moving & Storage Ltd
 312 4 St S FAirfx 7-1288
 (See Advertisement This Page)
 (Continued Next Page)

KOR'S
Moving & Storage
LOCAL AND LONG DISTANCE
"Careful Courteous Drivers Offer Service You Can Depend On"

- * Fully Bonded and Insured
- * Storage
- * All New Trucks & Equipment
CALL OR WRITE

AMhrst 6-6701
CALGARY
 After Hours BUtler 8-2013
 N.E. Cor. 4th St. & Meredith Rd.

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
FAirfx 7-1288
 —21,600 Square Feet Storage Space—
City Pick Up & Delivery Service
 — Day or Night —

McLEAN TRANSFER LTD.

LOCAL AND
LONG DISTANCE
MOVING
PACKING • STORAGE



AUTHORIZED



AGENTS

FOR A BETTER MOVE ALL WAYS!

327-2097

Night Calls: 327-0057 - 327-3473

640 - 6th STREET SOUTH
LETHBRIDGE

Movers—(Cont'd)

McLean Transfer Ltd 640 6 St S327-2097

(See Advertisement This Page)

Speedy Storage & Cartage Ltd
327 3 St SFAirfx 7-5734

Taber Transport 725 2 Av-A NFAirfx 8-3888

(See Advertisement This Page)

UNITED VAN LINES

PRE-PLANNED
LONG DISTANCE
MOVING IN
"SANITIZED" VANS



MOVING WITH CARE EVERYWHERE

"FOR INFORMATION CALL"

AUTHORIZED AGENT

Speedy Storage & Cartage Ltd
327 3 St SFAirfx 7-5734

Music Boxes

Southern Music Ltd 1318 13 St S327-4991

(See Advertisement This Page)

Music Colleges & Teachers

Pruegger's Accordion College Ltd
530 5 St SFAirfx 7-7524
North Lethbridge Branch 430a 13 St N FAirfx 8-2403

(See Advertisement This Page)

CONSULT these pages for a quick
answer to any buying problem.

Southern Music Ltd.



AUTOMATIC PHONOGRAPHS

COIN OPERATED
AMUSEMENT GAMES

FOR JUKE BOX INSTALLATIONS

CALL

"SOUTHERN"

AND BE SURE

327-4991

1318 - 13th Street South
LETHBRIDGE

TABER TRANSPORT



FREIGHT - EXPRESS - FLAT DECK
"Serving Southern Alberta Since 1936"

PHONE

FAirfx 8-3888

Agent



Local and Long Distance
FURNITURE MOVING
PACKING — STORAGE
IN TABER — Phone 223-2134

8 WEEK TRIAL COURSE

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

ACCORDION LOANED FREE —

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.

CHILDREN from ages of 7 years and up.

Remember . . . The music and piano-accordion are sup-
plied by Pruegger's Free of Charge with this 8-week
Beginner's Course. All you pay for are the lessons . . .
an inexpensive way to gain a musical education on the
piano-accordion.

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



**Play Your Way
TO POPULARITY**

PRUEGGER'S ACCORDION COLLEGE LTD.

FA 7-7524

530 Fifth St. S.
430a - 13th St. N.

FA 8-2403

Business Hours: 1 p.m. to 9 p.m. on Week Days and 9 a.m. to 5 p.m. Saturdays
LESSONS . . . ACCORDION SALES . . . SERVICE

Music & Musical Instruments

BROWN'S MUSICAL SUPPLIES

Complete Stock of
POPULAR AND CLASSICAL SHEET
MUSIC AND FOLIOS — TEACHERS'
SUPPLIES — MUSICAL INSTRU-
MENTS AND ACCESSORIES

Paramount Theatre BldgFAirfx 7-2272

DOUG'S RADIO & RECORD BAR

Cor 4 Av & 5 St SFAirfx 7-7936

Pruegger's Accordion College Ltd

530 5 St SFAirfx 7-7524

Music—Wire Transmitted

FOOTHILLS MUSIC CO 420 7 Av S ...FAirfx 7-4417

Mutual Funds

Thomas W A 917 7 Av SFAirfx 7-8491

UNITED INVESTMENT SERVICES LTD

Exclusive Distributor

United Accumulative Fund Ltd.
United Periodic Investment Plans
United Retirement Savings Plan

811 3 Av SFAirfx 8-3634

Name Plates

DAVIES ROGER AGENCIES

528 8 St NECalgary 266-4302

Naturopathic Practitioners

Clancy Dr L D 116 McFarland BlkFAirfx 7-2231

KUIPERS DR RALPH 1019 3 Av SFAirfx 7-1118

Neon Signs

See Signs

Newspapers & Periodicals

Albertan Publishing Co Ltd

816 12 St-A SFAirfx 7-3626

Herald Cor 7 St & 5 Av SFAirfx 8-4411

SUNNY SOUTH NEWS

&

RAYMOND RECORDER

Low Cost Advertising Media Circulating in the
Prosperous Rural Area, Surrounding Lethbridge.

JOB PRINTING AT REASONABLE PRICES

J. B. R. Staddon and Bert Staddon

COALDALE345-3081

Nursery Schools

Kradle Koop 502 5 Av SFAirfx 8-2835

Lakeview Children's Nursery

1027 29 St-A SFAirfx 8-3678

Nurserymen

Fairview Greenhouse & Nursery

Fairview SubdivFAirfx 8-2193

Nurses

Victorian Order of Nurses 9 Av & 18 St S FAirfx 7-8591

Office Furniture & Equipment

COMMERCIAL PRINTERS & OFFICE OUTFITTERS LTD

Office Supplies - Steel Filing Cabinets
Office Furniture - Royal Typewriters
Standard Liquid Duplicators
Victor Adding Machines

326 7 St SFAirfx 8-4431

SOUTHERN STATIONERS LTD

The Finest in Office Furniture

ADDERS — TYPEWRITERS
Tape Machines - File Cabinets & Safes

316 7 St S{327-4116
327-4316

Office Stationery & Supplies

COMMERCIAL PRINTERS & OFFICE OUTFITTERS LTD

COMPLETE OFFICE STATIONERY
Ledger & Synoptic Sheets
Legal Forms — Blank Books and
Bookkeeping Machine Supplies

326 7 St SFAirfx 8-4431

OFREX (CANADA) LTD 121 11 Av SE Call Long

Distance and ask forCalgary AMhrst 6-3341

SOUTHERN STATIONERS LTD

OFFICE SUPPLIES OF EVERY KIND

LEGAL FORMS — LOOSE LEAF
& BOUND ACCOUNT BOOKS
A. B. DICK DUPLICATING MACHINES
AND SUPPLIES

316 7 St S{327-4116
327-4316

Oil Burners—Sales & Service

MEC-MAN PLUMBING & HEATING

DAY OR NIGHT SERVICE ANYWHERE

319 8 St S328-3010

Oil Companies

ANGLO AMERICAN EXPLORATION LTD

1119 2 Av SFAirfx 7-2417

Barons Oil Limited 907 3 Av SFAirfx 8-4033

British American Oil Co Ltd

1812 2 Av SFAirfx 7-2585

Lawrence A Dahl Mgr resFAirfx 7-3619

CANADIAN OIL COMPANIES LTD

1811 2 Av SFAirfx 7-3208

Sales Rep T G Martin resFAirfx 7-7446

GREAT WEST DISTRIBUTORS LTD

Bulk Plant 3 Av & 10 St NFAirfx 7-6082

IMPERIAL OIL LIMITED

210 B C Trust BldgFAirfx 8-3753

J LUCO BULK SALESFAirfx 7-3535

1705 2 Av SFAirfx 7-3707

Maple Leaf Petroleum Ltd 1604 2 Av S ..FAirfx 7-5867

MCCOLL-FRONTENAC OIL COMPANY LIMITED

See Texaco Canada Limited

North Continental Oil & Gas Corporation Limited

907 3 Av SFAirfx 8-4033

NORTH STAR OIL DIVISION—SHELL OIL

COMPANY OF CANADA LTD 2910 1 Av S 328-4735

Oil Companies—(Cont'd)

SEVENTY SEVEN OIL

GASOLINES
MOTOR OILS
PROPANE



"WHERE TO BUY IT"
LETHBRIDGE DEALERS

Head Office 3 Av & 18 St SFAirfx 7-7777

3 Av Station 3 Av & 18 St SFAirfx 7-4645

9 St Station 320 9 St SFAirfx 7-2823

City Service Station

13 St & 8 Av NFAirfx 7-5967

MEDICINE HAT DEALERS

Office Warehouse & Bulk Plant

1202 S Railway St SEJAKsn 6-3177

Lippert & Sailer Garage

645 7 Av SEJAKsn 6-2410

Tom's Service Station

Allowance Av SEJAKsn 6-3231

DISTRICT DEALERS

BARONS

Chow H R48

BLAIRMORE

Grafs Plumbing & Heating562-2669

BOW ISLAND

Smith Seed Cleaners267

BURDETT

Clark's Sales & Service14

CARDSTON

Service Centre195

Walter Luschner Co Rep res718

CARMANGAY

Robertson B113

CHAMPION

Champion Farm Service27

COALDALE

Williams J M Farm Supplies Ltd345-3276

A E Kessler Co Rep res345-3851

ETZIKOM

Brower L R22

FOREMOST

Maple Leaf Garage29

Seventy Seven Oil Co Ltd168

FORT MACLEOD

Story Farm Equipment Ltd36

HAYS

Hays Farm ServiceVauxhall 920-23

HILDA

Austin's Store3

LOMOND

Carrington G Sydney22

LUCKY STRIKE

Lucky Strike General Store ...Foremost R214

MAGRATH

Carter's Garage46

Fliam Motors55

MALEB

Conquerville ServiceBow Island R714

MILK RIVER

Seventy Seven Oil Co Ltd20

PINCHER CREEK

Stuckey's Farm Service627-3522

J Revak Co Rep res627-3522

PURPLE SPRINGS

Dee's General StoreTaber 223-8032

RAYMOND — Max M Court Co Rep

RETLAW — Gum Lang Co Rep

SKIFF

Skiff Service Garage4

STIRLING

Marquardson Machine & Lumber Co 756-3333

TABER

Seventy Seven Oil Co Ltd223-3377

VULCAN

Morrison M R Ltd66

WARNER

Ranch & Farm Supplies29

WRENTHAM

Wrentham Farm Supply7

(Continued Next Page)

McINTOSH - MARSHALL EQUIPMENT LTD.

Distributors for

AIR COOLED DIESEL ENGINES
BUTTERFLY VALVES
HOSE & HOSE FITTINGS
KAMLOK COUPLINGS
METERS FOR OIL & WATER
OIL MARKETING EQUIPMENT
PIPE, VALVES & FITTINGS
PUMPS — Positive & Centrifugal

Representing

DEUTZ-VANMAR, KEYSTONE, GATES,
RAYBESTOS-MANHATTAN, O.P.W.,
A. O. SMITH, SPARLING, WALWORTH,
KEROTEST, W.K.M., GROVE, TAYLOR FORGE,
BLACKMER, GORMAN-RUPP.

*Engineers and Fabricators
Holding ASME - API Certificates*

CHstnt 3-2526

4650 - 2nd Street S.E., Calgary

Oil Companies—(Cont'd)

SHELL OIL COMPANY OF CANADA LTD—See North
Star Oil Division—Shell Oil Company of Canada Ltd
Sturdie Oils Ltd 923 2 Av SFAirfx 7-3770
TEXACO CANADA LIMITED Bulk Stn
1915 2 Av SFAirfx 7-2762
E A Senger Agt resFAirfx 7-0094
Lethbridge Sales Ofc 1915 2 Av S ...FAirfx 7-4370

Oil & Gas Well Supplies & Equipment

CRANE SUPPLY 2815 2 Av-A SFAirfx 7-1577
EMCO LTD 1282 2 Av-A NFAirfx 8-3385
McIntosh-Marshall Equipment Ltd 4650 2 St SE
Call Long Distance and ask for Calgary CHstnt 3-2526
(See Advertisement This Page)

Oil Well Services

Madison Earl L Coutts HwyFAirfx 7-2148

Oils & Greases

LUBRIPLATE—
OLIVER CHEMICAL CO (LETHBRIDGE) LTD
Cor 3 Av & 9 St NFAirfx 7-1571
SHELL OIL PRODUCTS—
OLIVER CHEMICAL CO (LETHBRIDGE) LTD
Cor 3 Av & 9 St NFAirfx 7-1571

Oils—Vegetable

Western Canadian Seed Processors Ltd
2 Av-A & 28 St NFAirfx 7-5781

Opticians—Dispensing

Hale Optical Company Ltd 307 6 St S327-7152
(See Advertisement This Page)
Optical Prescription Company (Lethbridge) Ltd
308 7 St SFAirfx 7-5949
(See Advertisement This Page)

Opticians—Manufacturing & Wholesale

Hudson Optical Laboratories Ltd
408a 5 St SFAirfx 7-5987
Imperial Optical Co Ltd 505 7 St SFAirfx 7-8575

Optometrists

Batting W R 319a 6 St SFAirfx 7-2959
Grigg R D Dwnstrs McFarland BlkFAirfx 7-5035
Millar Angus G 201 Medical Dental Bldg FAirfx 7-2566
Mitsun Dr W L 322 7 St SFAirfx 7-7555
Nuttall & Batting 319a 6 St SFAirfx 7-2959
Palmer Clifford A 407 5 St SFAirfx 7-4222

Organs Tuning & Repairing

Jordan's Radio TV & Refrigerator Service
443 19 St NFAirfx 7-2593

Ornamental Metal Work

ART'S IRONCRAFT

RAILINGS & COLUMNS

232a 12 St-C N327-2749

East End Welding Shop 1605 3 Av S ..FAirfx 7-2488
SCANDIA IRON WORKS 714 7 St S ...FAirfx 8-3040

Outboard Motors

EVINRUDE OUTBOARD MOTORS

Nothing says fun like an
EVINRUDE—after 53 years
still the leader in outboards.

EVINRUDE

Available in power packages from 3 h.p. to 75 h.p.

"WHERE TO BUY THEM"

CITY DEALER
Hepp's Industries Ltd
Fairview SubdivFAirfx 7-4242
DISTRICT DEALERS
Chief Mountain Motors (Cardston) Ltd
PhoneCardston 113
Coutts MotorsCoutts 11
Hagen's HardwareForemost 161
Smith's Radio & TV Centre ..Coaldale 345-3272

HUTTON'S LTD

OUTBOARD MOTORS

Factory Authorized
Parts and Service Distributor for
ELTO — EVINRUDE — JOHNSON
BUCCANEER

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

JOHNSON OUTBOARD MOTORS

JOHNSON means depend-
ability. For years of care-
free, trouble free boating
pleasure count on the
JOHNSON name.
All models from 3 h.p. to 75 h.p.

JOHNSON

"WHERE TO BUY THEM"

General Farm Supplies Ltd
Coutts HwyFAirfx 7-3165

HALE OPTICAL CO. LTD.

"GUILD OPTICIANS"
EVERYTHING IN EYE WEAR
307 - 6th Street S.

P. RIPLEY, Mgr.

327-7152



CONTACT
LENSES
LETHBRIDGE & CALGARY

OPTICAL PRESCRIPTION COMPANY (LETHBRIDGE) LTD.

Ophthalmologists Prescriptions
Accurately Dispensed

DISPENSING OPTICIANS

S. Hall, President & Manager

FAirfax 7-5949

308 - 7th Street S.

9 out of 10

PEOPLE USE THE

Yellow Pages

WHEN THEY'RE READY TO BUY

You can display your
business before these
buyers at remarkably
little cost.



Oxygen

LINDE GASES—
WELDERS SUPPLIES LTD
 5 Av & 28 St N FAirfx 7-7249

WELDERS SUPPLIES LTD
 5 Av & 28 St N FAirfx 7-7249

WESTERN CANADA WELDING PRODUCTS LTD
 Western Canada Distributors for
CANADIAN LIQUID AIR CO. LTD.
 Gases & Welding Products
 912 1 Av S FAirfx 7-5711

Packing Houses—Meat

CANADIAN DRESSED MEATS
(LETHBRIDGE) LIMITED No 3 Hwy E 327-0707
 327-0710
 327-0713
 Inspector 327-0721
 Davco Processors Limited 904 1 Av S 327-0563

Paint Dealers—Retail

BAPCO PAINTS

QUALITY PAINTS



"WHERE TO BUY THEM"

LETHBRIDGE CITY DEALERS

Hoyt Hardware Ltd
 606-608 3 Av S FAirfx 7-5767

Marvan Building Supplies
 240 13 St N FAirfx 7-5533

Mihalik A 642 13 St N FAirfx 7-4057

Monarch Garage Monarch FAirfx 9-2523

LETHBRIDGE DISTRICT DEALERS

Kubik Stores Blairmore 562-2118

Sommerfeldt Darrel Cardston R1724

Spencer's Hardware Cardston 6

Collier Hardware Carmangay 21

McIntyre & Co Champion 6

Martens Supermarket Ltd Coaldale 345-3274

Coleman Hardware Co Coleman 563-3639

Bishop Lumber & Hardware Etzikom 11r2

Phillips Hardware Foremost 16

Galvin's Grocery Hardware & Variety
 Phone Grassy Lake 315

Ed's Service Iron Springs 738-4314

Trofanenko Michael Turin
 Iron Springs 738-4388

Revelstoke Building Materials Limited Lomond 13

Magrath Trading Co Ltd Magrath 34

Gorrill W H New Dayton 12

Revelstoke Building Materials Limited
 Phone Picture Butte 732-4412

Stone's Service Store Raymond 752-3006

Barnwell Farm Equipment Taber 223-8049

Henderson Hardware 5215 47 Av Taber 223-2414

Revelstoke Building Materials Limited
 111 5 St N Vauxhall 381

Larson Hardware Hays Vauxhall 920-12

Glynn John Cash Store Warner 8

Grover's General Store Wrentham 8r2

BARRETT-FORREST HARDWARE CO

HARDWARE

"HOME OF C-I-L PAINTS"

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

CONSUMERS HARDWARE & SUPPLY

ENAMELS & VARNISHES

KYANIZE PAINTS

516-518 3 Av S FAirfx 7-2919

Paint Dealers—Retail—(Cont'd)

GLIDDEN PAINTS, VARNISHES, ENAMELS AND GLIDDEN SPRED SATIN

For Time-Tested quality and superior colors in a complete line of paints, enamels, lacquers and varnishes, for every purpose — look for the name Glidden.



"WHERE TO BUY THEM"

DEALERS

GLIDDEN PAINT CENTRE
 318 7 St S FAirfx 8-4595

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

SEVENTY SEVEN HARDWARE
 324 9 St S FAirfx 7-6088

HOYT HARDWARE LTD

BAPCO PAINT

QUALIFIED COLOR CONSULTANT
 SERVICE PROVIDED FREE

606-608 3 Av S FAirfx 7-5767

MARSHALL-WELLS PAINTS, VARNISHES, ENAMELS

For ALL

Your Painting

Needs

"WHERE TO BUY IT"

PROGRESSIVE ROOFING & SUPPLIES

546 13 St N FAirfx 7-6679



A Welcome Sight
A Public Telephone

Conveniently located and well-lighted public telephones serve your "away-from-home" telephone needs 24 hours a day, Sundays and holidays.

Paint Dealers—Retail—(Cont'd)

Martin-Senour Paint & Wallpaper Store
 479 Mayor Magrath Dr FAirfx 8-2525
 (See Advertisement This Page)

Modrzejewski Construction Limited
 256 13 St N FAirfx 8-3031

MONARCH LUMBER CO LIMITED
 1902 3 Av S FAirfx 7-1501

Mossey 9 Ave Hardware 1522 9 Av S .. FAirfx 8-3684

PITTSBURGH PAINTS

FOR PEOPLE
 IN LOVE
 WITH
 THEIR HOMES



"WHERE TO BUY THEM"

DISTRIBUTOR

Canadian Pittsburgh Industries Ltd
 252 12 St N FAirfx 7-1508

CITY DEALERS

General Farm Supplies Ltd
 Coutts Hwy FAirfx 7-3165

Kitagawa Moulding & Building Supplies
 249 12 St-A N FAirfx 7-8343

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

COUNTRY DEALERS

Crown Lumber Company Limited
 Phone Claresholm 235-3202

Neufeldt Industries Ltd Coaldale 345-3288

Keith's Hardware & Furniture Magrath 232

Frank-Lin Motel Waterton Park 15r4

Progressive Roofing & Supplies

546 13 St N FAirfx 7-6679
 (Continued Next Page)



WHOLESALE - RETAIL
COMPLETE HOME DECORATING

is

OUR SPECIALTY

KEM-GLO
SUPER KEM-TONE
KEM-KRETE
A-100 Exterior House Paint

MARTIN-SENOUR
Paint & Wallpaper Store

FAirfax 8-2525

SHOPPERS' WORLD

Farmer's Paint Headquarters

Paint Dealers—Retail—(Cont'd)**RIETHMAN & HUDSON DECORATING LTD**

412 13 St NFAirfx 8-1333
(See Advertisement This Page)

Seventy Seven Hardware 324 9 St S ... {FAirfx 7-6088
{FAirfx 7-7413

SHERWIN-WILLIAMS PAINT & WALLPAPER STORE
321 6 St S {FAirfx 7-8321
{FAirfx 7-0211

(See Advertisement This Page)

TANNER BUILDING SUPPLIES LTD

Distributors for

BENJAMIN MOORE PAINTS

1601 3 Av SFAirfx 7-5161

Paint Dealers—Wholesale**Canadian Pittsburgh Industries Ltd**

252 12 St NFAirfx 7-1508

Castle Paint & Supplies Limited322 9 Av SECalgary 262-3986
(See Advertisement This Page)

Glidden Co Ltd 318 7 St SFAirfx 8-4595

HOYT HARDWARE LTD 606-608 3 Av S FAirfx 7-5767**MARTIN-SENOUR PAINT & WALLPAPER****STORE** 479 Mayor Magrath DrFAirfx 8-2525**RIETHMAN & HUDSON DECORATING LTD**

412 13 St NFAirfx 7-5141

Sherwin-Williams Paint & Wallpaper Store

321 6 St SFAirfx 7-8321

Painters & Paperhangers—(Cont'd)**Philipp's Painting & Decorating**1243 8 Av SFAirfx 7-6444
(See Advertisement This Page)**Riethman & Hudson Decorating Ltd**

412 13 St NFAirfx 7-5141

SCHULZ H U**PAINTING - DECORATING
PAPERHANGING**FREE ESTIMATES
P.O. Box 305

1706 23 St SFAirfx 7-6986

Senda Y 934 20 St SFAirfx 7-7275

Stannard Geo 820 9 St SFAirfx 7-2575

T & B Service 1801 7 Av NFAirfx 7-1235

(Continued Next Page)

WORLD
WIDE**Interlux**PAINT
FINISHESFOR EVERY USE AT
**RIETHMAN & HUDSON
DECORATING LTD.**

FAirfx 8-1333

412 - 13th Street N.

**CASTLE****Paint & Supplies Ltd**
Complete Paint & Body Shop
Supplies

— As Close As Your Phone —

Calgary
322 - 9th Avenue S.E. — 262-3986
Edmonton
11612 - 105 Avenue — 488-4161**Painters & Paperhangers**

Boal Frank W 1022 23 St SFAirfx 7-1062

Bruchet Irvine A 2401 5 Av SFAirfx 7-3257

FYFE & SONS

"Color With A Smile"

**PAINTING &
INTERIOR DECORATING**

— Free Estimates —

Wood Finishing — Professional Painters

1228 5 Av-A SFAirfx 8-1354

Geworsky & Walser 605 9 St NFAirfx 8-2972

KOENIG WILLY PAINTING & DECORATING LTD

1510 15 Av SFAirfx 7-2831

Kris's Painting & Decorating

1014 13 Av NFAirfx 7-1407

(See Advertisement This Page)

Lipinski Paul 811 21 St SFAirfx 7-7237

McMullin D W 116 Dieppe BlvdFAirfx 7-6870

MICHALOVSKY EDWARD

3406 Lakewood RdFAirfx 7-4402

NITS LOUIS

QUALITY

PAINTER & DECORATOR

FREE ESTIMATES

2302 8 Av-A SFAirfx 7-1051

PALMER GRANT BCONTACT US
FOR ALL YOUR
PAINTING PROBLEMS

2703 4 Av SFAirfx 7-5647

**KRIS'S PAINTING
& DECORATING**

1014 - 13th AVENUE NORTH

OUTSIDE AND IN
FOR ADDED BEAUTY**COMPLETE
HOME DECORATING**● INTERIOR
and
EXTERIOR● PAINTING
and
PAPERHANGING

FREE ESTIMATES

"Farmer Know Your Painter"

FAirfx 7-1407**PAINT
SHERWIN-
WILLIAMS**YOUR
LETHBRIDGE
COLOR
CENTREBEFORE
DECORATING
SEE OUR**KEM COLOR HARMONIZER &
FAST DRYING A100 LATEX
HOUSE PAINT****FAirfx 7-8321****FAirfx 7-0211**PAINTS — VARNISHES
WALLPAPERSPAINTERS & SIGN WRITERS
SUPPLIES**SHERWIN-WILLIAMS
PAINT & WALLPAPER
STORE**321 - 6th Street S. — Lethbridge
OPP. DOWNTOWN SAFEWAY
Sam Lindsay, Mgr.**PHILIPP'S
PAINTING & DECORATING**"A Complete
Decorating
Service"

● PAINTING

● PAPERHANGING

● SPRAY PAINTING

Residential & Commercial

FAirfx 7-6444

1243 - 8th Avenue S. — Lethbridge

Painters & Paperhangers—(Cont'd)

Voigtlander Painting & Decorating
1009 7 Av S FAirfx 7-2190
Wellington Bros 611 10 St S FAirfx 7-2472

WILSON GEORGE F

PAINTING & DECORATING
CITY & OUT OF TOWN WORK

FREE ESTIMATES

1008 17 St S FAirfx 7-2704

Paper Cups & Containers

DIXIE CUPS & CONTAINERS

Offers a Complete Choice of Paper Service for Water, Hot or Cold Beverages, Ice Cream, Prepared Foods. Coverall Closures, Lids — All Types, Sizes. Also Paper Plates, Cups and Dispensers for Home Use and the Famous MIRA-GLAZE Line.



"WHERE TO BUY THEM"

WHOLESALE

Mid-West Paper Ltd 1415 2 Av S .. FAirfx 7-5731

Paper Dealers—Wholesale

CROWN ZELLERBACH PAPER COMPANY LIMITED

D A Rea Resident Salesman

211 27 St S FAirfx 8-3287

Mid-West Paper Ltd 1415 2 Av S FAirfx 7-5731

(See Advertisement This Page)

Scott Fruit Co 3 Av & 4 St S FAirfx 8-3361

(See Advertisement This Page)

Paper Hangers

See Painters & Paperhangers

Mid-West Paper Limited

Subsidiary of Canadian International Paper Company

From the Atlantic to the Pacific

Paper & Associated Lines Our Business For Over 40 Years

PHONE

FAirfax 7-5731

"From the Lakehead to the Rockies"

1415 - 2nd Avenue S. Lethbridge

SCOTT FRUIT CO.

Wrapping Paper, Waxed Kraft, Twines, Toilet Tissue, Towels, Napkins, Gummed Tape, Bags of all types, Paper Plates, Locker Supplies, Christmas lines, etc.

Distributors for

WESTMINSTER PAPER, CROWN ZELLERBACH, DRYDEN PAPER MILLS, LILY CUPS, MONO CUPS, WOODS LTD, DRYDEN PAPER BAGS, MOORE BUSINESS FORMS & OTHERS

FAirfax 8-3361

FAirfax 7-3858

3rd Avenue & 4th Street South

Paper Towels

WOOD G H & CO LTD 327 3 St S FAirfx 7-7400

Pest Control

See Exterminating & Fumigating

Pet Shops

CHINOOK PET & HOBBY SHOP

TROPICAL FISH - BIRDS - DOGS & CATS
COMPLETE LINE OF PET SUPPLIES

407 Mayor Magrath Dr FAirfx 8-4065

Phonograph Records

DOUG'S RADIO & RECORD BAR

Cor 4 Av & 5 St S FAirfx 7-7936

Leister's Paramount Theatre Bldg FAirfx 8-4080

Phonographs—Automatic

Clark Reg 1318 13 St S 327-4991

FOOTHILLS MUSIC CO 420 7 Av S ... FAirfx 7-4417

N E Clarke res FAirfx 7-4417

SOUTHERN MUSIC LTD 1318 13 St S 327-4991

Photo Copy Machines & Supplies

A B DICK DUPLICATING PRODUCTS—

SOUTHERN STATIONERS LTD 316 7 St S 328-4708

BANDAVELOP

For PHOTO COPYING



The Machine that revolutionized office copying throughout the world. Perfectly clear clean copies. Copies anything, also colors, up to 16 1/2 inches in width — in 30 seconds.

VERIFAX & AGFA COPYING PAPERS

"WHERE TO CALL"

SOUTHERN STATIONERS LTD

316 7 St S 328-4708

Photo Copy Machines & Supplies—

(Cont'd)

G B C SALES & SERVICE LTD Call Long Distance and ask for (No Toll Charge) Zenith 6080

OFREX (CANADA) LTD 121 11 Av SE Call Long

Distance and ask for Calgary AMhrst 6-3341

THERMO-FAX COPYING PRODUCTS

DOES MORE JOBS THAN ANY OTHER

General copying, system copies, addressing labels, laminating, instant electric statements, projection transparencies, paper printing plates.



"WHERE TO BUY THEM"

Thermo-Fax Brand Copying Products

508 5 St SW Calgary AMhrst 9-6606

Photographers

Cross A E Studio 710 3 Av S FAirfx 7-2673

(See Advertisement This Page)

DE JOURDAN'S STUDIO

PORTRAIT & COMMERCIAL PHOTOGRAPHER

"Photographs That Please"

105 8 St S (opp CPR Depot) ... FAirfx 7-2658

(Continued Next Page)

Yours to Love . . .

Ours to Portray

PORTRAIT AND COMMERCIAL PHOTOGRAPHY

A. E. Cross Studio

PICTURE FRAMING

KODAK

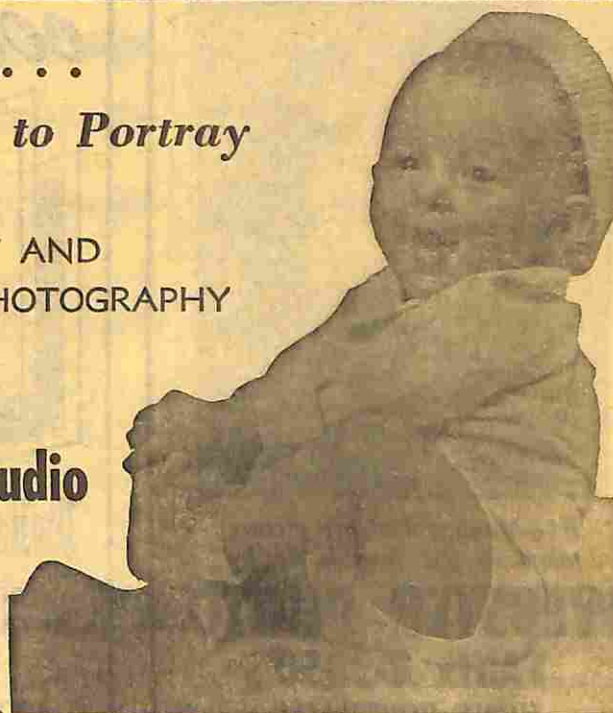
EQUIPMENT RENTALS

— SALES — SERVICE — SUPPLIES —

710 - 3rd Avenue South

FAirfax 7-2673

After Hours Call FAirfx 7-0371 or FAirfx 7-3023





Specializing in:
COLORED PORTRAITS
WEDDING GROUPS
CHILD STUDIES

CALL
FAirfx 7-3954
 322 - 5th STREET S.
 Above SAAN Stores
 Residence FAirfx 7-5247

Photographers—(Cont'd)

Fruet Studio 322 5 St S FAirfx 7-3954
 (See Advertisement This Page)

KNIGHT & DAY
PHOTOGRAPHERS
 Lloyd Knight — Photographer
 PICTURE IT NOW — SEE IT FOREVER
 1203 6 Av S..... FAirfx 7-5972

PRIESTLEY'S PHOTO ARTS
 "BETTER PICTURES FOR LESS"
 Specialists in:
 * GLAMOUR PORTRAITS
 * CHILD STUDIES
 * CANDID WEDDINGS
 * COLOR PHOTOGRAPHY
 FAirfx 8-2022
 329 12 St N FAirfx 8-2022

Webster Photo 1131 Lakeway Blvd FAirfx 8-3850
 (See Advertisement This Page)

Photographic Finishing

RIDLEY PHOTOGRAPHIC LABORATORIES LTD
 226 22 St N FAirfx 7-2010
Shipley Photo Service Ltd
 1139 11 St SE Calgary 273-3361
 (See Advertisement This Page)

Photographic Finishing—(Cont'd)

WESTERN (PHOTO) COLOR LAB LTD
COLOR PHOTO FINISHING
 KODACOLOR—ANSCOCHROME
 EKTACHROME—BLACK & WHITE
 Prints from All Color Slides or Negatives
 Look for Your WESTERN Dealer
 Bsmt 106 11 Av SE Calgary 263-0317

Photographic Supplies—Wholesale

& Retail
KITSON'S WHOLESALE LTD
 427 5 St S FAirfx 7-2022

Physicians & Surgeons

Bassett Dr T H Purity Dairy Bldg FAirfx 7-2510
 Baster Dr Norman
 Diseases of the Skin
 420 BC Trust Bldg FAirfx 8-4203
 Bigelow-Fowler Clinic
 Medical Dental Bldg FAirfx 7-3121
 Dr J K Bigelow res FAirfx 7-3885
 Dr Douglas B Fowler res FAirfx 7-4356
 Dr E R Poulsen res FAirfx 7-2363
 Dr J D McCutcheon res FAirfx 7-3303
 Dr D F McPherson res FAirfx 7-5414
 Dr S J Gregory res FAirfx 7-4490
 Dr S Hase res 328-4678
 F C Russell Bus Mgr res FAirfx 7-4311
 Shaughnessy Ofc Shaughnessy FAirfx 9-3121

CAMPBELL CLINIC
 430 Mayor Magrath Dr FAirfx 7-5737
 Dr T E Brown res FAirfx 7-2276
 Dr Robert G H Hall res FAirfx 7-8866
 Dr F M Christie res FAirfx 7-3209
 Dr R L Johnson res FAirfx 8-1532
 Dr F L Johnson res FAirfx 7-2826
 Dr M Albert res FAirfx 7-4770
 Dr G S Balfour res FAirfx 7-3538
 Dr R King-Brown res FAirfx 7-7484
 Dr F G Gore-Hickman res FAirfx 7-6156
 Dr J B Stillwell res 328-4797
 Dr D R Stewart res 327-0460

Cornock Dr W Y 424 7 St S FAirfx 7-4781
COTTRELL DR J D 238 13 St N 328-4494
HAIG CLINIC 601 6 Av S FAirfx 7-3171
 Dr A A Haig Spclst Genl Surg res .. FAirfx 7-3577
 Dr W R Haig Spclst Genl Surg res .. FAirfx 7-2240
 Dr H A Arnold Spclst Internal Med res FAirfx 7-4042

Dr Edmund Cairns
 Spclst Diseases of Children res FAirfx 8-3666
 Dr Wm Strome Anaesthesia res..... FAirfx 7-3674
 Dr George S Gray
 Spclst Internal Med res FAirfx 7-4980
 Dr Lloyd W Johnston
 Spclst Obstetrics & Gynaecology res FAirfx 7-6071
 Dr James H Noble
 Spclst Genl Surg res FAirfx 7-4321
 Dr G Driedger
 Spclst Orthopedic Surg res FAirfx 8-3994
 Dr John S Etherington
 Genl Practice res FAirfx 7-0342
 Dr Victor Edward Crapnell
 Genl Practice res FAirfx 7-6806
 Dr Walter A Gray Genl Practice res FAirfx 8-3035
 Dr Elizabeth Etherington
 Genl Practice res FAirfx 7-0342
 Dr W N Myers Genl Practice res 328-4977
 Roy L Montgomery Clinic Mgr res .. FAirfx 7-6710

(Continued Next Page)



Hi—Mommy had my picture taken in our own home by

WEBSTER PHOTO
FAirfx 8-3850
 HOME PORTRAITS
 FREE SITTINGS
 — Day or Evening Appointments —
 CHILDREN
 FAMILY GROUPS
 1131 LAKEWAY BLVD.

COLOR·MOVIE



black-&white

KODACOLOR ● KODACHROME
 EKTACHROME ● ANSCOCHROME
 CUSTOM PROCESSING
 DEALERS THROUGHOUT
LETHBRIDGE & DISTRICT
 QUALITY AND
 SATISFACTION GUARANTEED
- A SNAP DECISION
YOU'LL NEVER REGRET®

Physicians & Surgeons—(Cont'd)

Hunt Hunt Wright & Ainscough Drs
Cor 5 Av & 7 St SFAirfx 7-3184

Kikinday Dr L York HotelFAirfx 7-7070
If no answer callFAirfx 8-4406

Leong Dr S T Eye Spclst Schwartz Bldg FAirfx 7-4166

Livingstone Dr A G Spclst in Urology
2 Metcalfe BldgFAirfx 7-7666

Marshall Dr M
Lethbridge Municipal HospitalFAirfx 7-8052

Martin-Smith Dr Bernard
2609 10 Av-A SFAirfx 7-1071

McLean Dr F J 626 13 St NFAirfx 8-4451

McTAVISH & BENNETT DRs
General Practice
1512 9 Av SFAirfx 7-1123

Morgan Dr John E Spclst Diseases of Women
3 Metcalfe BldgFAirfx 8-2831

Okamura Dr Yoshiyuki 8 Ryland Bldg ...FAirfx 8-2772

PALMER DR G R C
439 Mayor Magrath DrFAirfx 7-3230

Roy Clinic 715 2 Av SFAirfx 7-3134

Ruddell Dr J S Anaesthetist Spclst
2402 5 Av SFAirfx 8-2124

Schindler Dr Quentin
Eye & E N T Spclst
324 5 St SFAirfx 7-8643

Spackman Dr E V 4 Hull BkFAirfx 7-3915

Physiotherapists

Canadian Arthritis & Rheumatism Society
Galt Rehabilitation CentreFAirfx 8-3772

Piano Instruction

See Music Colleges & Teachers

Piano & Organ Dealers

HEINTZMAN & COMPANY LTD
Richard L. F. Lewis, Mgr., res. FAirfx 7-3787
PIANO & ORGAN SERVICE
HEINTZMAN PIANOS
HAMMOND and THOMAS ORGANS
RECONDITIONED PIANOS
Warehouse 1216 1 Av S327-0841
315 7 St SFAirfx 8-2663

Piano Tuners & Repairers

Heintzman & Company Ltd 315 7 St S FAirfx 8-2663
Watkinson G F 2418 17 Av SFAirfx 7-8188

Picture Dealers & Framers

Cross A E Studio 710 3 Av SFAirfx 7-2673

GAINSBOROUGH GALLERIES

PICTURE FRAMING
The Largest Moulding Selection in
Western Canada

FINE ART
REPRODUCTIONS — ORIGINALS
Artists Supplies & Petit Points
Always a Selection of Paintings on Display
Heino Deeken, Mgr., res. FAirfx 8-2523
310 7 St SFAirfx 7-0278

Pipe

ALBERTA STEEL PRODUCTS LTD
1505 2 Av SFAirfx 7-4035

CRANE SUPPLY

PIPE & TUBING
STEEL, BRASS & COPPER
Boiler Tubes, Plastic Line Pipe
Oil and Gas Well Casing and Tubing
2815 2 Av-A SFAirfx 7-1577

EMCO LTD 1282 2 Av-A NFAirfx 8-3385

NATIONAL SALVAGE CO
Cor 12 St & 2 Av NFAirfx 7-8138

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

VARZARI IRON LTD
DEALERS & EXPORTERS OF
NEW & USED PIPE
SCRAP METALS — STRUCTURAL STEEL
ANGLE PLATE, ETC.
Mailing Address: P.O. Box 434, Lethbridge
(FAirfx 7-1296
Cor 12 St-A & 2 Av NFAirfx 8-1913

WESTERN CANADA HARDWARE LTD
907-915 2 Av SFAirfx 7-5711

WESTERN PUMP & PIPE SUPPLY
1923 2 Av SFAirfx 8-2855

Pipe Line Welding

See Welding Electric & Oxy-Acetylene

Pipe—Plastic

Canadian Equipment Sales & Service Co Ltd
205 Royalite BldgCalgary AMhrst 2-4621
(See Advertisement This Page)

CESSCO
PLASTIC PIPE — CONDUIT
FABRICATION
P.V.C. — BUTYRATE — A.B.S.
Complete Stock of P.V.C.
Pipe Valves & Fittings

Canadian Equipment
Sales & Service Co. Ltd.
205 ROYALITE BLDG.
AMhrst 2-4621
Calgary

Plasterers

Anderson John 1020 7 Av SFAirfx 7-6682
Ehlert T H 517 Dieppe BlvdFAirfx 7-5805

GUZOWSKI J
PLASTERING — STUCCOING
Free Estimates
1821 8 Av NFAirfx 7-0021

Kowalski Henry 1245 10 Av N328-4619
SIRED GEORGE 306 25 St SFAirfx 7-5828

Plating

NORTHWESTERN BRASS LIMITED
1609 24 Av SECalgary BRdwy 3-1066

better circulation →

better usage →

better results →

USE THE
'Yellow Pages'

better investigate!

Well planned representation in all Yellow Pages classifications pertaining to your business, reaches all the market — customers who know you or your product, and prospects who know neither.

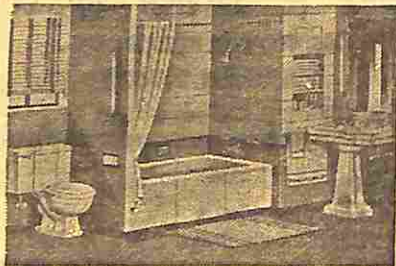
We will also arrange advertising representation in other Canadian Directories on a National basis and thereby create new markets for the selling and distribution of your product or service.

Please Call **Alberta Government Telephones**
YELLOW PAGES 119 - 6th Ave. S.W., Calgary
263-5350

BARRY PLUMBING

J. A. BARRY, Prop.

FAirfx 7-5008
HOT WATER HEATING
& GAS FITTING



TOWN OR COUNTRY

FREE ESTIMATES

SERVICE BACKED BY
YEARS OF EXPERIENCE

1253 - 5th Avenue-A S.

CITY PLUMBING

"Leave It To Wever"

HEATING
GASFITTING
REPAIRS
WITH SATISFACTION



FAirfx 8-1341

After Hours: Norm FAirfx 7-3458
Gerry FAirfx 7-5983

314 - 3rd Avenue S. — Lethbridge

Holberton's Plumbing

& Heating

(Formerly
W. L. (Bill) Holberton)

- PLUMBING
- GASFITTING
- SEPTIC TANK
- Complete Installation
- WATER SOFTENERS
- HEATING
- AUTOMATIC LAWN SPRINKLERS INSTALLED



Farm & Rural Work — Prompt — Reliable 24 Hr.
Service — Free Estimates — Reasonable Rates
Res. FAirfx 7-7960

1911 - 9th Ave. S. — FAirfx 7-4276

Plumbers & Gasfitters

Barry Plumbing 1253 5 Av-A SFAirfx 7-5008

(See Advertisement This Page)

Baxter Geo H & Son Ltd 528 6 St S {FAirfx 7-6543

{FAirfx 7-6446

(See Advertisement This Page)

BURROWS J W

PLUMBING & GASFITTING

1104 11 St SFAirfx 7-6349

CANADIAN PLUMBING & MECHANICAL CONTRACTORS ASSOCIATION (SOUTHERN CHAPTER)

FOR YOUR PROTECTION

LOOK FOR THIS SEAL

They sell, service, install & guarantee only better quality materials

"FOR SERVICE CALL"



BAXTER GEORGE H & SON LTD
528 6 St SFAirfx 7-6543

CANNAN PLUMBING & HEATING
PhoneClaresholm 235-3644

CITY PLUMBING 314 3 Av S ... FAirfx 8-1341

EDGAR J C & SONS LTD
2422 3 AvFort Macleod 107

FERREL'S PLUMBING & HEATING LTD
121 5 Av WBow Island 68

GRAF'S HARDWARE & FURNITURE
PhoneBlairmore 562-2669

LETHBRIDGE SHEET METAL LTD
121 13 St NFAirfx 7-6633

LUKE'S PLUMBING HEATING & GASFITTING
232 12 St-C NFAirfx 7-7868

LUTZ E PLUMBING LTD
803 Main StPincher Creek 627-3535

PAUL'S PLUMBING & HEATING LTD
252 13 St NFAirfx 7-8123

PYKE & HOLBERTON PLUMBING & HEATING LTD 1274 2 Av S ..FAirfx 7-7994

REIVE J 1238 8 Av SFAirfx 7-5026

STAN'S SHEET METAL
1234 John AvPincher Creek 627-3614

WHITTICKS' MECHANICAL CONTRACTORS LTD 1321 3 Av SFAirfx 7-3014

City Plumbing 314 3 Av SFAirfx 8-1341

(See Advertisement This Page)

Holberton's Plumbing & Heating

1911 9 Av SFAirfx 7-4276

(See Advertisement This Page)

KARL'S PLUMBING & HEATING LTD

PLUMBING — HEATING
GASFITTING

610 13 St NFAirfx 7-6079

LAWSON ROBERT PLUMBING LTD

PLUMBING

SERVICE AND
SATISFACTION

If no answer call FAirfx 7-6251

1918 6 Av SFAirfx 7-5654

(Continued Next Page)

GEO. H. BAXTER & SON LTD.

SALES & SERVICE



- PLUMBING
- GASFITTING
- STEAM & HOT WATER HEATING

Prompt — Reliable — Reasonable

WATER SOFTENERS — SEPTIC TANKS
PRESSURE SYSTEMS — PUMPING UNITS

For all your Plumbing requirements

OFFICE

NIGHT

FAirfax 7-6543

FAirfax 7-6862

FAirfax 7-6446

FAirfax 7-1044

VISIT OUR SHOWROOM — 528 - 6th STREET SOUTH

Specializing in Farm and Rural Work

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.

Plumbers & Gasfitters—(Cont'd)

Luke's Plumbing Heating & Gasfitting
 232 12 St-C NFAirfx 7-7868
 (See Advertisement This Page)
 Mec-Man Plumbing & Heating 319 8 St S...328-3010
 (See Advertisement This Page)
PAUL'S PLUMBING & HEATING LTD
 252 13 St NFAirfx 7-8123
 (See Advertisement This Page)
 (Continued Next Page)

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

LUKE'S


PLUMBING

HEATING

& GASFITTING

- FREE ESTIMATES
- FARM WORK
- REPAIRS & ALTERATIONS
- HOT WATER HEATING
- RELIABLE WORKMEN

GUARANTEED
24 HOUR
SERVICE



FAirfx 7-7868

232 - 12th Street-C N. — Lethbridge

P L U M B I N G

W
A
T
E
R

P
U
M
P
S

A
N
D

S
E
R
V
I
C
E

SWIMMING POOL
EQUIPMENT

M E C - M A N

P L U M B I N G & H E A T I N G

319 - 8th Street S.
LETHBRIDGE
328-3010
DAY OR NIGHT

A I R
C O N D I T I O N I N G

O
I
L

B
U
R
N
E
R

S
E
R
V
I
C
E

H O T W A T E R H E A T I N G

PAUL'S

Plumbing & Heating Ltd.

*"The Home of
Good Plumbing"*

Installations
& Alterations



QUICK COURTEOUS SERVICE
ALL WORK GUARANTEED

FAirfax 7-8123

After Hours Res. FAirfax 7-5683
252 - 13th St. N. Lethbridge



WHEN YOU'VE
SPOTTED WHAT
YOU WANT...

. . . Tell the Businessman how
you found him.

Tell the butcher, the baker, the patio-maker,
"I found you in the Yellow Pages." That's
happy music to the well-tuned ear of any
businessman who's always eager to know just
how folks happen to do business with him.



And when you tell him, don't expect him to
look surprised . . . just pleased . . . pleased
to hear once again the refrain that tells him
modern folks like you know it's smart to shop
the Yellow Pages way.

Plumbers & Gasfitters—(Cont'd)

Pyke & Holberton Plumbing & Heating Ltd
1274 2 Av S FAirfx 7-7994
(See Advertisement This Page)

REIVE J

PLUMBING & GASFITTING

SERVICE & REPAIRS
NEW INSTALLATIONS
FARM AND RURAL WORK

1238 8 Av S FAirfx 7-5026

Scott W S 955 10 St S FAirfx 7-2069

Whitticks' Mechanical Contractors Ltd

1321 3 Av S FAirfx 7-3014

(See Advertisement This Page)

PYKE & HOLBERTON PLUMBING & HEATING

LTD.

- PLUMBING
- GASFITTING
- STEAM and
HOT WATER HEATING
- REPAIR WORK and NEW
INSTALLATIONS

FAirfx 7-7994

1274 -2nd Avenue S.

**Plumbing & Heating Supplies**

Ashdown The J H Hardware Co Ltd
Cor 1 Av & 11 St S FAirfx 7-3762

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

EMCO LTD 1282 2 Av-A N FAirfx 8-3385

MARSHALL-WELLS OF CANADA LTD
3 Av & 10 St N FAirfx 7-4324

WESTERN CANADA HARDWARE LTD

Wholesale
PLUMBING & HEATING
SUPPLIES

1004 1 Av S FAirfx 7-5711

Plywood & Veneers

Advance Lumber Co Ltd 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

LETHBRIDGE BUILDING SUPPLIES CO

1266 1 Av S FAirfx 8-4466

MacMillan Bloedel & Powell River (Alberta)

Ltd 2 Av & 30 St N FAirfx 8-4455

Plywood & Veneers—(Cont'd)

MONARCH LUMBER CO LIMITED

HOME IMPROVEMENT
HEADQUARTERS

1902 3 Av S FAirfx 7-1501

NORTHERN ASBESTOS & BUILDING SUPPLIES

LTD 253 12 St N FAirfx 7-6166

REVELSTOKE BUILDING MATERIALS LIMITED

DISTRIBUTORS FOR ALL
HARDWOOD & PLYWOODS

3 Av & 16 St S 327-5777

Podiatrists

Vant Dr Mervyn 416 BC Trust Bldg ... FAirfx 7-6339

Pool Car Shippers & Distributors

Interline Forwarders Ltd 1216 1 Av S .. FAirfx 8-4485

MUIRHEAD FORWARDING LTD
103 1 Av S FAirfx 7-5050

UPPER LAKES SHIPPING LTD
1216 1 Av S FAirfx 8-4485

Poultry & Products

ALBERTA POULTRY MARKETERS } 327-4371
CO-OP LTD 303 24 St N } 327-5893

CENTRAL ALBERTA DAIRY POOL
411 4 St S FAirfx 7-6124

Southalta Produce Co Ltd 316 4 St S ... FAirfx 7-2388

Powder—Dynamite

EXPLOSIVES LTD 907-915 2 Av S FAirfx 7-5715
Night Calls F H Art Jones res FAirfx 7-6733
Night Calls Gordon Black res FAirfx 7-4347

Power Companies

Calgary Power Ltd 515 2 St S FAirfx 7-4267

Power Tools

See Tools Power

Prefabricated Buildings

See Buildings Prefabricated

Printed Forms

NATIONAL CASH REGISTER CO OF CANADA
LTD 118 8 St S FAirfx 7-4533

Printers

COMMERCIAL PRINTERS & OFFICE OUTFITTERS
LTD

PRINTING — RULING
BOOK BINDING
CUSTOM DUPLICATING

326 7 St S FAirfx 8-4431

(Continued Next Page)



PLUMBING SERVICE

WHITTICKS' MECHANICAL

FAirfx 7-3014
FAirfx 7-7075
CONTRACTORS LTD.

"A Service That Is Unsurpassed"

EVERY HEATING & PLUMBING NEED

DOMESTIC — COMMERCIAL — INDUSTRIAL
STEAM & HOT WATER HEATING

Steam Plants - Town Disposal Plants - Pumps - Softeners
Thermostat Gas Controls

Industrial Pipe — Prefabrication
Sprinkler Engineers — City and Country Work

NIGHT PHONE — FAirfx 7-3072

1321 - 3rd AVENUE SOUTH — LETHBRIDGE

Printers—(Cont'd)

LETHBRIDGE HERALD 5 Av & 7 St S FAirfx 7-3203
(See Advertisement This Page)

PARAMOUNT PRINTERS LTD

FINE QUALITY PRINTING
AND LITHOGRAPHY

Prompt Service — Fair Prices

W. L. Gregson — J. S. McCrea

1207 3 Av S ... FAirfx 7-3287—FAirfx 7-1305

Robins Printing Co Ltd 1269 3 Av S ... FAirfx 7-2491
(See Advertisement This Page)

SHAMROCK PRINTERS 306 9 St S ... FAirfx 8-4322

★ FOR ALL YOUR PRINTING NEEDS

OUR PLANT IS WELL EQUIPPED TO GIVE YOU SERVICE AND QUALITY ON ALL YOUR PRINTING ORDERS

- ★ BUSINESS FORMS - SNAP-OUT
- ★ ONETIME CARBON FORMS
- ★ SALES LITERATURE
- ★ STATIONERY & CATALOGUES

LETHBRIDGE HERALD

COMMERCIAL PRINTING DEPT.

FAirfax 7-3203

5th Ave. & 7th St. S.

Robins

Print & Litho

1269 THIRD AVE. SOUTH
LETHBRIDGE - ALBERTA

FAirfax 7-2491

OFFICE FORMS

LETTERHEADS

MICR CHEQUE PRINTERS

COLOR LITHOGRAPHERS

ONE-TIME CARBON SETS

PRINTING . . .

FOR EVERY NEED

**Robins Printing
Co. Ltd.**

Produce—Butter, Cheese, Eggs &

Poultry

CENTRAL ALBERTA DAIRY POOL

411 4 St S FAirfx 7-6124

Propane Gas

See Liquefied Petroleum Gases & Equipment

Public Departments—City of Lethbridge

See Alphabetical Section under City of Lethbridge

Public Departments—Government

of Canada

See Alphabetical Section Under Government of Canada

Public Departments—Provincial

Government

See Alphabetical Section Under Government of Alberta (Provincial)

Pump Manufacturers & Dealers

ACKLANDS LIMITED

DISTRIBUTORS FAIRBANKS-MORSE PUMPS
& MONARCH PUMPS {FAirfx 7-4697
1280 2 Av S }FAirfx 7-5133

BRUCE ROBINSON ELECTRIC LTD

Alberta Distributors

JACUZZI & SOUTHERN PUMPS

Injector — Rotary

Deep & Shallow

1108 1 Av S FAirfx 7-8561

Electric-Crafts Limited

114 6 Av SW Calgary AMhrst 2-9494

EMCO LTD 1282 2 Av-A N FAirfx 8-3385

GORMAN-RUPP PUMPS—

Irrigation Pumps
SPRINKLER IRRIGATION & EQUIPMENT CO LTD
1923 2 Av S FAirfx 8-2857

GORMAN-RUPP PUMPS—

Industrial Pumps
OLIVER CHEMICAL CO (LETHBRIDGE) LTD
Cor 3 Av & 9 St N FAirfx 7-1571

HALE PUMPS—

VOLUME GUN IRRIGATION LTD
1107 2 Av-A N FAirfx 7-2026

HOLMES APPLIANCES

BEATTY PRESSURE SYSTEMS
SALES & SERVICE

703 3 Av S FAirfx 7-4054

MACLEOD D & SON LTD

Authorized Sales & Service
IHC DIESEL FUEL INJECTION PUMPS
We also repair any make or model of
Diesel Pumps

After Hours D. G. Fisher FAirfx 7-3077

1262 2 Av S FAirfx 7-4223

McIntosh-Marshall Equipment Ltd 4650 2 St SE

Call Long Distance and
ask for Calgary CHstnt 3-2526

MONARCH PUMPS—

ELECTRO SERVICE LTD 817 3 Av S FAirfx 7-2669

Pump Manufacturers & Dealers—

(Cont'd)

OLIVER CHEMICAL CO (LETHBRIDGE) LTD

BERKELEY PUMPS

Industrial & Agricultural Centrifugal
Electric, Gasoline & Diesel Driven
Self-Priming, Deepwell & Propeller.

Cor 3 Av & 9 St N FAirfx 7-1571

Pumps & Blowers Sales Co Div of

Electric Crafts Ltd

114 6 Av SW Calgary AMhrst 2-1898

(See Advertisement This Page)

SMITH'S PUMP SERVICE 1604 2 Av S ... 328-3864

Spencer's Pump Service 1003 20 St S ... FAirfx 7-8718

Western Pump & Pipe Supply

1923 2 Av S FAirfx 8-2855

(See Advertisement This Page)

PUMPS without PROBLEMS

*Performance & Reliability
On Every Application*

- MASTER TURBINE
- MASTER SELF-PRIMING
- PARAMOUNT PUMPS
- CENTRIFUGAL PUMPS
- SEWAGE PUMPS
- BOILER FEED PUMPS
- ROTO-KING PUMPS
- ASPHALT PUMPS
- REFINERY & BULK PLANT PUMPS
- ANHYDROUS AMMONIA PUMPS
- SUMP PUMPS
- QUINCY COMPRESSORS
- CLARAGE FANS

PUMPS & BLOWER SALES CO.

A Division of Electric-Crafts Limited

For Information Phone Collect
Calgary AMhrst 2-2830



WESTERN PUMP & PIPE SUPPLY

"Running Water is Our Business
Pumps Our Specialty"

Industrial — Agricultural — Domestic

Repairs & Parts Service for All Makes

**JACUZZI — UNIVERSAL SHALLOW AND
DEEP WELL WATER SYSTEMS**

FAirfx 8-2855

1923 - 2nd Avenue S.

Refrigerator Service

Atlantic Sales & Service 1277 3 Av S ..FAirfx 8-3075

BRUCE ROBINSON ELECTRIC LTD

1108 1 Av SFAirfx 7-8561

Fedor-Harris-Reich Refrigeration Ltd

1276 2 Av SFAirfx 7-0203

Jones Refrigeration Service 817 3 Av S FAirfx 7-4555

(See Advertisement This Page)

Jordan's Radio TV & Refrigerator Service

443 19 St NFAirfx 7-2593

(See Advertisement This Page)

Nugent's Electrical Repair Centre Ltd

1250 3 Av SFAirfx 7-6684

Refrigerators

Atlantic Sales & Service 1277 3 Av S ..FAirfx 8-3075

(See Advertisement This Page)

Bruce Robinson Electric Ltd

1108 1 Av SFAirfx 7-8561

(See Advertisement This Page)

Empire Furniture Ltd Hull BlkFAirfx 7-3980

Holmes Appliances 703 3 Av SFAirfx 7-4054

HOYT HARDWARE LTD

606-608 3 Av SFAirfx 7-5767

North Lethbridge Hardware Ltd

324 13 St NFAirfx 8-4441

Parsons Hardware & Appliances Ltd

473 Mayor Magrath DrFAirfx 7-7066

Rental Agents**BOWMAN WALLACE CO LTD**

Acadia BldgFAirfx 7-2325

CANADA TRUST-HURON & ERIE

Cor 3 Av & 7 St SFAirfx 7-8581

Hay Agencies Ltd 201 Woolworth Bldg327-5523

Mid West Property Management Ltd

125 Rideau CrtFAirfx 8-2925

WILLIAMS AGENCIES 1240 3 Av S ...FAirfx 7-3937

Rental Services—General

Lethbridge Body Works Ltd 619 4 Av N FAirfx 8-4421

NORTH LETHBRIDGE HARDWARE LTD

324 13 St NFAirfx 8-4441

Standard Rentals 212 13 St S327-4065

(See Advertisement This Page)

WESTERN CANADA RENTALS

Banquet Tables, Chairs & Party Supplies
 Kitch Elton, Mgr. — Call Long Distance
 & ask for 1705 2 St SE Calgary AMhrst 9-2735

Jordan's Radio, TV & Refrigerator Service

Complete Service on All Makes
 DOMESTIC AND COMMERCIAL

REFRIGERATORS,

DEEP FREEZE UNITS, COOLERS

ICE CREAM MACHINES, Etc.

After Hours Call FAirfx 7-2593

All Work Guaranteed

443 19 St NFAirfx 7-2593

ATLANTIC SALES & SERVICE

AIR CONDITIONING
 REFRIGERATION
 APPLIANCES

INSTALLATIONS & REPAIRS
 TO ALL MAKES & MODELS

FAirfx 8-3075

1277 - 3rd Avenue S.

Save Hours of Window Shopping
 by
 Consulting the YELLOW PAGES

JONES REFRIGERATION SERVICE

Sales and Service

COMMERCIAL
 & DOMESTIC
 REFRIGERATORS

SCALES & STORE EQUIPMENT

PHONE

FAirfax 7-4555

817 - 3rd Ave South

Residence Phone FAirfx 8-3910

Frigidaire

For Sale at All
 Local Franchise Dealers

Service For All
 Commercial Refrigeration
 Frigidaire and
 Carrier Distributors

FOR SERVICE PHONE

FAirfax 7-8561**Bruce Robinson Electric Ltd.**

ALBERTA DISTRIBUTORS

1108 - 1st AVENUE SOUTH

RENT IT AND SAVE STANDARD RENTALS

- LADDERS
- POWER HAND TOOLS
- CHAIN HOISTS
- FRIDGE GUARDS
- STAPLE GUNS
- BANQUET SUPPLIES
- ROLLAWAY BEDS
- HOSPITAL & SICK ROOM SUPPLIES
- BABY CRIBS
- HIGH CHAIRS
- CHAIN SAWS
- PAINT SPRAYERS
- PROJECTORS
- RECORD PLAYERS
- TAPE RECORDERS
- TV SETS, ETC., ETC., ETC.

"We Rent Everything But Soup & Nuts"

PHONE

327-4065

212 - 13th Street S.

Restaurants

Auto Burger Drive-In Ltd 2002 3 Av S 327-0222
 Avenue Confectionery & Coffee Shop
 308 1 Av S FAirfx 7-6456
 Blue Sky Grill 820 3 Av S 328-3740
BRIDGEVIEW RESTAURANT
 3 Hwy W FAirfx 8-2613
 Burger Baron 2206 7 Av S 328-4717
 C W Chop Suey House 403 2 Av S FAirfx 7-5573
 Chicken Delight (Lethbridge)
 1303 Mayor Magrath Dr 327-1559
 (See Advertisement This Page)
COPENHAGEN RESTAURANT Coutts Hwy .. 327-0531
DELMAR COFFEE SHOP

Specializing in
CHINESE FOODS
 TAKE OUT ORDERS — WE DELIVER
 OPEN 7 a.m. till 2 a.m.
 Jim Wong, Prop.
 535a 13 St N FAirfx 8-3793

East View Coffee Shop
 Cor 16 Av & Mayor Magrath Dr 328-3213
 El Rancho Restaurant Mayor Magrath Dr {FAirfx 7-2355
 327-0860
 (See Advertisement This Page)
 Eve's Coffee Shop 1604 2 Av S FAirfx 8-3628
 Four Winds Cafe 1217 3 Av S FAirfx 7-3713
 Frank's Coffee Shop 412 5 St S 327-4245
 G W Chop Suey 405 2 Av S FAirfx 7-2712
 Golden Gate Restaurant 320 5 St S 327-0537
 Greyhound Grill 411 5 St S FAirfx 8-1802
 House of Wong 254 13 St N 327-0844
 Jack's Coffee Shop 3 Av & 13 St S ... FAirfx 7-5383
 Kay's Coffee Shop 1604 2 Av S FAirfx 8-3628
 Lethbridge Hotel Coffee Shop
 Cor 5 St S & 2 Av FAirfx 7-1049
 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
 Marquis Coffee Shop Ltd Marquis Hotel ... 327-4441
 (See Advertisement This Page)
 New China Chop Suey House
 318 2 Av S FAirfx 7-3262
 New Moon Cafe 3 Av S FAirfx 7-3298
 (Continued Next Page)

It pays to make frequent use of the
YELLOW PAGES. It lists services,
 stores, products and professional peo-
 ple — all classified for your con-
 venience.

Worrying about
 mechanizing your
 business paper work?
 Call and inquire about

**INTEGRATED
 DATA
 PROCESSING**

**Alberta Government
 Telephones Teletype**



DON'T COOK
 TONIGHT

CALL:
**CHICKEN
 DELIGHT**
 (Lethbridge)

1303 MAYOR MAGRATH DRIVE
327-1559

*Take Out —
 Free Delivery*

IN THE DINING ROOMS
 SPECIALTY STEAKS
 FRIED CHICKEN — BARBECUED
 SPARE RIBS — FISH — SHRIMP
 PANCAKES — PASTRIES



Phone "N" Eat Service

- ★ HOME OF FINEST CHINESE FOOD
- ★ SPECIAL SUNSHINE FRIED CHICKEN
- ★ CATERING SERVICE FOR YOUR HOME
- ★ CATERING TO BANQUETS
- ★ BANQUET ROOMS AVAILABLE
- ★ CATERING TO WEDDING RECEPTIONS

FREE DELIVERY IN CITY
 PHONE
FAirfx 7-2297
FAirfx 7-0240
 102 - 8th STREET SOUTH

Where Dining Out Is A Real Pleasure

**CATERING FACILITIES
 FOR ALL OCCASIONS**

**EL RANCHO
 RESTAURANT**

Coffee Shop, Dining Room and
 Banquet Room, also Curb Service

MAYOR MAGRATH DRIVE
 El Rancho Motel

FAirfax 7-2355
327-0860

SPECIALIZING IN ...
**COLONEL SAUNDERS
 KENTUCKY FRIED CHICKEN**

**MARQUIS COFFEE
 SHOP LTD.**

BANQUETS - CATERING
ALWAYS and ALL WAYS
 — IT'S THE MARQUIS FOR YOUR
 FINEST DINING AND
 ENTERTAINING!



MARQUIS HOTEL
327-4441

New World Cafe

(Formerly Commercial Cafe)
 "The Home of Good Eats"

SPECIALIZING IN
**OUR FAMOUS CHINESE No. 1
 DINNERS FOR THREE
 DIFFERENT SELECTIONS**

- * Chicken Fried Rice
- * Sweet & Sour Spare Ribs
- * Chicken Chow Mein

Price — \$1.00 Per Person
 Take Out Order

Phone FAirfx 7-4025
 329 - 5th STREET S.



FROM

Pizza Dairy Bar

Cheese, Wiener, Hamburger, Sausage,
 Mushroom, Pepperoni, Salami, Ham,
 Combination, BBQ Chicken, Shrimp
 FOR YOUR PARTIES & PICNICS

— PICK UP A PIZZA —

327-1000

1406 - 17th Street S.

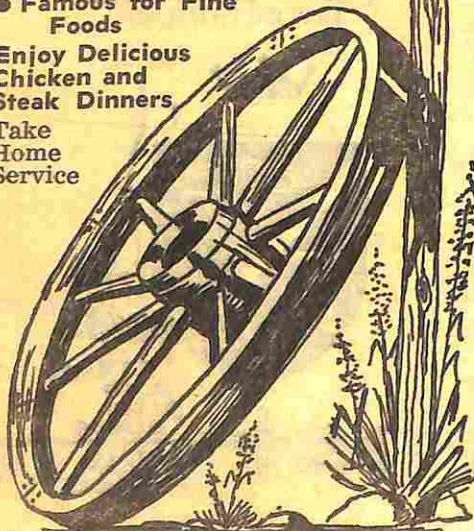


RESTAURANT LTD.

- The Right Place to Eat
- Famous for Fine Foods

Enjoy Delicious
 Chicken and
 Steak Dinners

Take
 Home
 Service



FAirfx 8-1677

1011 Mayor Magrath Drive

Restaurants—(Cont'd)

- New World Cafe 329 5 St S FAirfx 7-4025
 (See Advertisement This Page)
 Omar's Dairy Lunch Cor 6 St & 3 Av S ... 328-3653
 Pagoda Chop Suey 212 5 St S 327-3963
 Paramount Coffee Shop
 Paramount Theatre Bldg FAirfx 7-5476
 Park's Chicken Inn 322 4 St S FAirfx 7-4430
 Pizza Dairy Bar 1406 17 St S 327-1000
 (See Advertisement This Page)

RITZ CAFE

Specializing in
 CHINESE FOOD
 GOLDEN DIPPED FRIED CHICKEN
 DELICIOUS STEAKS

Free Delivery

328 5 St S FAirfx 7-2844

- Sam's Coffee Shop 543 13 St S 327-5057
 Shanghai Chop Suey 610 3 Av S FAirfx 7-3552
 Shangri La Confectionery 321 5 St S .. FAirfx 7-2485
 Small Coffee Shop 712 3 Av S FAirfx 8-2426
 Snappee Snax Bar Cor 11 St & 4 Av S .. FAirfx 8-9146
 Spudnut & Ice Cream Bar 1102 5 Av S .. FAirfx 7-4990
 Stockman's Inn Stockyards FAirfx 8-2451
 Sue's Coffee Shop 1406 2 Av S FAirfx 7-6049
 Topaz Grill 1656 Mayor Magrath Dr 328-4062
 Wagon Wheel Restaurant Ltd
 1011 Mayor Magrath Dr FAirfx 8-1677
 (See Advertisement This Page)

Restaurants Drive-In

A & W DRIVE-IN

ROOT BEER

HOME OF THE
 PAPA, MAMA AND BABY BURGERS

Phone for Take Out Service
 and we'll have it ready

493 Mayor Magrath Dr FAirfx 8-2643

AUTO BURGER DRIVE-IN LTD

AUTO BURGERS
 MUSHROOM BURGERS
 FISH & CHIPS

POODLE BURGERS — SANDWICHES
 ICE CREAM - MILK SHAKES - SUNDAES
 SODAS - FOUNTAIN DRINKS

2002 3 Av S 327-0222

BURGER BARON

**MOST FAMOUS
 HAMBURGERS
 IN ALBERTA**

2206 7 Av S 328-4717

Rifles

See Gunsmiths also Sporting Goods Section

Road Making Machinery

ALLIS-CHALMERS EQUIPMENT

Crawler tractors, bulldozers,
 tractor shovels from 1½ to 7½
 cu. yd., rubber-tired loaders
 from 1 to 6 cu. yd., pull
 scrapers, motor scrapers, motor
 wagons - plus matched equip-
 ment. Factory parts and service.

"FOR INFORMATION CALL"

WATEROUS EQUIPMENT LTD

249 12 St N FAirfx 8-3356



Road Making Machinery—(Cont'd)

CONSTRUCTION EQUIPMENT CO LTD

66 Av & 3 St SW Call Long Distance
 and ask for Calgary ALpin 5-1121

EUCLID

- SCRAPERS
- TRUCKS
- TRACTORS
- LOADERS



"FOR SALES & SERVICE CALL"

FERGUSON SUPPLY ALBERTA LTD

1201 2 Av-A N FAirfx 7-6385

Street Robbins Morrow Ltd 1274 2 Av S FAirfx 8-3366

Rock Wool

See Insulation

Roofing Contractors

Alberta Roofing Contractors Association

203-4816 Macleod Tr Calgary 243-5221
 (See Advertisement This Page)

Bruno's Roofing 1223 10 Av N FAirfx 7-1884

CAPITAL HEATING LTD

1271 3 Av S FAirfx 7-1630

Charlton & Hill Ltd 208 13 St S FAirfx 8-3388

(See Advertisement Opposite Page)

FREEL SHEET METAL WORKS

405a 4 St S FAirfx 7-2713

HERMAN'S ROOFING

WE SHINGLE & REPAIR

OLD OR NEW

Free Estimates

1914 8 Av-A N FAirfx 7-5302

(Continued Next Page)



- QUALITY
 *
 INTEGRITY
 *
 WORKMANSHIP
 *
 SERVICE

Each Member Firm's Work is also
 Guaranteed by the Alberta Roofing
 Contractors Association

All members' roofing jobs are checked, examined,
 inspected and policed from start to finish by
 independent consulting firms, to insure quality
 and customer protection.

**BUY WITH CONFIDENCE
 FROM THE FOLLOWING
 APPROVED ROOFERS**

CAPITAL HEATING LTD.

1271 - 3rd Ave. S.

CHARLTON & HILL LTD.

208 - 13th St. S.

FREEL SHEET METAL WORKS

405a - 4th St. S.

LETHBRIDGE SHEET METAL LTD.

121 - 13th St. N.

MELDON ROOFS LTD.

216 - 14th St. S.

Roofing Contractors—(Cont'd)

Jones Roofing & Siding 636 21 St S FAirfx 7-4550
(See Advertisement This Page)

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

Meldon Roofs Ltd 216 14 St S 328-3842
(See Advertisement This Page)

Progressive Roofing & Supplies
546 13 St N FAirfx 7-6679
(See Advertisement This Page)

Tom's Roofing & Air Conditioning
1822 18 Av S 328-4661
(See Advertisement This Page)

**TOM'S ROOFING
AND
AIR CONDITIONING**

- EAVESTROUGHING
- BONDED ROOFING

PHONE

328-4661

1822 - 18th Avenue S.

ROOFING



and RE-ROOFING

- ASPHALT SHINGLES
- INSULATED SIDINGS
- ALUMINUM
- COMBINATION DOORS & WINDOWS

Jones Roofing & Siding

Home Improvement Contractor

FAirfax 7-4550

636 - 21st Street South



**PROGRESSIVE
ROOFING & SUPPLIES**

- BONDED ROOFS
- ASPHALT SHINGLES

McCREADY'S INSULATED
ALUMINUM SIDING &
AWNING

SELF-STORING ALUMINUM
DOORS & WINDOWS

EAVESTROUGHING

WE SPECIALIZE IN REPAIRING
LEAKY ROOFS

FAirfax 7-6679

546 - 13th STREET N.



- ROOFING
- BONDED TAR AND GRAVEL
- SHEET METAL WORK



LENNOX
HEATING AND
COOLING SYSTEMS
GAS, OIL, COAL &
PROPANE

FAirfx 8-3388

208 - 13th Street S. — Lethbridge



BUILT - UP ROOFING
ROOF REPAIRS
SHINGLES — SIDING



PHONE

328-3842

CALGARY and LETHBRIDGE

MELDON ROOFS

ASK FOR

W. R. (Bill) ROBB

ROOFING FOR 15 YEARS
216 - 14th STREET SOUTH

"Meldon Roofs are Well Done Roofs"
MEMBER OF ALBERTA ROOFING CONTRACTORS ASSOCIATION
INDEPENDENT INSPECTIONS ON ROOFS

MELDON ROOFS LTD.

Roofing Materials & Supplies—**Wholesale**

NORTHERN ASBESTOS & BUILDING SUPPLIES LTD
253 12 St NFAirfx 7-6166

Roto-Tiling

Mehrer Arthur 715 18 St NFAirfx 7-8237
Mehrer Christian 1015 9 Av NFAirfx 7-8979
Mills K R 2306 10 Av-A SFAirfx 7-8230

Rug Carpet & Upholstery Cleaners

See Carpet & Rug Cleaners

Rugs & Carpets—Retail

Capitol Furniture (Lethbridge) Ltd
326 5 St SFAirfx 7-8578
FASHION FLOORS 238 12 St-B NFAirfx 7-4694
JONES BROWN RUGS

BROADLOOM

WALL TO WALL
RUG SIZES
BRITISH INDIA RUGS
AND EGYPTIAN COTTON PLUSH

461 Mayor Magrath DrFAirfx 7-4826

JORDANS RUGS

WESTERN CANADA'S LARGEST RUG DEALERS
Home Service — Free Estimates
315 6 St SFAirfx 7-1103

Lethbridge Rugs & Carpets Ltd
230 13 St NFAirfx 8-2633
ST LOUIS FURNITURE STORE
118 5 St SFAirfx 7-2210

Saddlery & Harness—Retail

BAIRD'S SHOES & LEATHER GOODS LTD
306 5 St SFAirfx 7-3764
Farmer Stockman Supply Limited 406 5 St S 327-0731
FRONTIER SHOP 481 Mayor Magrath Dr FAirfx 8-3087

Safes—Vaults & Vault Trucks

Remington Rand Ltd 423 5 St SFAirfx 7-3966
SOUTHERN STATIONERS LTD

**SALES & SERVICE FOR CHUBB -
MOSLER & TAYLOR SAFES**
Also Combinations Changed
LOCKOUTS and REPAIRS

316 7 St S
327-4116
327-4316
327-0955
328-4708

Safety Appliances**SAFETY SUPPLY EQUIPMENT**

Everything for Safety in Every
Industry . . . Goggles,
Respirators, Protective Hats,
Belts, Guards, Fire
Extinguishers, First Aid, Safety Clothing, Gloves,
Ladders, Safety Cans, Gas Protectors, Lamps, Etc.

SAFECO**"WHERE TO BUY THEM"**

SAFETY SUPPLY CO
1250 1 Av SFAirfx 7-2654

Welders Supplies Ltd 5 Av & 28 St N ..FAirfx 7-7249

Safety Clothing

Safety Supply Co 1250 1 Av SFAirfx 7-2654

Sales Books

See Counter Sales Check Books

Salvage**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

NATIONAL SALVAGE CO

ALWAYS BUYING SCRAP IRON, METALS,
PIPE — USABLE IRON
DEMOLITION EXPERTS — NEAR OR FAR
TRUCK SCALES & CRANE UNLOADING
Cor 12 St & 2 Av N
FAirfx 7-8138
FAirfx 8-2419

Varzari Iron LtdFAirfx 7-1296
Cor 12 St-A & 2 Av NFAirfx 8-1913

Sand & Gravel

See Gravel Rock & Sand

Sanitary Products

Wyant & Co Ltd 314 3 Av S327-1320

Sash, Doors & Frames

HILLTOP MILLWORK Hwy 25FAirfx 7-8985
Lethbridge Sash & Door Factory
Ofc 5 Av S & 4 StFAirfx 7-3755
MgrFAirfx 7-3848

QUALITY SASH & CABINETS

**ALL TYPES OF MILLWORK
EXPERT WORKMANSHIP
FREE ESTIMATES**

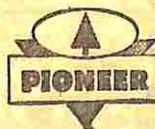
Res. 327-0761

COALDALE (Factory St)345-3398

Revelstoke Building Materials Limited
3 Av & 16 St S327-5777
TANNER BUILDING SUPPLIES LTD
1601 3 Av SFAirfx 7-5161

Saws—Power**PIONEER CHAIN SAWS**

SYMBOL OF CHAIN SAW QUALITY
For professional Woodsmen, farmers,
contractors and casual users — See
how it pays to own a Pioneer.
DESIGNED AND MANUFACTURED
IN CANADA



**"WHERE TO BUY THEM"
CITY DEALER**

Bissett Electric 226 12 St-A N ..FAirfx 7-7508
DISTRICT DEALER
Johnson Bros Sawmills LtdCowley R1409

Scaffolding**JACKSON SCAFFOLDS**

FOR EVERY
REQUIREMENT

JACKSON

"FOR SALES & RENTALS CALL"

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

SARNIA STEEL SCAFFOLD

FOR EVERY
REQUIREMENT
Scaffolds, Hoists,
Vertical and
Horizontal Shoring

**SARNIA
SCAFFOLDS**

"FOR SALES OR RENTAL CALL"

B W STEEL PRODUCTS SUPPLY CO LTD
231 9 St NFAirfx 7-2700

Scales**ACKLANDS LIMITED**

FAIRBANKS-MORSE SCALES

1280 2 Av S
FAirfx 7-4697
FAirfx 7-5133

HOWE SCALES—

HOWE SCALES OF CANADA 455 42 Av SE
Call Long Distance and ask for ...Calgary 243-4251
RICHARDSON SCALE CO 455 42 Av SE
Call Long Distance and ask for ...Calgary 243-4251

Scales Repairing**JONES REFRIGERATION SERVICE**

817 3 Av SFAirfx 7-4555

School Supplies—Whol & Mfrs

Palmer A D Products Ltd 3325 1 Av S FAirfx 7-1872

Schools

Dorothy Gooder 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 BlackburneFAirfx 7-3883
Secty-Treas M V Crumley
5 Av & 15 St SFAirfx 7-3548
Building SupervisorFAirfx 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 SFAirfx 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 Rellander
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 S327-2250

Schools—Correspondence

American School Calgary Call Long Distance
and ask for (No Toll Charge)Zenith 07106

Schools—Driving

See Automobile Driving Instruction

Schools—Music

See Music Colleges & Teachers

Scrap Metals

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

FEDERAL METAL WORKS (ALBERTA) LTD

**ALL SCRAP IRONS & METALS
CALGARY'S NEWEST—WE MUST SATISFY
Pipe, Structural Steel, Etc.
SCALES FOR YOUR CONVENIENCE**

2204 14a St SE Calgary
{BRdwy 3-4598
{BRdwy 3-2097

NATIONAL SALVAGE CO

**ALWAYS BUYING SCRAP IRON, METALS,
PIPE — USABLE IRON
DEMOLITION EXPERTS — NEAR OR FAR
TRUCK SCALES & CRANE UNLOADING**

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

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 N
{FAirfx 7-1296
{FAirfx 8-1913

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)

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.

Second Hand Dealers—(Cont'd)

Tom's Trading Post 248 13 St N328-2114
(See Advertisement This Page)

Secretarial Service

Secretarial Office Services BC Trust Bldg327-0850

Seed Cleaners

ELLISON MILLING & ELEVATOR CO LTD
1301 2 Av SFAirfx 8-3211
O'LOANE KIELY & CO LTD {FAirfx 7-2313
2 Av S{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
411 Mayor Magrath DrFAirfx 7-4548
O'LOANE KIELY & CO LTD 2 Av SFAirfx 7-2313

Seedsmen

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

Septic Tanks

DUNKLEY BROS LIMITED 714 7 St S FAirfx 8-3840
(See Advertisement This Page)

EIGEARD SEPTIC TANK SERVICE

Septic Tanks — Disposal Fields
Cesspools — Frozen Lines

OUR RATES ARE REASONABLE
CALL AFTER 6 O'CLOCK

124 19 St NFAirfx 7-5015

**TOM'S
TRADING POST**

BUYING — SELLING
TRADING
NEW & USED

N. C. Vath, Prop.
328-2114

248 - 13th St. North Lethbridge

Septic Tank

PUMPING SERVICE
Our Trucks are Working in Your District

DUNKLEY BROS. LTD.
CONSTRUCTION — PLUMBING



SPECIAL EQUIPMENT FOR PUMPING FIELDS
714 - 7th STREET SOUTH — LETHBRIDGE

PHONE FAirfx 8-3840
24 HOUR SERVICE