

Roofing Materials & Supplies—**Wholesale**

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Mills K R 2306 10 Av-A SFAirfx 7-8230

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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

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WALL TO WALL
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Everything for Safety in Every
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See Counter Sales Check Books

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Baling Div & Scrap Yard
530 2 Av-A NFAirfx 7-2645

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FAirfx 8-2419

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FREE ESTIMATES

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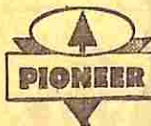
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817 3 Av SFAirfx 7-4555

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

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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

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DAVIS ENTERPRISES (ALBERTA) LTD

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USED PIPE & PLATE**

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530 2 Av-A N FAirfx 7-2645

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CALGARY'S NEWEST—WE MUST SATISFY
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SCALES FOR YOUR CONVENIENCE**

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{BRdwy 3-2097

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PIPE — USABLE IRON**

**DEMOLITION EXPERTS — NEAR OR FAR
TRUCK SCALES & CRANE UNLOADING**

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{FAirfx 8-2419

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Dealers and Exporters of
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{FAirfx 8-1913

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See Automobile Seat Covers

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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)

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O. H. Mehew, Mgr.

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SPORTING GOODS & MACHINERY**

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Second Hand Dealers—(Cont'd)

Tom's Trading Post 248 13 St N 328-2114
(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

2 Av S {FAirfx 7-2313

2 Av S {FAirfx 8-1819

WESTERN CANADIAN SEED PROCESSORS LTD

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**TOM'S
TRADING POST**

BUYING — SELLING
TRADING
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N. C. Vath, Prop.
328-2114

248 - 13th St. North Lethbridge

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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

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Night Calls Gordon Black resFAirfx 7-4347

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

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CONSTRUCTION — PLUMBING



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

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OF THE BIG

For Quality Products
and Service



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FRED KING MOTORS LTD
Cor 11 St & 3 Av S FAirfx 7-1566
IMPERIAL MOTORS LTD
Cor 2 Av & 7 St S FAirfx 7-2887
MAIN SERVICE CENTRE
Cor 3 Av & 9 St S FAirfx 7-6698
WESTMINSTER SERVICE STATION
335 13 St N FAirfx 7-4194

Canadian Oil Companies Ltd
1811 2 Av S FAirfx 7-3208

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FOR TOTAL
SERVICE
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Coutts Hwy 327-6336
203 28 St S FAirfx 7-7411
302 3 Av S FAirfx 7-2750
Cor 3 Av & 9 St S FAirfx 7-4940
402 4 Av S FAirfx 7-2369

CITY SERVICE STATION

13 St & 8 Av N FAirfx 7-5967
Commercial Service 1903 3 Av S FAirfx 7-2087
Downtown White Rose Service Station
Cor 3 Av & 9 St S FAirfx 7-4940

EASTVIEW ROYALITE SERVICE

Cor 16 Av & Mayor Magrath Dr FAirfx 8-3886
El Rancho Service Station
6 Av & Mayor Magrath Dr FAirfx 7-5406
Enerson's Bridgeview Service
No 3 Hwy W FAirfx 7-5682
Enerson's Park Service
7 Av & Mayor Magrath Dr FAirfx 7-2219
Firestone Stores Cor 3 Av & 8 St S FAirfx 7-8548
Warehouse 327-8258

FORT WHOOP-UP SERVICE

Jctn Coutts & Cardston Hwy FAirfx 7-5255
Frank's Service Coalhurst FAirfx 8-9125
FRED KING MOTORS LTD
Cor 11 St & 3 Av S FAirfx 7-1566
Gas-Hopper Service Station
Mayor Magrath Dr FAirfx 8-2584

Service Stations—(Cont'd)

GLENDALE ROYALITE SERVICE
Cor 21 St & 2 Av S FAirfx 8-1839
Herman's Auto Service 139 13 St N FAirfx 8-1269
HILLCREST ESSO SERVICE
Cor 9 St & 5 Av N FAirfx 8-3193

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WITH THE TIMES
HAPPY
MOTORING



"WHERE TO BUY IT"

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EASTWAY ESSO SERVICE
3110 1 Av S 328-2896
ELRICH TIRE & GAS
334 4 St S FAirfx 7-6886
HILLCREST ESSO SERVICE
Cor 9 St & 5 Av N FAirfx 8-3193
MOORE'S ESSO SERVICE
3 Av & 21 St S FAirfx 7-1046
R & G HILLTOP SERVICE STATION
Lethbridge 327-5089
SKYLINE SERVICE STATION
43 St & Coutts Hwy FAirfx 7-5565
SUNNY SERVICE STATION
505 13 St N FAirfx 7-5224

IMPERIAL MOTORS LTD
Cor 2 Av & 7 St S FAirfx 7-2887

JOHNNY'S WHITE ROSE SERVICE
203 28 St S FAirfx 7-7411

LAKEVIEW TEXACO SERVICE STATION
Tune Ups & AMA Towing
Cor 10 Av & Mayor Magrath Dr FAirfx 7-5697

Lethbridge Watson Motors 2019 2 Av S FAirfx 7-4477

MADSEN'S SHELL SERVICE
2910 1 Av S 328-4780

MAIN SERVICE CENTRE
Cor 3 Av & 9 St S FAirfx 7-6698

MIRK'S TOWER SERVICE 2021 3 Av S 327-2503

Moore's Esso Service 3 Av & 21 St S FAirfx 7-1046

Myers Artic Service 3 Av & 13 St S FAirfx 7-4162

North Lethbridge Motors
305 13 St N FAirfx 7-3181

North Way Service 13 St & 6 Av N FAirfx 8-2637

NORTHSIDE SHELL SERVICE
321 13 St N FAirfx 8-2407

R & G Hilltop Service Station Lethbridge ... 327-5089

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Fort Whoop-Up Service
Jctn Coutts & Cardston Hwy ... FAirfx 7-5255
Riverview Garage 616 4 St S FAirfx 7-3881
Sorensen's Service 3 Av & 10 St N FAirfx 7-6082
Southern Service (Leth) Ltd
Cor 6 St & 5 Av S 328-3131

Service Stations—(Cont'd)

Riverview Garage 616 4 St S FAirfx 7-3881
ROLLINGSON H No 3 Hwy E FAirfx 7-3581
SEVENTY SEVEN OIL CO LTD { FAirfx 7-7777
1804 3 Av S { FAirfx 7-7775
{ FAirfx 7-2775

Seventy Seven Service Stations
320 9 St S FAirfx 7-2823
1804 3 Av S FAirfx 7-4645

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SURE OF
SHELL"



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Alcan Service Station
1313 Mayor Magrath Dr FAirfx 8-2728
Northside Shell Service
321 13 St N FAirfx 8-2407
Madsen's Shell Service
2910 1 Av S 328-4780
Mirk's Tower Service
2021 3 Av S 327-2503
Sherring's Shell Service
Cor 3 Av & 20 St S FAirfx 7-0313
Horne Motors Ltd
Cor 5 Av & 5 St S FAirfx 7-1581
Smith Motors Ltd
Cor 6 Av & 6 St S FAirfx 7-5763
North Lethbridge Motors
305 13 St N FAirfx 7-3181
John & Wimp's Shell Service
206 9 St S FAirfx 7-1967

SHERRING'S SHELL SERVICE
Cor 3 Av & 20 St S FAirfx 7-0313

Short Stop Service Station
Cor 4 Av & 8 St S FAirfx 7-4167

SKYLINE SERVICE STATION
43 St & Coutts Hwy FAirfx 7-5565

Speedway 99 Service 2 Av & 3 St S 327-2045

SPOTLITE SERVICE STATION
Cor 3 Av & 8 St S FAirfx 7-2970

Stan's Suburban Service 1250 1 Av S FAirfx 8-2617
328-2055

Stone's Auto Repairs 610 4 St S FAirfx 7-4825

SUNNY SERVICE STATION 505 13 St N FAirfx 7-5224

Terminal Service Station & Body Shop
Cor 4 Av & 4 St S FAirfx 7-3336

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8 St S & 4 Av FAirfx 7-4167

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Westminster Service Station 335 13 St N FAirfx 7-4194

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CONSOLIDATED CONCRETE LIMITED
Cor 5 Av & 28 St N FAirfx 7-7027

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- ROOFING
- SHEET METAL WORK



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HEATING AND
COOLING SYSTEMS

Gas, Oil, Coal, and
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FAirfax 8-3388

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WARM AIR HEATING
EAVESTROUGHING
BONDED ROOFERS
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ALL TYPES OF
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- OVERCASTS
- BLIND HEMS
- BUTTON HOLES
- HEMSTITCHES



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Singer Sewing Machine Co 317 6 St S .. FAirfx 7-2243

Shavers—Electric

ELECTRIC SHAVER REPAIR CENTER

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SHELVING ALL TYPES
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SLOTTED ANGLE

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{FAirfx 7-2370

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

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THE HOT AIR MAN
HEATING &
SHEET METAL
WORK

405a 4 St S FAirfx 7-2713

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

PROGRESSIVE ROOFING & SUPPLIES

546 13 St N FAirfx 7-6679

Shoemakers & Repairers

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

Shoes—Retail

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Save Hours of Window Shopping
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SHOPPERS WORLD

OVER 20 STORES
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FREE & EASY PARKING



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465 Mayor Magrath Dr FAirfx 7-5852
Chinook Pet & Hobby Shop
407 Mayor Magrath Dr FAirfx 8-4065
Dominion Stores 421 Mayor Magrath Dr
Enso Barber Shop 485 Mayor Magrath Dr
Fremstad's Radio & Television
419 Mayor Magrath Dr FAirfx 7-2787
Gas-Hopper Service Station
Mayor Magrath Dr FAirfx 8-2584
Glendale Bowl Co Ltd
431 Mayor Magrath Dr FAirfx 8-4545
Halifax Gift Shop
451 Mayor Magrath Dr FAirfx 7-5200
Jones Brown Rugs
461 Mayor Magrath Dr FAirfx 7-4826
La Kay's Ladies' & Children's Wear Store No 2
489 Mayor Magrath Dr FAirfx 8-1651
Koshney & Roy Homes Ltd
437 Mayor Magrath Dr FAirfx 8-4330
Margo's Kwik Clean
409 Mayor Magrath Dr 327-0378
Martin-Senour Paint & Wallpaper Store
479 Mayor Magrath Dr FAirfx 8-2525
Montana Mustard Seed Co
411 Mayor Magrath Dr FAirfx 7-4548
Parsons Hardware & Appliances Ltd
473 Mayor Magrath Dr FAirfx 7-7066
Shoppers' World Ltd
451 Mayor Magrath Dr FAirfx 8-4045
Skrove Mildred Hair Fashions
485 Mayor Magrath Dr FAirfx 8-1662
Tamblyn Rexall Drug Store
457 Mayor Magrath Dr FAirfx 8-2121

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Palmer Dr G R C
439 Mayor Magrath Dr FAirfx 7-3230

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Masear Lees & Thompson Agencies Ltd
445 Mayor Magrath Dr FAirfx 7-7444

WESTERN APPAREL

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481 Mayor Magrath Dr FAirfx 8-3087

Shoppers' World Ltd
451 Mayor Magrath Dr FAirfx 8-4045

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ROAD MACHINERY
KOEHRING POWER SHOVELS

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FAirfax 7-2203

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SAY IT WITH
JAY

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SIGNS
 OF ALL KINDS

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 24 HOUR
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 SERVICE

FAirfx 7-8794

611 - 6th Ave. South
 LETHBRIDGE

Signs

- Art Sign Co 333 4 Av SFAirfx 7-2203
 (See Advertisement This Page)
- City Sign Co 527 6 St SFAirfx 7-4204
 (See Advertisement This Page)
- Commercial Signs 314 3 Av SFAirfx 7-7633
- Dysigns rear 508 5 Av SFAirfx 7-3510
 (See Advertisement This Page)
- Hook Signs Lethbridge Ltd 271 7 Av S FAirfx 7-3686
- Jay Signs 611 6 Av SFAirfx 7-8794
 (See Advertisement This Page)
- National Neon Displays Ltd 315 9 St N FAirfx 7-4215
 (See Advertisement Opposite Page)
- Neon Products of Canada Ltd
 1285 3 Av SFAirfx 7-5237
 (See Advertisement Opposite Page)

City

SIGN Co.

FAirfx 7-4204

527 - 6th Street S.

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Avoid needless calls to "Information" — please look in the telephone book.



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- Truck Signs
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 GILBERT DYS, Prop., res. FAirfx 8-3018

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"THE WHO'S WHO IN BUSINESS"
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DESIGNERS — MANUFACTURERS
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PHONE

FAirfax 7-4215

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BUD CARTER FAirfax 7-6785

"CANADA'S LARGEST
NEON COMPANY"



1285 - 3rd Ave. S.
FAirfax 7-5237

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PLASTICS
LIGHTING**

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TRADE MARKS

BRAND NAMES

Authorized dealers in most nationally advertised merchandise or services can be found by looking under the Trade Marks or Brand Names in their respective classifications.

Another

**YELLOW
PAGES**

Service that saves you time

Silk Screen Processing

Art Sign Co 333 4 Av SFAirfx 7-2203

Skating Rinks

Arena 12 St-A & 2 Av SFAirfx 7-2288

Slipcovers

Fabric Land 624 13 St NFAirfx 8-4536

Soaps—Liquid

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

Social Service Organizations

See also Associations & Societies & Charitable Institutions
Lethbridge Family Bureau 1 Hull Bldg328-3787

Soft Drinks

See Bottlers

Soft Water Equipment

See Water Softening Equipment

Sound Systems & Equipment

MODERN ELECTRONICS

SOUND SYSTEMS
AND
EQUIPMENT
SALES & SERVICE

1113 3 Av SFAirfx 7-6150

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907-915 2 Av SFAirfx 7-5711

Sporting Goods—Wholesale & Retail

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

BLENNER-HASSETT & SMITH

SPORTING GOODS

Fishing Tackle & Gun Repairs

309 6 St SFAirfx 7-2260

Chinook Sporting Goods Ltd 308 Rideau Crt ..327-2118

CONSUMERS HARDWARE & SUPPLY

2nd Floor Sports Dept.

TOYS - LUGGAGE -
SPORTS EQUIPMENT
FISHING - HUNTING SUPPLIES

516-518 3 Av SFAirfx 7-4902

(Continued Next Page)

Sporting Goods—Wholesale & Retail—

(Cont'd)

Dan's Repair Shop 1117 3 Av SFAirfx 7-3905
HOYT HARDWARE LTD 606-608 3 Av S FAirfx 7-5767
MOTOR CAR SUPPLY CO OF CANADA LTD
 1218 2 Av SFAirfx 7-3111
 Ski Bowl Ski Shop 304A 9 St S327-4120
 Western Canada Hardware Ltd
 907-915 2 Av SFAirfx 7-5711

Spraying Equipment

ACKLANDS LIMITED
 Devilriss & Alemite Spray Equipment
 1280 2 Av SFAirfx 7-4697
FAirfx 7-5133

Sprinkler Contractors

AUTOMATIC SPRINKLER CO OF CANADA LTD
 4040 7 St SE CalgaryCHstnt 3-4688
 Major Irrigation Ltd 2125 2 Av SFAirfx 7-5525
OLIVER CHEMICAL CO (LETHBRIDGE) LTD
 Cor 3 Av & 9 St NFAirfx 7-1571
 Prairie Ditching Co 418 26 St SFAirfx 7-8280

Sprinklers—Lawn

BUCKNER SPRINKLERS
 Homes - Schools - Farms
 Golf Courses
 Parks - Cemeteries
 One Sprinkler or Complete Irrigation Systems
 BUILDING BETTER SPRINKLERS
 FOR MORE THAN 40 YEARS
 "WHERE TO BUY THEM"
 DISTRIBUTOR
**SPRINKLER IRRIGATION & EQUIPMENT
 CO LTD** 1923 2 Av SFAirfx 8-2857

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

PALLISER TURF IRRIGATION LTD
 Underground & Above Ground
 Sprinkler Irrigation Equipment
 FOR LAWNS, PARKS, GOLF COURSES AND
 INDUSTRIAL INSTALLATIONS
 DISTRIBUTOR FOR RAINBIRD SPRINKLERS
 VALVES AND FITTINGS
 2125 2 Av SFAirfx 8-4503

PRAIRIE DITCHING CO 418 26 St S ..FAirfx 7-8280
SPRINKLER IRRIGATION & EQUIPMENT CO LTD
 1923 2 Av SFAirfx 8-2857
 (See Advertisement This Page)



UNDERGROUND
 LAWN SPRINKLING SYSTEMS
 For Home and Industrial Sites

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

FAirfx8-2857
 1923 - 2nd Avenue South

Stapling Machines

RODGER ROSS M LTD
 BOSTITCH STAPLERS & STAPLES
 For Information Call Calgary
 1333 16 Av SWCalgary CHery 4-0600

Stationers—Retail

**COMMERCIAL PRINTERS & OFFICE OUTFITTERS
 LTD**
 "THE SCHOOL & OFFICE SUPPLY
 HOUSE OF THE SOUTH"
 326 7 St SFAirfx 8-4431

SOUTHERN STATIONERS LTD {327-4116
 316 7 St S {327-4316
 {327-0955
 {328-4708
 (See Advertisement This Page)

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

SOUTHERN
 OFFICE SUPPLIES

STATIONERS
 SCHOOL SUPPLIES

OFFICE FURNITURE

OFFICE SUPPLIES

SCHOOL SUPPLIES

HOBBY CRAFTS

"Keep the Southern Habit"

327-4116 - 327-4316

327-0955 - 328-4708

316 - 7th St. S. Lethbridge

Stationers—Wholesale

**COMMERCIAL PRINTERS & OFFICE
 OUTFITTERS LTD** 326 7 St SFAirfx 8-4433
SOUTHERN STATIONERS LTD {327-4116
 316 7 St S {327-4316
 {327-0955
 {328-4708

Steam Baths

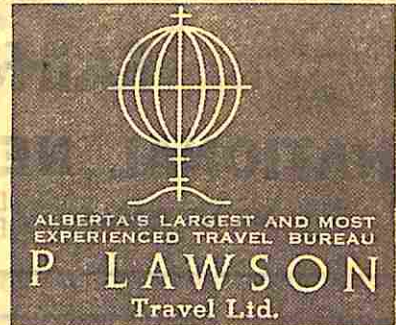
Genuine Swedish Massage 4 Oliver Blk ..FAirfx 8-4171

Steam Fitters

Baxter Geo H & Son Ltd 528 6 St SFAirfx 7-6543
WHITTICKS' MECHANICAL CONTRACTORS LTD
 1321 3 Av SFAirfx 7-3014

Steamship Agents

BURRITT TRAVEL SERVICE LTD
 5320 48 Av—Call Long Distance and ask for
 (No Toll Charge) Taber 223-3321
 Butte Insurance & Travel Service
 909a 3 Av SFAirfx 8-3201
LAWSON P TRAVEL LTD 305 6 St S FAirfx 7-4094
 (See Advertisement This Page)
ROSSITER AGENCIES
 Bsmnt McFarland BldgFAirfx 7-1541



ALBERTA'S LARGEST AND MOST
 EXPERIENCED TRAVEL BUREAU
P. LAWSON
 Travel Ltd.

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

Steel

Hectors Ltd 2020 17 Av SE ...Calgary BRdwy 3-4981
 (See Advertisement This Page)

NORTHERN ASBESTOS & BUILDING SUPPLIES LTD
 DEXION STEEL ANGLE
 FOR SHELVING & RACKING
 253 12 St NFAirfx 7-6166

HECTORS LTD.

PIPE & STEEL MERCHANTS
 & FABRICATORS

PIPE

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

Your Pipe & Steel Service Centre
 BEAMS - CHANNELS - REINFORCING
 PLATE SHEET, ROUND, FLATS, ANGLES
 and STEEL FABRICATION

Beside New Cushing Bridge

Calgary — BRdwy 3-4981

2020 - 17th Avenue S.E. P.O. Box 69
 Also in Edmonton GE 8-6474
 P.O. Box 4128 7016 - 99th Street

Steel Fabricators

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

Steel Strapping

B W Steel Products Supply Co Ltd {FAirfx 7-2700
231 9 St N {FAirfx 7-2370

Steel—Structural

ALBERTA STEEL PRODUCTS LTD

NEW STRUCTURAL STEEL
& PIPE
OF ALL KINDS

1505 2 Av S FAirfx 7-4035

Guardian Steel Fabricators Ltd

3601 Bonnybrook Rd Calgary BRdwy 3-4976
(See Advertisement This Page)

Lethbridge Iron Works Co Ltd

Cor 1 Av & 2 St S FAirfx 7-3576

WESTERN METAL FABRICATORS LTD

REINFORCING STEEL

Welded Wire Mesh — Beams, Etc.
Structural Steel Fabricators

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

**GUARDIAN STEEL
FABRICATORS LTD.**

STEEL FABRICATORS
& ERECTORS

BRdwy 3-4976

3601 Bonnybrook Road
P.O. Box 1238 — Calgary

Stocks & Bonds

RICHARDSON JAMES & SONS

709 4 Av S FAirfx 7-5757

RINGLAND MEREDITH & CO LTD

422 7 St S {327-3009
{327-4255

Walker J H & Co Ltd 706 3 Av S FAirfx 7-4085

Storage—Cold

See Cold Storage

Storage—Fur & Garment

Canadian Furriers

Paramount Theatre Bldg FAirfx 7-4348

LETHBRIDGE FURRIERS

514 3 Av S FAirfx 7-2209

New York Fur & Dress Shop 604a 3 Av S ... 327-3276

Storage—Household

LETHBRIDGE MOVING & STORAGE LTD

"Moving With Care Everywhere"
— Across the City or Across the Nation —
Agents for United Van Lines Canada Ltd.
21,600 Square Feet Storage Space
City Pick Up & Delivery Service

312 4 St S FAirfx 7-1288

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

OWEN DISTRIBUTING LTD

STORAGE

Specialists In Local and Long
Distance Moving
AGENTS FOR ALLIED VAN LINES LTD

1216 1 Av S FAirfx 8-4485

When in doubt about a telephone
number, please look in the telephone
directory first. That helps you, helps
others, and helps telephone people
to do a better job for you.

**McLEAN
TRANSFER LTD.**

LOCAL AND
LONG DISTANCE
MOVING
PACKING • STORAGE



AUTHORIZED



FOR A BETTER MOVE ALL WAYS!

327-2097

Night Calls: 327-0057 - 327-3473

640 - 6th STREET SOUTH
LETHBRIDGE

Storage—Merchandise

WILKINS TERMINAL

WAREHOUSING - STORAGE - DISTRIBUTION

Fully Bonded & Insured

725 2 Av-A N {FAirfx 7-8353
{FAirfx 7-8354

Store Fronts

CANADIAN PITTSBURGH INDUSTRIES LTD

252 12 St N FAirfx 7-1508

LETHBRIDGE SASH & DOOR FACTORY

5 Av S & 4 St FAirfx 7-3755

Stoves, Ranges & Heaters—Retail

CONSUMERS HARDWARE & SUPPLY

FURNACES & HEATERS

Findlay & Enterprise Coal, Gas &
Electric Ranges & Heaters

516-518 3 Av S FAirfx 7-2212

HOLMES APPLIANCES

Beach Ranges
703 3 Av S FAirfx 7-4054

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

ST LOUIS FURNITURE STORE

118 5 St S FAirfx 7-2210

Stern Furniture Co Cor 3 Av & 8 St S FAirfx 7-2428

Stoves, Ranges & Heaters—Wholesale

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

FRIGIDAIRE

For Sale at All
Local Franchise Dealers

FOR SERVICE

FAirfax 7-8561
BRUCE ROBINSON
ELECTRIC LTD.

1108 - 1st AVENUE SOUTH

Stucco & Stucco Contractors

See Plasterers

Surplus Goods

War Surplus Stores (Leth) Ltd

302 5 St S FAirfx 7-2764

Surveying Instruments

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

Surveyors—Land

BROWN H W & CO LTD

LAND SURVEYORS
and ENGINEERS

1215 3 Av SFAirfx 8-3321

HOOKS N H & ASSOCIATES

★ LAND SURVEYORS
★ ENGINEERS

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

HAMILTON J F

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

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

307 7 Av-A SFAirfx 7-3745

Swimming Pool Equipment

Bruce Robinson Electric Ltd 1108 1 Av S FAirfx 7-8561
(See Advertisement This Page)
Mec-Man Plumbing & Heating 319 8 St S . 328-3010

**BRUCE ROBINSON
ELECTRIC LTD.**



"ALL
SWIMMING POOL SUPPLIES"

FAirfx 7-8561

1108 - 1st Avenue S. — Lethbridge

Swimming Pools

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



Distributed by
**BRUCE ROBINSON ELECTRIC
LTD.**

1108 - 1st Ave. South — Lethbridge
FAirfax 7-8561

Tailors

Benjamin's Cleaners Tailors 315 10 St S FAirfx 7-5771
FIT-RITE TAILORS 1 Alberta Blk ...FAirfx 7-6917
Helga's Dressmaking 5 St & 4 Av SFAirfx 8-4565
John's Tailor Shop 419 2 Av SFAirfx 7-3431
Neilson Dry Cleaners & Tailors
1514 9 Av SFAirfx 7-7771
North Lethbridge Ladies Tailoring
430 13 St N328-3643
O K Laundry & Dry Cleaning 312 3 St S .FAirfx 7-4039
PERLUX CLEANERS 410 5 St SFAirfx 7-3666
Spic & Span Dry Cleaners 112 8 St S ..FAirfx 7-8116
Stan's Men's Wear Ltd 321 5 St SFAirfx 7-3730

Tanks—Septic

See Septic Tanks

Tanks—Steel & Wood

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

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

Tapes

DAVIES ROGER AGENCIES

PRINTED TAPES — LABELS
DECALS — NAME PLATES
528 8 St NECalgary 266-4302

Taxidermists

BRIGGS FURRIERS & TANNERY LTD

EXPERT MOUNTINGS
GAME HEADS and BIRDS

Furs and Hides Processed
for Rugs

R. C. BRIGGS, Mgr.

655 Briggs AvCalgary BRdwy 3-5430

PENN J R

TAXIDERM BY PENN

GAME HEADS — BIRDS — FISH
Phone or Write Calgary

925 2 Av NWCalgary ATlas 3-1145

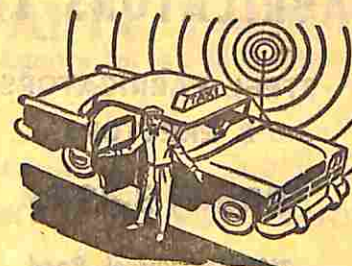
Taxis

City Taxi & News StandFAirfx 7-4566
210 5 St SFAirfx 7-6200
(See Advertisement This Page)

MARQUIS TAXI 5 Av & 7 St SFAirfx 7-3545
(Continued Next Page)

DAY AND NIGHT

**CITY
TAXI**



and **NEWS
STAND**

NOVELTIES - GIFTS & SOUVENIRS

"Quick Dependable Service"

PHONE

FAirfax 7-6200 FAirfax 7-4566

RADIO EQUIPPED CARS

Taxis—(Cont'd)

Star Taxi 325 5 St S {FAirfx 7-4458
 {FAirfx 7-4457
 (See Advertisement This Page)

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

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

**If You Have
 RECENTLY MOVED**

into a neighborhood and want to find nearby stores selling certain commodities or services, look in the

YELLOW PAGES

... they will tell you.

**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

★ **STAR** ★
TAXI

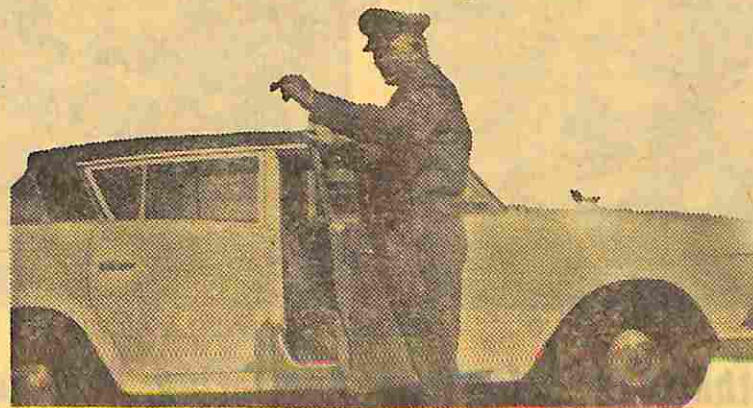
For Trips Near or Far—
CALL A STAR

**FAirfx 7-4457
 FAirfx 7-4458**

2 WAY RADIO EQUIPPED CARS
ABOVE THE ARCADE POOL HALL
325 - 5th STREET SOUTH

UNITED

2 - WAY RADIO EQUIPPED



CABS

(LETHBRIDGE) LTD.

DEPENDABLE — COURTEOUS — 24 HOUR SERVICE
 TELEPHONE

FAirfax 7-3838 FAirfax 7-2224 FAirfax 7-4440

LARGEST IN THE CITY — CENTRALLY LOCATED

Telegraph Companies

Canadian Pacific Telegraphs 308 6 St S FAirfx 7-3186

Telemetering Equipment

AGT TELEMETERING & SUPERVISORY CHANNELS

Channel facilities for pipe-line companies and other industries to provide a means for remote metering, signalling and supervisory control.



"FOR INFORMATION CALL"

ALBERTA GOVERNMENT TELEPHONES
120 7 Av SW Calgary 263-5350

Telephone Intercommunicating Systems

AGT TELEPHONE INTERCOMMUNICATING SYSTEMS

Allowing a complete dial or pushbutton Intercommunicating system within Telephone equipment



- Large Capacity
 - Pre-set conference
 - No additional equipment on your desk
 - Complete flexibility - reliability - economy
- "FOR INFORMATION CALL"

ALBERTA GOVERNMENT TELEPHONES
119 6 Av SW Calgary 263-5350

Teletype Service

AGT TELETYPING SERVICE

Across town or across the nation TELETYPE SERVICE is unexcelled for the instantaneous Transmission of all printed Communications.



"FOR INFORMATION CALL"

ALBERTA GOVERNMENT TELEPHONES
120 7 Av SW Calgary 263-5350

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

Television—Broadcasting Companies & Stations

CJLH-TV 28 St N FAirfx 7-1521

Television Sales & Service

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

ADMIRAL RADIO & TELEVISION

Manufacturers of Admiral Radios and Automatic Radio Phonographs, Television and Television Combinations.



"WHERE TO BUY THEM"
DEALERS

MART (LETH) LTD
1260 3 Av N FAirfx 7-1114

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

FLEETWOOD TV & GRUNDIG HI-FIDELITY

COMPLETE
SALES
AND
SERVICE



"WHERE TO BUY THEM"

HILDER'S TV SERVICE
1023 3 Av S FAirfx 8-4224

Fremstad's Radio & Television
419 Mayor Magrath Dr FAirfx 7-2787
(See Advertisement Opposite Page)

(Continued Next Page)

Telephone Answering Service

AGT TELEPHONE ANSWERING SERVICE

To allow answering service 24 hours per day use AGT Automatic Answering and Recording Equipment



Simple to operate - Efficient to use - Profitably for you

"FOR INFORMATION CALL"

ALBERTA GOVERNMENT TELEPHONES
119 6 Av SW Calgary 263-5350

Lethbridge Telephone Answering Service
714 7 St S 328-3373

Telephone Systems

ALBERTA GOVERNMENT TELEPHONES

Offering a complete communications service.
Private Lines



Foreign Exchange — Long Distance Usage Plans

"FOR INFORMATION CALL"

ALBERTA GOVERNMENT TELEPHONES
120 7 Av SW Calgary 263-5350



AUSTIN CRAPO



—Managers—
VENLA CRAPO

Lethbridge Telephone Answering Service

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

LET US ANSWER YOUR TELEPHONE WHEN YOU ARE OUT OR BUSY. WE WILL ANSWER THE PHONE IN YOUR NAME AND ACT AS YOUR SECRETARY

Your reward is fourfold: Extra Goodwill — More Profits For You
No Lost Business — Added Convenience

Secretarial & Public Stenography Service

714 - 7th Street South

P.O. Box 1056

24 Hour Service

— 328-3373

**NATIONALLY
ADVERTISED ARTICLES**

can be traced to their

LOCAL DEALERS

by looking up

"Where to Buy It"

in the

YELLOW PAGES



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

PHONE

FAirfx 7-6361
NIGHT SERVICE

535 - 13th STREET NORTH

ACTIVE T.V.

SALES SERVICE

RADIO
STEREO

Home of Electrohome

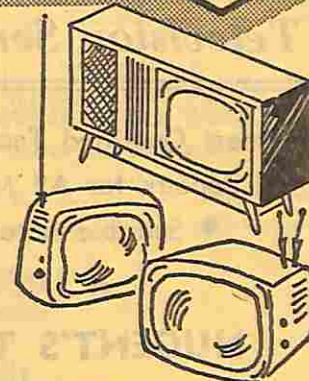
1238 - 3rd Avenue South
LETHBRIDGE

FAirfx 7-5020

After Hours Call FAirfx 7-7248

- SALES • SERVICE •
- TV RENTAL •
- CAR RADIO SERVICE •
- HOME RADIO SERVICE •

Active Television Service



FREMSTAD'S Radio & Television

SERVICE
& Sales



Personalized Service to
All Makes of Radio and
Television

TV Antenna Installations

PHONE

FAirfax 7-2787

419 Mayor Magrath Drive
Located in Shoppers World



SERVICE TO ALL Makes of Television

THREE GOVERNMENT
LICENSED TECHNICIANS

A TV LOANED FREE WHILE
YOURS IS BEING REPAIRED

Bert & Mac's

PHONE FAirfx 7-3232

FAirfx 7-5560

RADIO-TV LTD.
315 - 7th Street S.
LETHBRIDGE

"Serving South Alberta for Over 23 Years"

**NUGENT'S
ELECTRICAL REPAIR
CENTRE LTD.**

Television Service

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

at

**NUGENT'S TV
SERVICE**

PHONE

FAirfax 7-6684

1250 3 Av S

*Hilder's TV
Service*

20 YEARS EXPERIENCE

Prompt Service
to Out-of-Town
Customers

Night & Sunday Calls at Regular Prices

FAirfax 8-4224

1023 - 3rd Avenue South — Lethbridge



HOYT HARDWARE LTD.

YOUR

RCA VICTOR

DEALER

RADIO — TELEVISION
APPLIANCE

"Where Sales are Backed by Service"

FAirfax 7-5767

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

Television Sales & Service—(Cont'd)

- Hilder's TV Service 1023 3 Av SFAirfx 8-4224
(See Advertisement This Page)
- Hoyt Hardware Ltd 606-608 3 Av S ...FAirfx 7-5767
(See Advertisement This Page)
- Jack's Radio & TV Sales & Service
302 13 St NFAirfx 7-4979
(See Advertisement This Page)
- Jordan's Radio TV & Refrigerator Service
443 19 St NFAirfx 7-2593
(See Advertisement This Page)
- LETHBRIDGE APPLIANCES**
905 3 Av SFAirfx 7-4456
- Mart (Leth) Ltd 1260 3 Av NFAirfx 7-1114
- Modern Electronics 1113 3 Av SFAirfx 7-6150
(See Advertisement This Page)
- Nugent's Electrical Repair Centre Ltd
1250 3 Av SFAirfx 7-6684
(See Advertisement This Page)
- (Continued Next Page)

**Jack's Radio & TV
SALES & SERVICE**

WE HAVE
THE MOST UP-TO-DATE
EQUIPMENT AVAILABLE

PHONE

FAirfax 7-4979

302 - 13th St N

**JORDAN'S RADIO, TV &
REFRIGERATOR SERVICE**



COMPLETE SERVICE
ON ALL MAKES
RADIO
TELEVISION
SOUND SYSTEMS
ELECTRIC ORGANS
29 Years Experience
After Hours Call
FAirfx 7-2593
All Work Guaranteed

FAirfax 7-2593

443 - 19th Street North

*Erecting an
Office
Building?*

TELEPHONE CONDUIT
IS A NECESSITY

Call Your Local
Telephone Office
in Advance
for Assistance

**MODERN
Electronics**

TV SALES & SERVICE

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

FAirfx 7-6150

1113 - 3rd Avenue South LETHBRIDGE

Television Sales & Service—(Cont'd)

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

RCA VICTOR

TELEVISION
RADIO, PHONOGRAPHS
TAPE RECORDERS — RECORDS
World Leader In Radio
First in Recorded Music
First in Television



"WHERE TO CALL"

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

**OSCAR'S
TV SERVICE**

PROMPT GUARANTEED SERVICE
Your ZENITH Dealer
We Sell the Best and Service the Rest
PHONE

FAirfax 8-2560

244 - 13th St. North Lethbridge

**TEL-RAY
ELECTRONICS**

Cor. 7th Ave. & Mayor Magrath Dr.



Jiro "Jerry" Miyagawa

For Dependable Service Call
FAirfx 7-3503

24 HOUR CALL SERVICE FOR
TELEVISION — RADIO
APPLIANCES

Pick Up and Delivery Service

Television Sales & Service—(Cont'd)

SMITH'S RADIO & TV CENTRE

SALES & SERVICE ON TV's & 2-WAY RADIOS
CITIZENS BAND - FM 2-WAY RADIOS
Res. Lethbridge 327-0917
PhoneCoaldale 345-3272

Tel-Ray Electronics

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

ZENITH TELEVISION

RADIO
STEREO
Finest quality, precision-built
—with new exclusive features
from Zenith's Engineering
Laboratories. Backed by 43
years of leadership in radionics.



"WHERE TO BUY THEM"

DISTRIBUTOR

BRUCE ROBINSON ELECTRIC LTD
1108 1 Av SFAirfx 7-8561
STEVE'S ELECTRIC
669 Main StPincher Creek 627-3443

CITY DEALERS

GALT HOME APPLIANCES
319a 8 St SFAirfx 7-3889
OSCAR'S TV SERVICE
244 13 St NFAirfx 8-2560

Television—Whlse & Mfrs

RCA VICTOR SALES

SALTER D R 1115 28 St SFAirfx 7-8223
Salter D R 1115 28 St SFAirfx 7-8223

Theatres & Places of Amusement

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

Tile Contractors & Dealers—Ceramic

& Non-Ceramic

CAPRI MARBLE & TILE CO

COMMERCIAL & RESIDENTIAL
MARBLE & TILE
FIREPLACES & BATHROOMS
A SPECIALTY
236 12 St "B" NFAirfx 8-2537

Fashion Floors 238 12 St-B NFAirfx 7-4694
**LETHBRIDGE MONUMENTAL & TILE WORKS
LTD** 325 8 St SFAirfx 7-3920

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

Tinsmiths

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

**EAVESTROUGHING &
TINSMITHING**

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

KIP HEATING LTD

Complete Line of
**TINSMITHING AND
SHEET METAL WORK**
Guaranteed Workmanship

612 13 St NFAirfx 8-1478

Tire Distributors

See Tires—Dealers

Tires—Dealers

BRIDGE TIRE & MACHINERY

GOODYEAR & FIRESTONE TIRES
204 16 St S327-4445

DOMINION ROYAL TIRES

SOLD AT LEADING
TIRE & AUTOMOBILE
DEALERS
AND SERVICE STATIONS



"WHERE TO BUY THEM"

Beny Chevrolet Oldsmobile (1959) Ltd
Cor 2 Av & 8 St SFAirfx 7-3146
Enerson Motors Ltd 817 4 Av S ..FAirfx 7-5705
Kirk's Tire Sales Ltd 1621 3 Av S FAirfx 7-5985

DOMINION RUBBER CO LTD

**TIRE DIVISION
WAREHOUSE**

1621 - 3 Av SFAirfx 7-6316

DONALDSON TIRE SERVICES LTD

Your DUNLOP Headquarters for
Southern Alberta
NEW & USED TIRES
RETREADING — VULCANIZING
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Dunlop Canada Ltd 321 8 St S328-2443

DUNLOP TIRES

DUNLOP — A Complete
Line of
TIRES — RECAPS &
EARTHMOVERS.



"FOR INFORMATION CALL"

BAALIM WHOLESALE LTD
205 10 St SFAirfx 7-8587

ELRICH TIRE & GAS 334 4 St SFAirfx 7-6886

(Continued Next Page)

ERIC'S TIRE SERVICE (LETH) LTD.

ERIC HOWE

for

GOOD YEAR

COMPLETE TIRE SERVICE



A
N
D



721 - 2nd Avenue-A N.

FAirfax 7-8887
FAirfax 7-8858

Res FAirfax 7-2814

Tires—Dealers—(Cont'd)

Eric's Tire Service (Leth) Ltd
721 2 Av-A N FAirfx 7-8887
(See Advertisement This Page)

FIRESTONE STORES

A COMPLETE TIRE SERVICE
Your Safety
Is Our Business at FIRESTONE
Warehouse 327-8258
Cor 3 Av & 8 St S FAirfx 7-8548

FIRESTONE TIRES, HOME & AUTO SUPPLIES

FOR CAR AND TRUCK
FOR HOME AND FARM
FOR WORK AND PLAY



"WHERE TO BUY THEM"

DEALERS
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GENERAL TIRES—

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

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Tires—Dealers—(Cont'd)

GOODRICH B F TIRES

SALES & SERVICE

SMILEAGE

Starts with these

DEALERS

"WHERE TO BUY THEM"

DEALERS

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



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

GOODYEAR TIRES

FOR EXPERT ADVICE AND
SERVICE ON YOUR TIRES

— CALL YOUR NEAREST

GOODYEAR DEALER



"WHERE TO BUY THEM"

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1313 Mayor Magrath Dr FAirfx 8-2728
ELRICH TIRE & GAS 334 4 St S FAirfx 7-6886
ERIC'S TIRE SERVICE (LETH) LTD
721 2 Av-A N FAirfx 7-8887
JOHNNY'S WHITE ROSE SERVICE
203 28 St S FAirfx 7-7411
MYERS ARTIC SERVICE
3 Av & 13 St S FAirfx 7-4162
NORTH LETHBRIDGE MOTORS
305 13 St N FAirfx 7-3181
NORTHSIDE SHELL SERVICE
321 13 St N FAirfx 8-2407
TRIMBLE'S TIRE SUPPLY LTD
314 11 St S FAirfx 7-2007

IMPERIAL MOTORS LTD

Cor 2 Av & 7 St S FAirfx 7-3622

KIRK'S TIRE SALES LTD

"A BETTER BALANCED RETREAD"

Headquarters for

DOMINION ROYAL TIRES

1621 3 Av S FAirfx 7-5985

LEONARD TIRE MART LTD

Wholesale & Retail B. F. Goodrich Canada Limited
Vulcanizing & Recapping
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FAirfx 7-4314

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DUNLOP DEALER

— A COMPLETE TIRE SERVICE —

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Steve & Alex Matlo, Props.

After Hours Res. 327-0758

1801 3 Av S 328-3013

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

(Continued Next Page)

NORTH LETHBRIDGE MOTORS

(WHOLESALE & RETAIL)

GOOD YEAR

TIRE DEALER

● RECAPPING

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



● VULCANIZING

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

● USED TIRES

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



ALL WORK GUARANTEED — GOOD TRADE IN ALLOWANCES

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

Tires—Dealers—(Cont'd)

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Seiberling Super Service Nytex
Amazing New Tire Construction
Nylon for Strength
Tyrex for Comfort
Covered by Seiberling's
Exclusive Life Time Full Road
Hazard Warranty



"WHERE TO BUY THEM"

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1804 3 Av SFAirfx 7-7777

SENTINEL TIRE DEPOT—

BRITISH AMERICAN OIL CO LTD

1812 2 Av SFAirfx 7-2585

SMITH MOTORS LTD

Cor 6 Av & 6 St SFAirfx 7-5763

SPOTLITE SERVICE STATION

ATLAS TIRES

Guaranteed for 12 Months

Cor 3 Av & 8 St SFAirfx 7-2970

Tip Top Service 1119 2 Av SFAirfx 7-2417

TRIMBLE'S TIRE SUPPLY LTD

314 11 St SFAirfx 7-2033

Tires—Repairing

Donaldson Tire Services Ltd

1307 3 Av SFAirfx 7-4385

Retread Plant Cor 5 Av & 26 St NFAirfx 7-3361

ERIC'S TIRE & GAS 334 4 St SFAirfx 7-6886

Eric's Tire Service (Leth) Ltd

721 2 Av-A NFAirfx 7-8858

Tires—Repairing—(Cont'd)

Kirk's Tire Sales Ltd 1621 3 Av S...FAirfx 7-5985

Service DeptFAirfx 7-4705

(See Advertisement This Page)

Leonard Tire Mart Ltd 402 1 Av S ...FAirfx 7-3580

NORTH LETHBRIDGE MOTORS

305 13 St NFAirfx 7-3181

Trimble's Tire Supply Ltd 314 11 St S FAirfx 7-2007

Tobacconists—Wholesale

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

Tools

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

Tools—Electric

BLACK & DECKER ELECTRIC TOOLS

Quality Electric Tools for In-
dustry, Shop, Farm and Home.
Drills, Sanders, Saws, Ham-
mers, Grinders, Screwdrivers
and Valve Reconditioning Tools



COMPLETE PARTS & REPAIR SERVICE

AT OUR FACTORY BRANCH

"WHERE TO BUY THEM"

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and ask forVancouver TR 6-8838

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ACKLANDS LIMITED 1280 2 Av S FAirfx 7-4697

TAYLOR PEARSON & CARSON LIMITED

2 Av & 11 St SFAirfx 7-3155

INDUSTRIAL DISTRIBUTOR

ACKLANDS LIMITED 1280 2 Av S FAirfx 7-4697

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B W STEEL PRODUCTS SUPPLY CO LTD

PORTER CABLE
SAWS — VIBRATORS — TROWELS

ELECTRIC HAMMERS

GRINDERS — ROUTERS

SANDERS — PLANERS

BLADES & SANDING BELTS

DEWALT SAWS

231 9 St NFAirfx 7-2700
FAirfx 7-2370

DELTA POWER TOOLS—

CONSUMERS HARDWARE & SUPPLY

516-518 3 Av SFAirfx 7-2919

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B W Steel Products Supply Co Ltd

231 9 St NFAirfx 7-2700

(See Advertisement This Page)

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"A BETTER BALANCED RETREAD"

KIRK'S TIRE SALES LTD.

- GUARANTEED NEW TIRE MILEAGE ON YOUR RETREADS
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Complete Front End Alignment and Wheel Balancing Service

COMPLETE STOCK OF

DOMINION ROYAL TIRES

FAirfx 7-5985

Service Dept. FAirfx 7-4705
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Quality Power Products

Now enjoy YOUR OWN power tool workshop on a low rental basis! Save time ... save work ... save money on all kinds of repair, maintenance, and home construction. You'll do your work better and faster by renting our professional power tools at low cost.

SEE THESE TOOLS TODAY!

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231 - 9th STREET NORTH

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BENY CHEVROLET OLDSMOBILE (1959) LTD

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Eastview Royalite Service
Cor 16 Av & Mayor Magrath Dr FAirfx 8-3886
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24 HOUR SERVICE
Riverbottom FAirfx 7-6269

Fleming Motors Ltd 1523 13 St N FAirfx 7-8143
FOUR CORNER BODY SHOP

24 HOUR TOWING SERVICE
Prompt Service — Reasonable Rates
After Hours FAirfx 7-0123
312-314 1 Av S FAirfx 7-1245

FRANK'S IMPERIAL BODY SHOP
308 4 St S FAirfx 7-2505
Night Calls Tow Truck 329 12 St-A N FAirfx 7-1323
(See Advertisement This Page)

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

HORNE MOTORS LTD
24 Hour Towing Service - AMA Towing & Service
Day FAirfx 7-1581 — Night FAirfx 8-1980
Cor 5 Av & 5 St S 327-1581

Towing Service—(Cont'd)

Modern Body Shop 1511 3 Av S FAirfx 7-5544
Rollington H No 3 Hwy E FAirfx 7-3581
UNITED SERVICE GARAGE LETHBRIDGE LTD

TOWING
2-Way Radio Controlled — 24 Hour Service
302 3 Av S FAirfx 7-2750

Toys—Retail

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

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CATERPILLAR DIESEL TRACTORS

- TRACK-TYPE TRACTORS
- WHEEL-TYPE TRACTORS
- MATCHING DOZERS
- SCRAPERS, TOOL BARS
- RIPPERS
- PIPELAYERS
- TRAXCAVATORS



—Backed by complete parts and service facilities.

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

EUCLID

- SCRAPERS
- TRUCKS
- TRACTORS
- LOADERS



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Tractors & Equipment—(Cont'd)

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520 24 St SE Calgary BRidg 2-4016

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BLOCK L R 1803 3 Av S FAirfx 8-4071
Estevan Industries Ltd Airport Fort Macleod 425

(See Advertisement This Page)

Grey Trailer Sales 101 1 Av S FAirfx 7-4650
(See Advertisement This Page)

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

R & G CAR SALES Bridgeview Lot
Riverbottom FAirfx 7-6161

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15 Years in the Same Location

GUARANTEED SATISFACTION

FACTORY AUTHORIZED DEALER FOR

AIRSTREAM

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The Dealers in The Best in Travel Trailers

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IN USED MOBILE HOMES**

Res. FAirfx 7-5623

101 - 1st Ave. S. - FAirfx 7-4650

**FRANK'S
IMPERIAL
BODY SHOP**

308 - 4th Street S.



"Lethbridge's Finest Towing Unit"

24 HOUR TOWING

- A M A •
- ANY TIME
- ANY PLACE

PHONE

FAirfx 7-2505

NIGHTS

FAirfx 7-1323

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INDUSTRIES LTD.**

**Airport
FORT MACLEOD Phone 425 - 247**

MANUFACTURING A COMPLETE RANGE OF BUNK HOUSES,
KITCHENS, WASH CARS, OFFICES, DINERS, WELL SITES,
LAUNDROMATS, MOTELS, HOLIDAY TRAILERS,
CAMPERS, PRE-FAB HOUSES

SALES & RENTALS

FACTORY LOCATED AT FORT MACLEOD, ALBERTA



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DISTINGUISHED
MOBILE HOMES
ESTA Villa**

Trailers—Rental

Frank Sherring Shell Service Station
Cor 3 Av & 20 St SFAirfx 7-0313
(See Advertisement This Page)

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

ROADWAY U-RENT TRAILERS

DAY
WEEK
MONTH



- * ONE WAY HAULING
- * LOCAL HAULING
- * HITCHES FURNISHED
- * HORSE TRAILERS

* UTILITY TRAILERS *
"RENT THEM AT"

JOHN & WIMP'S SHELL SERVICE
206 9 St S327-1967

TRANS-CANADA RENT-A-TRAILER SYSTEM LTD

- Guaranteed Tires
- Insured Trailers
- Complete Service
- Trailers - All Sizes
- Vans and Utility
- Fiberglass Construction



RENT HERE — LEAVE THERE
WE SUPPLY HITCH

"WHERE TO RENT THEM"

ALCAN SERVICE STATION
1313 Mayor Magrath DrFAirfx 8-2728
DOWNTOWN WHITE ROSE SERVICE
STATION Cor 3 Av & 9 St S ..FAirfx 7-4940

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Trampolines

See Amusement Devices

Transfer Companies

See Cartage

Transmission Equipment—Power

See Power Transmission Equipment

Transmissions—Auto

See Automobile Transmissions

Travel Bureaus

BURRITT TRAVEL SERVICE LTD 5320 48 Av
Call Long Distance and ask for
(No Toll Charge)Taber 223-3321
(See Advertisement This Page)

BUTTE INSURANCE & TRAVEL SERVICE {FAirfx 8-3201
909a 3 Av S 328-3012

GREYHOUND BUS LINES 411 5 St S ..FAirfx 7-1551

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

ROSSITER AGENCIES
Bsmt McFarland BldgFAirfx 7-1541

Be Smart . . . Save Money
WHEN YOU MOVE

WHETHER IT BE A CARTON
OR A CARLOAD
TRASH OR TREASURE

RENT A U-HAUL
TRAILER FROM
FRANK SHERRING
SHELL SERVICE STATION
FAirfx 7-0313
Corner 3rd Ave. & 20th St. S.


BURRITT TRAVEL SERVICE LIMITED
YOUR FIRST STOP
ON ANY TRIP



AIRLINES — STEAMSHIP
CRUISES — TOURS
PHONE TABER (No Toll Charge)
233-3321
5320 - 48th Ave. — Taber
Mr. N. A. Long, Resident Manager
Head Office, Calgary - AMhrst 9-3791

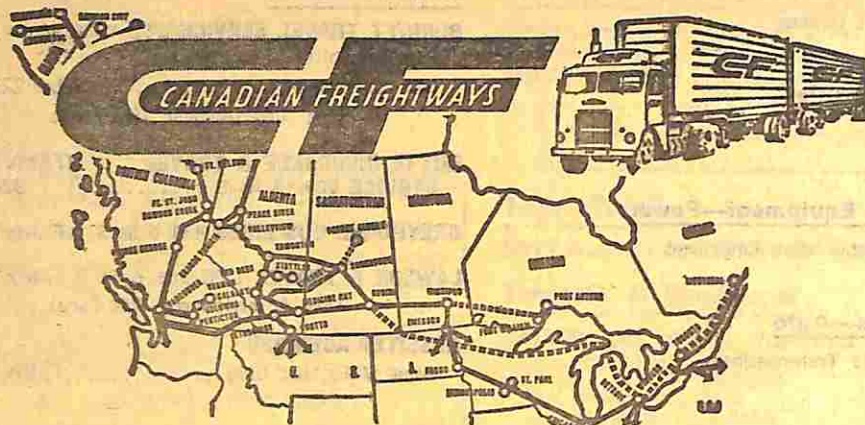
PREBUILT HOMES MOTELS CAMPS
Scamper Holiday Trailers

INDUSTRIAL CAMPS
KITCHENS — DINERS — SLEEPERS — OFFICE UNITS — UTILITY UNITS
SALE OR LEASE
LET US QUOTE ON YOUR
COMPLETE CAMP PACKAGE
BUILDINGS — CATERING — OPERATION
FACTORY — LETHBRIDGE BODY WORKS LTD., 619 - 4th Avenue North
FAirfx 8-4421
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ALpin 5-6944
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FAirfx 8-4421
CANUS PREBUILT LTD. — 619 - 4th Avenue North — FAirfx 8-4421



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P LAWSON
Travel Ltd.
305 - 6th STREET SOUTH
FAirfx 7-4094
AGENTS FOR ALL AIR SHIP LINES



YOUR FREIGHT IN RELIABLE HANDS

Agents for

AERO-MAYFLOWER MOVING, PACKING & STORAGE

FAirfx 7-2945 — Fairfx 7-2944

520 - 3rd STREET S. — LETHBRIDGE

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NIVEN BROS 216 1 Av SFAirfx 7-2732

Truck Lines

B-Line Fast Freight Ltd 1231 2 Av-A N FAirfx 8-3778
(See Advertisement This Page)

CANADIAN FREIGHTWAYS LTD {FAirfx 7-2944
520 3 St SFAirfx 7-2945
(See Advertisement This Page)

Canadian Pacific Merchandise Services
13 St (North of Subway)328-4077
Crighton T & Son 2335 2 Av-A N328-4822
Dersch & Swihart Trucking 618 7 Av S FAirfx 7-6874
Dominion Auto Carriers Ltd 1407 30 St S FAirfx 7-2661
ECONOMY CARRIERS LTD {FAirfx 8-4485
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Ofc Alberta StockyardsFAirfx 7-5129

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—See Kingsway Freightlines Ltd

H & R TRANSPORT LTD

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Riverbottom Office FAirfx 8-2935

Hart Transport 725 2 Av-A NFAirfx 7-8353

Ives Stan 1810 20 St S327-8719

Johnnie's Transport 725 2 Av-A NFAirfx 7-8353

JOHNNY'S CATTLE-LINER SERVICE

Coutts HwyFAirfx 7-5692

Kingsway Freightlines Ltd{327-6775

2327 2 Av N{328-3110

(See Advertisement This Page)

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GENERAL HI-BOY & TRACTOR SERVICE

Nose Creek CalgaryAMhrst 6-1595

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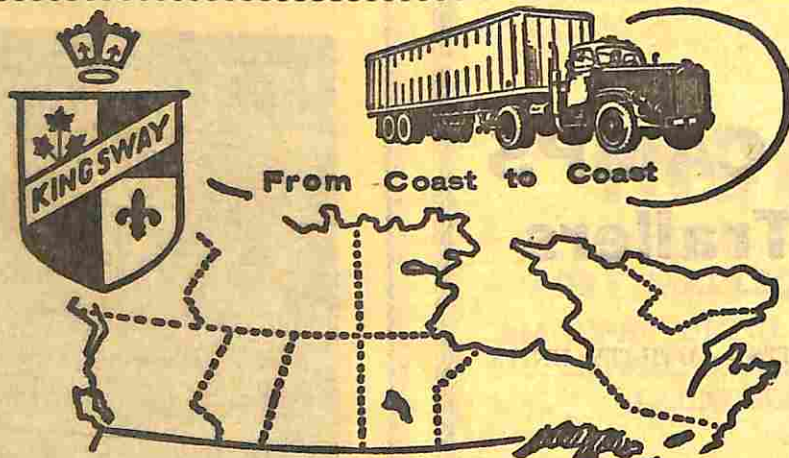
312 4 St SFAirfx 7-1288

MARKUS PETE 1604 26 St SFAirfx 8-3255

Markus Trucking 810 Mayor Magrath Dr FAirfx 7-6982

McLean Transfer Ltd 640 6 St S327-2097

(Continued Next Page)



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

KINGSWAY FREIGHTLINES LTD.

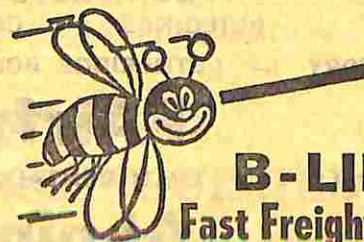
2327 - 2nd AVENUE NORTH

Formerly . . . { **GOSSETT & SONS TRANSPORT LTD.**
AND RICE & TRIMBLE LTD.

327-6775

328-3110

TELEX TELETYPE SERVICE TO ALL BRANCHES



B-LINE Fast Freight Ltd.

— Serving the Needs of Southern Alberta —

**DAILY — CALGARY
MEDICINE HAT & DISTRICT**

FAirfx 8-3778

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LETHBRIDGE

Truck Lines—(Cont'd)

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To and From All Terminals
 - TELETYPE SERVICE
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COMPLETE FREIGHT SERVICE

SERVING YOU BEST
THROUGHOUT THE WEST

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COMPLETE TELETYPE SERVICE

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

Owen Distributing Ltd 1233 2 Av S FAirfx 8-4485

PACIFIC INLAND EXPRESS LTD {FAirfx 7-4616

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

PERRY J TRANSPORT LTD

230 12 St-C N FAirfx 7-5546

Pincher Creek Transport Ltd

4030 7 St SE Calgary CHstnt 3-7650

(See Advertisement This Page)

RALPH TRANSPORT 434 8 St S FAirfx 7-2577

RICE & TRIMBLE LTD—See Kingsway Freightlines Ltd

S & L TRANSPORT 251 12 St-B N 327-0566

SOO-SECURITY MOTORWAYS LTD {FAirfx 7-5532

725 2 Av-A N {FAirfx 8-1855

(See Advertisement This Page)

Speedy Storage & Cartage Ltd

327 3 St S FAirfx 7-5734

(See Advertisement This Page)

STAN'S SUBURBAN SERVICE

1250 1 Av S FAirfx 8-2617

Taber Transport 725 2 Av-A N FAirfx 8-3888

(See Advertisement This Page)

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

WEBB TRANSPORT 1216 1 Av S FAirfx 7-1144

WILKINS TERMINAL

Agents for M & P Transport

725 2 Av-A N {FAirfx 7-8353

{FAirfx 7-8354

(See Advertisement This Page)

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NEW TRUCKS - LOW RATES
For business or personal use,
Rent by the day, week, month
or on contract. One truck or
a fleet.



WE SUPPLY EVERYTHING BUT THE DRIVER
"FOR INFORMATION CALL"

AVIS RENT-A-CAR SYSTEM

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PAYLOADER-HOUGH EQUIPMENT—

INDUSTRIAL & ROAD EQUIPMENT LTD

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COLEMAN - CALGARY

PICK-UP PHONE

PINCHER CREEK 627-3966

CALGARY

CHstnt 3-4141 — CHstnt 3-7650

4030 - 7th Street S.E.

24 HOUR SERVICE

P.O. Box 156, Postal Station A,
Calgary, Alta.

Speedy

Storage & Cartage Ltd.

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

PHONE

FAirfax 7-5734

Night Phone FAirfax 7-2218

327 - 3rd Street South LETHBRIDGE

**TABER
TRANSPORT**



DAILY SERVICE TO
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CALGARY — EDMONTON

FURNITURE
MOVING — PACKING
STORAGE — SHIPPING

FOR PICK-UP & DELIVERY DIRECT
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FAirfax 8-3888

TABER PHONE 223-2134

Lethbridge Warehouse 725 - 2 Av-A N

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MOTORWAYS**

LTD.

725 - 2nd Ave.-A N.

DAILY SCHEDULE — LTL
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Between

- ALBERTA
- SASKATCHEWAN
- MANITOBA
- ONTARIO
- QUEBEC

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JUST DIAL

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FAirfax 8-1855

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

**WILKINS
TERMINAL**



AGENTS FOR

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BICKNELL FREIGHTERS

and

ALBERTA CANNING CO.

- TRUCK TERMINAL
- STORAGE
- DISTRIBUTION

FULLY BONDED & INSURED
24 HOUR SERVICE

FAirfx 7-8353

FAirfx 7-8354

If no answer call FAirfx 7-3994

FAirfx 7-8056 — FAirfx 8-1398

725 - 2nd Avenue A North

Trust Companies

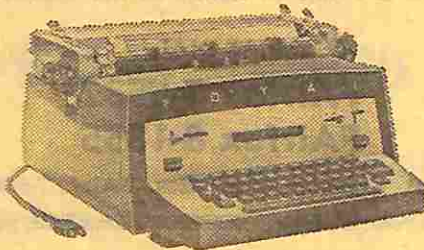
CANADA TRUST-HURON & ERIE
 Cor 3 Av & 7 St SFAirfx 7-8581
 Royal Trust Co 715 4 Av SFAirfx 7-3004

Typewriters & Supplies

Commercial Printers & Office Outfitters Ltd
 326 7 St SFAirfx 8-4431
 (See Advertisement This Page)
INTERNATIONAL BUSINESS MACHINES CO LTD
 629 7 Av SW (Call Collect) ..Calgary AMhrst 6-6241
KEENAN OFFICE EQUIPMENT
 423 5 St SFAirfx 7-3966
Lethbridge Typewriter & Adding Machine Co
 524 6 St SFAirfx 7-4972

**Commercial Printers
& Office Outfitters**

LIMITED



ROYAL
Typewriters

SALES &
SERVICE

FAirfax 8-4431

326 - 7th Street South

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STATIONERS
SCHOOL SUPPLIES

PORTABLES & STANDARD
SONY TAPE RECORDERS
CARBON PAPER

327-4116 - 327-4316
327-0955 - 328-4708

316 - 7th Street S.

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