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(Continued on Next Page)

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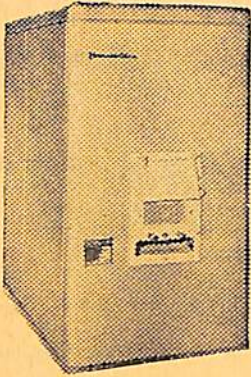
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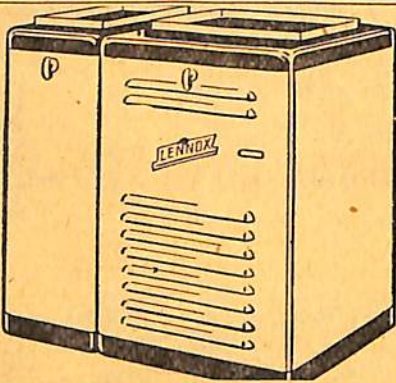
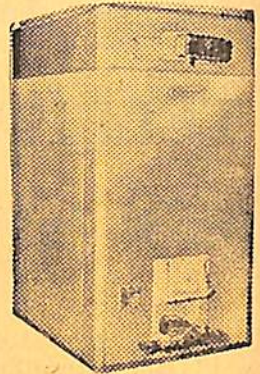
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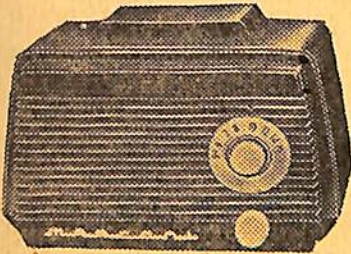
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Warehouse 323 4 St S	5234
Cut Rate Furniture Store Cor 2 Ave & 8 St S ..	3024
Empire Furniture Store 120 5 St S	3980
HYT'S FURNITURE 120 5 St S	3980
Long C A & Co Hull Blk 3 Ave S	2369
North Lethbridge New & Used Furniture Store 242 13 St N	4802

(Continued on Next Page)

SPEEDY STORAGE & CARTAGE LTD.



PHONE **5734**
MOVING

SHIPPING - STORAGE
Long Distance Hauling

— No Job Too Small Or Too Large —

327 - 3rd St. S.

Lethbridge

FURNITURE DEALERS—RETAIL—Continued

Public Furniture Store 323 6 St S 4984

PUBLIC FURNITURE STORE

COMPLETE HOME FURNISHERS

323 - 6 St. S.

4984

St Louis Furniture Store 118 5 St S 2210
(See Advertisement on Page 47)

Stern Furniture Co Cor 3 Ave & 8 St S 2428

STERN FURNITURE CO.
UPHOLSTERING OF ALL KINDS

The Oldest and Largest
in the South

Cor. 3rd Ave. & 8th St. S. — Phone 2428

Sykes Imperial Furniture Store 326 6 St S 2060
Warehouse rear 1236 3 Ave S 5231

Furniture Movers

Owen Distributing 517 3 St S 3011



STORAGE & DISTRIBUTION

Packing — Crating — Shipping
Pool Cars to Principal Cities
Long Distance Moving

517 - 3rd St. S.

Lethbridge

Speedy Storage & Cartage Ltd 327 3 St S 5734

Furriers

Allisters Ltd 321 7 St S 3645
(See also Advertisement on Page 50)



Our reputation for fine furs has been maintained because we insist on quality. See our large and varied selections.

- REPAIRS ● STORAGE
- REMODELLING

321 - 7 St. South

Phone 3645

Canadian Furriers Paramount Theatre Bldg 4348
(See Advertisement on Page 51)
(Continued on Next Page)

LOOK IN THESE
YELLOW PAGES

WHEN YOU WANT TO BUY
SOMETHING AND YOU

- Have no particular firm in mind.
- Can't remember the firm's name or address.
- Want to find a certain firm quickly.

THE LETHBRIDGE FURRIERS

"THE HOUSE OF FINE FURS"

PHONE 2209

WM. BORKETT, Prop.

PHONE 2209

Latest 1953 and 1954 styles are arriving daily at our store. A must on your shopping list, to make it a point to see our stock, reasonably priced and the latest in styles and shades.



See the Most Outstanding Fur Coat
of the Year

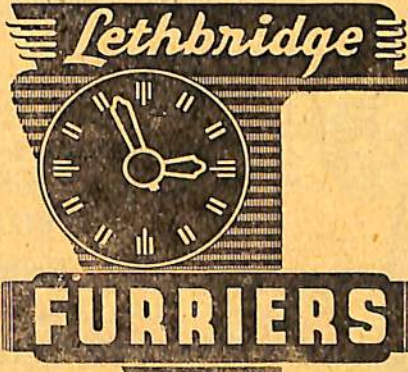
"AMERICAN MOUTON"
(Seamless)
Feather Weight

Glamorous and Outstanding Shades in Centre Back Muskrat are:

ROYAL MINK - MEADOW MINK - WILD MINK - LABRADOR MINK
FOREST MINK - BURMA MINK - RANCH MINK - AMERICAN MINK
PASTEL MINK - STERLING MINK - NORTHERN MINK - OLYMPIC
MINK - WILD ALASKA - SUNSET DARK

Your Oldest and Most Exclusive Fur House in Lethbridge
Established 24 Years in Lethbridge

ALASKA SEAL
BEAVER
BROADTAIL
BOMBAY LAMB
CONEY
CARACUL
ELECTRIC SEAL
FRENCH SEAL
HUDSON SEAL
HAIR SEAL
KRIMMAR LAMB
LAPIN



MUSKRAT
MOUTON
MOUTONIA
MINK
MINK MARMOT
MOLESKIN
OPOSSUM
PERSIAN LAMB
RACCOON
RACCOON SHEARE
SQUIRREL
SABLE
WALLABY

WHERE THE SIGN WITH THE CLOCK
TELLS YOU IT'S TIME TO BUY A FINER FUR

514 THIRD AVENUE SOUTH

NEXT TO CONSUMERS HARDWARE

Fine Art



IN **FURS**

Complete selection of quality furs.

- Remodelling
- Repairs
- Storage

PHONE

3

6

4

5



321 - 7th St. S.

Lethbridge, Alta.

Quality Furs
at the most
Reasonable Rates



EVERY FUR COAT CARRIES
A WRITTEN
TWO YEAR GUARANTEE

For a Better Fur Buy . . .
Buy Your Fur from
New York Fur & Dress Shop

Full Insurance
Only 1 1/2% of Your Valuation.
604 - 3rd Ave. S. **3276**



Phone 4348

for the safest fur storage in town
 . . . the only vault constructed to
 the NATIONAL BOARD OF FIRE
 UNDERWRITERS' specifications!

Discriminating Women
 Choose Their Furs from . . .

Canadian Furriers

A Tradition of Quality

PARAMOUNT THEATRE BLDG., LETHBRIDGE

FURRIERS—Continued

- Lethbridge Furriers The 514 3 Ave S 2209
 (See Advertisement on Page 49)
NEW YORK FUR & DRESS SHOP
 604a 3 Ave S 3276

Garages

- Alex Tire Shop 332 4 St S 6606
 Bannerman Motors Nash & Morris Sales & Service
 4 Ave & 9 St S
 Office & Sales Dept 2045
 Parts & Service Dept 2645
BENY CHEVROLET OLDSMOBILE LTD
 Cor 2 Ave & 8 St S 3147

**BENY CHEVROLET
 OLDSMOBILE LTD.**

GENERAL MOTORS
 WHOLESALE PARTS DISTRIBUTORS
 Cor. 2 Ave. & 8 St. S. **3147**

CHRISTMAS SEALS have paid for
 more than three million chest X-rays
 in Canada. Have you had a share
 in this great work?

GARAGES—Continued

- Enerson Motors Ltd 817 4 Ave S 5705

Enerson Motors Ltd.

- Office & Sales 5705
 Service Dept. 5706
 Parts Dept. 5707
 Used Car Lot 5708
 Night Calls Towing Service 24 Hours 5709

817 - 4th Ave. S. Lethbridge

- Fleming Motors Ltd 428 5 St S 4212

FLEMING MOTORS LTD.

Distributors
HUDSON AND HILLMAN MOTOR CARS
NORTH STAR OIL PRODUCTS
 428 - 5th St. S. **4212**

HOPP BROS. GARAGE

FRIENDLY & EFFICIENT SERVICE

TIRES & ACCESSORIES

"A COMPLETE GARAGE SERVICE"

PHONE **5030** PHONE

Cor. 4th St. & 6th Ave. S.

Lethbridge

UNITED SERVICE GARAGE

WHITE ROSE PRODUCTS

We Specialize in Repairs to All Makes of Cars

BATTERIES - TIRES - ACCESSORIES

302 - 3rd Ave. S.

Phone **2750**

GORDIE'S SERVICE & AUTO PARTS

NEW and USED PARTS

CARS, TRUCKS and TRACTORS

"If It Can Be Obtained We'll Supply It"

PHONE **5049** PHONE

139 - 13th St. N.

Lethbridge

GREEN ACRES SERVICE

WHITE ROSE PRODUCTS

Mechanical & Lubrication Service

PHONE **6336** PHONE

ON THE COUTTS HIGHWAY
BY THE DRIVE IN THEATRE

RALPH'S SERVICE

PHONE 4570

We Service all English Cars

YOUR VANGUARD DEALER

402 - 4th Avenue South ————— Lethbridge

STONE'S AUTO REPAIRS

————— TUNE-UP SPECIALISTS —————

- GREASING • TIRE REPAIRS • OIL CHANGES

Generator, Starter and Motor Overhauls

GENERAL REPAIRS TO ALL CARS AND TRUCKS

4825

610 - 4th St. South

4825

GARAGES—Continued

Gordie's Service & Auto Parts 139 13 St N 5049
Green Acres Service Courtts Highway 6336
Hi-Lo Bridge Service Riverbottom 77333

GARAGES—Continued

International Harvester Co of Canada Ltd
Cor 3 Ave & 9 St N 5977
King Fred Motors Ltd 3 Ave & 11 St S 2457

HI-LO BRIDGE SERVICE

GENERAL REPAIRS

8 a.m. 12 p.m.

OIL CHANGES — GREASE JOBS

Riverbottom Phone 77333

Fred King Motors Ltd.

STUDEBAKER SALES and SERVICE

3 Ave. at 11 St. S.

2457 Phone 3811

Night and Emergency Calls 4758

Hi-Way Service Station Mayor Magrath Drive ... 5255
Hopp Bros Cor 4 St & 6 Ave S 5030
Imperial Motors Ltd 413-417 6 St S 2887

Lancaster Sales & Service 2021 3 Ave S 6363

IMPERIAL MOTORS LTD.

Distributors

Chrysler ★ Plymouth ★ Fargo

Sales 2505
Parts 5642
Service 2887
Used Car Sales 4940
General Office 3049

Night & Emergency Calls — Phone 2142
413-417 - 6th Street South

LANCASTER

Sales & Service

Your Southern Alberta Dealer
FOR AUSTIN

REPAIRS To All Makes of
English Cars

6363 2021 - 3 Ave. S. 6363



DEALERS

- WHITE ROSE SERVICE No. 1001
Cor 3 Avenue & 9 Street South 4940
Lessee: Imperial Motors Limited
- GREEN ACRES SERVICE STATION
Coutts Highway 6336
Prop.: H. W. Kunsman
- LEN'S BRIDGEVIEW SERVICE
Riverbottom 5682
Lessee: M. D. Evernden
- RALPH'S SERVICE
402 - 4 Avenue South 4570
Lessee: R. J. Byrne
- RIVERVIEW GARAGE
616 - 4 Street South 3881
Prop.: J. Carpenter
- UNITED SERVICE GARAGE
302 - 3 Avenue South 2750

**CANADIAN OIL
COMPANIES LTD.**

GARAGES—Continued

- Lyle's Auto Repairs 404 4 Ave S 2769
- Marquis Motors Ltd 7 St S & 1 Ave 78511

MARQUIS MOTORS LTD.

Dodge & De Soto Distributors

PARTS & SERVICE

Phone 78511 SALES Phone 78511
Gen. Office & Mgr. Lethbridge
7th St. S. & 1st Ave. ———

- McLaughlin Garage & Auto Wreckers
Cor 4 Ave & 3 St S 2918
- Modern Motors 1519 3 Ave S 4498
- Pyramid Motor Sales Ltd Cor 5 Ave & 5 St S 3633

**PYRAMID
MOTOR SALES LTD.**

THE HOME OF
FORD AND MONARCH

Cor. 5th Ave. & 5th St. S. Phone 3633

- Ralph's Service 402 4 Ave S 4570
(See Advertisement on Page 53)

GARAGES—Continued

- Riverview Garage 616 4 St S 3881

RIVERVIEW GARAGE

COMPLETE GARAGE SERVICE
REPAIR SERVICE TO ALL
TYPES OF CARS & TRUCKS

616 - 4th St. S. 3881

- Seventy-Seven Service Station 320 9 St S 2823

**SEVENTY-SEVEN
—SERVICE STATION—**

77 GASOLINES
REPAIRS and SERVICE

320 - 9th St. S. Phone 2823

- Stone's Auto Repairs 610 4 St S 4825
(See Advertisement on Page 53)
- Sunny Service Station 505 13 St N 5224
- Terry's Tire & Auto Shop 201 13 St N 2648
- Tip Top Service 1119 2 Ave S 2417

— TIP TOP SERVICE —

Complete Garage Service
"99" Fuels - Oils - Greases "99"
1119 - 2 Ave. S. Phone 2417

- Tom's Auto Service rear Dallas Hotel 4843
- United Service Garage 302 3 Ave S 2750
(See Advertisement on Page 52)
- West End Service Cor 5 St & 6 Ave S 3655

WEST END SERVICE

Distributors

RED HEAD PETROLEUM PRODUCTS
AUTO REPAIRS & SERVICE

Cor. 5th St. & 6th Ave. S. Phone 3655

Gas Companies

- Canadian Western Natural Gas Co Ltd
420 6 St S 3101

Gasoline & Oil Service Stations

- Artic Service Station Cor 3 Ave & 13 St S 4162
- Bay Super Service Station Cor 5 St & 1 Ave S 4530
- BENY CHEVROLET OLDSMOBILE LTD**
Cor 2 Ave & 8 St S 3147
- Canadian Oil Companies Ltd 17 St & 2 Ave S 3208
- Central Service Station 4 Ave & 5 St S 3749
- City Service Station 13 St & 8 Ave N 5967
- Commercial Service 1903 3 Ave S 2087
- Dieppe Service Station 2 Ave & 28 St S 77411

(Continued on Next Page)

Buy Christmas Seals . . . Every Year

LETHBRIDGE GLASS CO.

"JOHNNIE" ANDERSON
Res. Phone 5616

"JOHNNY" JACOBSON
Res. Phone 4588

1263 - 3RD AVENUE SOUTH

DISTRIBUTORS OF: SAFETY CRYSTAL AND WINDOW GLASS

SPECIALIZING IN:—

THE INSTALLATION & CUTTING OF CAR GLASS & PLATE MIRRORS

We have the latest line of factory-made car patterns. You will find that you will be satisfied with the fine workmanship when we repair your broken windows.

PHONE **4252** PHONE

GASOLINE & OIL SERVICE STATIONS—Continued

El Rancho Service Station 6 Ave & Mayor Magrath Drive	5406
Galt Service Station Cor 4 Ave & 9 St S	2728
Hilltop Service Station Lethbridge	5089
Imperial Motors Service Station Cor 3 Ave & 9 St S	4940
Lancaster Sales & Service 2021 3 Ave S	6363
Len's Bridgeview Service Riverbottom	5682
Maple Leaf Service Station Cor 3 Ave & 12 St-A S	5467
Marquis Motors Ltd 7 St S & 1 Ave	78511
North Lethbridge Motors & Auto Wreckers 313-317 13 St N	3181
Park Service Station 7 Ave & Magrath Highway	2219
Ralph's Service 402 4 Ave S	4570
Seventy-Seven Service Station 320 9 St S	2823
Short Stop Service Station 4 Ave & 8 St S	4167
Skyline Service & Trailer Court 43 St & Coutts Highway	5565
Spotlite Service Station Cor 3 Ave & 8 St S	2970
Ted's Terminal 410 3 Ave S	2684 2065
Terminal Service Station & Body Shop Cor 4 Ave & 4 St S	3336
Tip Top Service 1119 2 Ave S	2417
West End Service Cor 5 St & 6 Ave S	3655
Westminster Service Station 335 13 St N	4194

Generator Repairs

Hutton's Ltd 315 8 St S 2586

AUTHORIZED GENERATOR
— Sales & Service Distributors —
AMERICAN BOSCH || DELCO REMY
AUTO-LITE || LEECE NEVILLE

HUTTON'S LTD.

315 - 8th St. S. Phone **2586**

Glass—Plate & Window

Alberta Paint & Glass Co Ltd 1122 20 St S ... 6262
Lethbridge Glass Co 1263 3 Ave S 4252
Lethbridge Sash & Door Factory 5 Ave & 4 St S 3755

LETHBRIDGE
SASH & DOOR FACTORY

Southern Alberta Headquarters for
WINDOW GLASS - AUTOMOBILE GLASS
PLATE GLASS & VITROLITE
5th Ave. S. & 4th St. Phone **3755**

Grain Merchants

Alberta Pacific Grain Co (1943) Ltd Lethbridge ... 4873
Ellison Milling & Elevator Co Ltd 2 Ave S 5751
Richardson James & Sons Ltd 709 4 Ave S ... 5757

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.

Save hours of window shopping by consulting the Yellow Pages

Lee's Food Market
5431 —Phones— **5434**
 708 - 3rd Ave. S.

Rex Fruit Store
2725 —Phones— **2677**
 602 - 3rd Ave. S.

FRESH FRUITS AND VEGETABLES
GENERAL & FANCY GROCERIES - QUALITY MEATS
FREE DELIVERY — Shop at the Friendly Stores
 Res: Phone Wilson Lee 6702

Grocers—Retail

- Frank's Grocery & Meat Market 407 2 Ave S ... 2737
- Hoefers Food Store 538 13 St S {3297
4297
- Ing's Groceteria 902 9 St S 2113
- Jenkins Groceteria Ltd {3026
Store No 2 910 7 Ave S {3260
Store No 3 1502 9 Ave S {5633
5466
- Jim's Grocery 711 6 Ave S 3466
- Jimmie's Grocery 1315 9 Ave S 3394
- Johnnie's Grocery 431 18 St N 2418
- Johnston J & A 426 13 St N 2314
- Kobal's Grocery 320 13 St N 3951
- Lee's Food Market 708 3 Ave S 5431
- Mihalik A 642 13 St N 4064
- Mon-Lee Co 311 2 Ave S 77606
- North Home Grocery 630 13 St N 2746
- Parkside Grocery 2801 7 Ave S 5581
- Pete's Grocery & Confect 418 16 St N 5195
- Silver's Groceteria & Milk Bar 541 5 St S 3219
- Silverdale Groceteria 1016 20 St S 6090
- Sorokoski M I 544 13 St N 3922
- Southern Grocery 1111 3 Ave S 4606
- Swidinsky Mike 707 9 Ave N 3935
- Wilson's Grocery 1112 6 Ave S 3657
- Wilson's Groceteria 902 7 Ave S 3995
- Wing Lee Grocery 314 2 Ave S 5341
- York Grocery 728 6 St S 5127

Grocers—Wholesale

- HORNE & PITFIELD LTD** 3 Ave S 3321
- Macdonalds Consolidated Ltd 312 4 St S 4266
- Sales Department 4366
- Fruit Department 4355
- Shipper & Receiver 4369
- Scott Fruit Co The Consolidated Fruit Bldg
4 St S 3353
- Western Grocers Ltd Cor 2 Ave 9 St S
- Order Desk & Shipping Office 2434
- A Smith Buyer 4385
- M Platz Fruit Dept 4264
- W Martin Credit Dept 2997
- W S McLintock Manager 2435

Gunsmiths

Blenner-Hassett & Smith 309 6 St S 2260

BLENNER - HASSETT & SMITH
GUN REPAIRS
 Sporting Goods & Fishing Tackle
309 - 6th St. S. Phone 2260

Handicrafts

Merino Needlecraft 303 6 St S 5054

Hardware—Retail

Barrett-Forrest Hardware Co 318 6 St S {2383
6727

Barrett-Forrest Hardware Co.
GENERAL HARDWARE
 Next to Safeways — Free Delivery
318 - 6th St. S. — Phone 2383 - 6727

Chinook Hardware 1283 3 Ave S 4425

CHINOOK HARDWARE
 It's Easy on Your Pocket Book
 at the Chinook
 Opposite New Safeways
 No Parking Problems
1283 - 3rd Ave. S. 4425