

WILSON'S GROCERY 1112 6 Ave S 3657

Wilson's Groceria 910 7 Ave S {3995
3026

Wilton John M r 1703 7 Ave S 2431

Wimpy Coffee Shop 412 5 St S 4245

Wince F r 1904 6 Ave-A N 77211

Wince Mrs J r 1212 6 Ave S 78402

Windsor Hotel 204 1 Ave S 3225

Wing Lee Grocery 314 2 Ave S 5341

Wing Y 9149-13

Winget Cliff C r 1249 4 Ave N 71624

Winget Mrs Lottie r 241 14 St N 3651

Wintemute H E r 1909 10 Ave S 2663

Winter Mrs W r 931 9 St S 78121

Winters C r 1509 13 St S 6218

Winters Cecil r 1247 8 Ave-A S 71136

Winters D R r 1010 12 St S 77185

Winters L W r 333 12 St-B N 3532

Wintonyk William r 730 19 St S 6871

Winwood Arthur r 201 21 St N 71326

Wisely James r 1234 5 Ave S 3877

Wishart James M r 801 13 St S 4435

Wishart Mrs W F r 802 8 Ave S 2135

WITBECK DR TOM O Dentist
207 Medical Dental Bldg 4455

Witbeck Dr Tom O r 704 6 Ave S 4745

Withage C A r 330 12 St-C N 5180

Withage Chris T r 1263 4 Ave N 5179

Witham A E r 210 19 St N 2114

Witham S r 642 11 St N 77233

Witwicki Mrs J r 833 12 St-A N 2307

Witwicki Melvin r 728 18 St N 71687

Witwicki Michael r 731 12 St-B N 71211

Wixom Mrs S J r 114 16 St N 2320

Wobick Barbara r 703 9 Ave S 71405

Wobick G L r 1702 8 Ave S 6457

Wobick Robert r 1721 11 Ave S 6753

Wocknitz A P r 1738 13 Ave S 78782

Wocknitz Paul r 1626 3 Ave N 78976

Wocknitz Roy r 1507 1 Ave N 77811

Woitte H R r 1920 6 Ave S 2079

Wojtowicz Eugene r 1838 7 Ave N 6227

Wojtowicz Walter r 1286 14 Ave N 77454

Wolfe E A r 729 4 St S 6672

Wolfe M J r 826 8 St S 3060

Wolke N r 328 12 St-B N 77931

Wollersheim Matthew r 2002 6 Ave S 77637

Wolsey Mrs J r 416 8 St S 2821

Wolsey R r 107 2 Ave S 4638

Wolstencroft T r 114 22 St N 78930

Wolstoncroft J r 225 15 St N 2117

Wolstoncroft John r 729 14 St N 3373

Wolstoncroft M C J r 5 Tudor Manor 71657

Wolstoncroft Robert r 1319 1 Ave N 4045

Womack W r 632 7 St S 4656

Wonch F A r 1319 9 Ave S 6302

Wonder Cafe 432 13 St N 2155

Wong Confectionery 2126 7 Ave S 77545

Wong Hong r 318 3 Ave S 77585

Wong J r 1008 3 Ave S 5897

Wong James r 1234 7 Ave S 4666

Wong Nee r 817 8 St S 5904

Woo W r 929 21 St S 71322

Woo W Q r 630 5 St S 78184

Wood Alex r 840 12 St S 2378

Wood C F r 1006 12 St S 4796

Wood Cecil G r 1101 7 Ave S 2607

Wood Courtney A Real Estate 14 Stafford Blk 3716

Wood Courtney A r 1040 13 St S 2176

Wood Mrs E r 8 Devon Court 77635

Wood F J r 2015 5 Ave S 4942

WOOD DR F T Dentist
New Woolworth Bldg 78333

Wood Dr F T r 1739 11 Ave S 6656

WOOD G H & CO LTD Sanitation for the
Nation 327 3 St S 77400

H J Marshall Branch Mgr r 620 31 St S 71349

Wood G R r 317 12 St-B N 6635

Wood George r 643 12 St N 5181

Wood H 9130-23

Wood Ian r 941 14 St S 5958

Wood J D r 1243 9 Ave S 78992

Wood Mrs M r 1234 5 Ave-A S 71491

Wood O J General Insurance 122 McFarland Bldg 2767

Wood O J r 9 Patterson Court 78165

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Wood Wm r 938 11 St S 2859

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Old Royal Bank Bldg 4166

Woodcock Dr D r 413 12 St-A S 3480

Woodcock F r 646a 12 St S 2602

Woodcock F G r 735 18 St N 6219

Woodcock Rev Gordon r 522 25 St S 4071

WOODCRAFT BUILDERS D C Michael
1021 18 St S 4956

Wooden R r 619 9 Ave S 6815

Woodman J Apartments 515 11 St S 99169

Woods Jennie r 637 4 St S 4301

Wolf William r 916 20 St S 77036

Woolley Grant r 1714 7 Ave S 4943

Woolley Hattie r 1710 7 Ave S 6106

Woolliscroft A H r 508 12 St-A N 4872

Woolridge F C r 1831 7 Ave N 77743

Woolworth F W & Co Ltd 601 4 Ave S 2280

Worboys S r 2006 5 Ave S 4797

Workman J R r 1019 19 St S 5980

WORLD'S TOP MOTORS
Cor 5 St & 1 Ave S {4530
6848

Worthington M r 1401 5 Ave-A N 4882

Wovk Mrs W K r 646 6 St S 78717

Woycik W E r 422 12 St-A S 78319

Wozniuk Miss G r 242 16 St N 6709

Wray—see also Rae, Rea & Reagh

Wray Mrs J S r 1256 6 Ave-A S 3437

Wray Mrs Milton r 632 14 St S 2654

Wray Milton N r 1424 17 Ave S 3370

Wright A r 1203 6 Ave S 3902

Wright A D r 247 12 St-C N 3448

Wright C r 2601 3 Ave S 6084

Wright E r 946 12 St S 78944

WRIGHT DR G A Phys Cor 5 Ave & 7 St S 3184

Dr G A Wright r 1313 16 Ave S 2377

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Wright John r 628 6 St S 6236

Wright L J r 525 18 St S 71253

Wright Roger r 1314 5 Ave-A N 71748

Wright S R r 1248 5 Ave-A S 2894

Wright Thomas H r 628 9 St S 77563

Wright W D 9144-12

Wuotila A E r 418 15 St S 6220

Wutzke V V r 218 3 Ave S 6081

Wyatt Douglas r 631 16 St S 2048

Wyatt Mrs J r 120 11 St S 77985

Wylde Mrs Lottie r 512 13 St S 77584

Wylie Mrs E r 213 21 St N 6730

Wylie George r 2912 6 Ave S 5582

Wylie L A r 1027 18 St S 3817

Wyrostok Michael r 717 12 St-A N 77903

Wyrostok George r 1211 10 Ave N 71644

Wyrostok S r 918 17 St S 71749

Wyton Fred r 956 8 St S 4682

Wyton Roy r 1027 16 St S 2574

Y

Y M C A 10 St S 3547

Y W C A 604 8 St S 2284

Yackulic A V r 1809 6 Ave N 4547

Yackulic George A r 530 16 St S 2305

Yackulic Steve r 529 16 St S 3375

Yale Cafe 212 5 St S 3963

Yalowega S r 713 14 St N 4214

Yamagish Y r 1605 3 Ave N 2540

Yamamoto J H r 417 26 St S 78725

Yamamoto Jerry 9150-13

Yamamoto Mrs Kin r rear 235 20 St N 78629

Yamamoto S r 1607 3 Ave N 77870

Yanosik A r 406 21 St S 5184

Yanosik Alex 9142-24

YANOSIK CLARENCE G Barrister
& Solicitor 1 Oliver Blk 5190

Yanosik Clarence G r 822 12 St-C N 5185

Yanosik G R r 822 12 St-C N 5185

Yanosik Howard r 222 25 St S 71409

Yanosik Michael r 1228 10 Ave N 770

Yanosik Peter r 1211 9 Ave N 51

Yates D R r 639 14 St S 25

Yates H W r 2005 2 Ave N 788

Yates Jack r 312 7 Ave S 61

Yates W R r 725 14 St N 58

Yerka W G r 1254 3 Ave S 20

Yerx A r 533 25 St S 782

Yip David W r 423 14 St S 35

Yip James r 811 5 St S 78

Yip Lucy r 221a 5 Ave S 78

Yip's Soda Bar 543 13 St S 50

Yilma Mrs S r 705 14 St N 777

Yorgason D G 9114-

York Grocery 728 6 St S 51

YORK HOTEL Cor 3 Ave & 13 St N 42

YORK PHARMACY W P Skelton Prop
13 St N 25

Yorko S A 9130-

Yoshihara M r 410 21 St S 78

Yoshioka Rev Y r 906 11 St S 776

Yost S L r 1202 5 Ave-A S 43

Young A L r 826 18 St S 33

Young A W r 1238 7 Ave S 65

Young Allan r 414 13 St S 53

Young Mrs C H r 413 12 St S 30

Young D A r 1118 21 St S 21

YOUNG G A Chartered Acct
219 BC Trust Bldg 54

Young G N r 208 Corvette Crescent 24

Young George A r 414 14 St S 775

Young Gordon r 1706 13 Ave S 29

Young Mrs H McG r 626 11 St S 38

Young J r 610 10 St S 56

Young Mrs J r 2007 1 Ave N 69

Young J M r 1741 14 Ave S 61

Young R L r 409 26 St S 55

YOUNG R L & GO Real Estate & Ins
325 New Woolworth Bldg 55

Younger Roy r 1242 7 Ave S 41

Yunker Mrs Mary L r Davenport Apts 46

Yucytus J r 327 11 St S 46

Z

Zachar Frank 9128

Zacharias I r 2410 6 Ave S 31

Zajac Dmytro r 1136 13 St N 37

Zambon Mrs B r 432 12 St-A N 71

Zanger Herbert r 410 2 Ave S 51

Zanoni E r 814 12 St-C N 40

Zanoni Enzo V 240 14 St N 71

Zaric V r 1105 3 Ave S 78

Zasadny Leona r 222 1 Ave S 51

Zasadny M r 503 12 St-A N 68

Zatko T r 1819 6 Ave N 9137

Zaychuck T 78

Zelenko N r 648 9 St S 77

Zelinsky Fredrick r 1712 5 Ave-A N 21

ZEMLAK A F Watchmaker & Jeweller
308 7 St S 77

Zemp Mrs L N r 804 8 Ave S 77

Zemp R S r 1036 17 St-A S 78

Zezulka Alois r 259 12 St-C N 69

Zimmer Herman r 540 20 St N 4

Zimmerman C r 1709 1 Ave N 9136

Zmurchuk P 34

Zmurchuk A r 537 16 St N 71

Zmurchuk Mrs Mary r 1620 3 Ave N 78

Zmurchuk Mike r 621 9 St N 9119

Zonta George 56

Zook A B r 531 12 St-A N 77

Zook Elvin B r 2316 4 Ave S 53

Zoratti P r 1212 4 Ave S 74

Zsombor M r 515 23 St S 40

Zsovan Mrs Elizabeth r 719 12 St-C N 30

Zsovan John r 111 2 Ave S 40

Zubach P N r 923 7 St-A S 61

Zuback G r 832 12 St N 71

Zuback John r 709 14 St N 51

Zuback N S r 1501 4 Ave N 77

Zubik Annie r 715 15 St N 71

Zubrey Miss Pauline r 714 18 St N 77

Zuk Poul r 1708 2 Ave-B N 58

Zvingevics A r 1126 20 St S 71

LETHBRIDGE

JULY, 1955

YELLOW PAGES



ALBERTA GOVERNMENT TELEPHONES



THIS CLASSIFIED TELEPHONE DIRECTORY IS

Easy to use . . .

FOR YOUR CONVENIENCE a complete list of all business and professional telephone subscribers, throughout the community, appear in alphabetical order under the classification appropriate to their business, or the article or service they sell. The classifications, too, are in alphabetical order. You can find quickly and easily the Business, Service or Product you need.

1. When you want to buy something . . .

Suppose, for instance, a radio—

First look on the "R" pages for "Radio Sales, Service & Supplies".

Then pick out the dealer from whom you want to buy.

You can use the directory in the same way when you want to buy any one of thousands of other products or services.

2. When you want a dealer of a trade marked product . . .

Suppose you want a dealer for a nationally known product, or service, such as an automobile.

First turn to "Automobile Agencies & Dealers—New Cars" on the "A" pages.

Then select the dealer from the list of those who sell or service the particular automobile you want.

3. When you have forgotten a business firm's name but do remember the address . . .

You may forget the name of a business establishment but remember their location.

For example, you want a mover located on Second Avenue.

First turn to "Movers" on the "M" pages.

Then look for the familiar address.

4. Even when you know the name . . .

The classified directory will help you in looking for business names you know. Suppose you want to telephone Smith, the plumber. Plumbers are listed on the "P" pages under the classification "Plumbers & Gasfitters". You will find your Smith under "Plumbers & Gasfitters" more easily than searching the long list of Smiths which normally appear in the white pages of our directories.



For advertising information and rates concerning this directory
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The Telephone Company assumes no liability for errors
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LETHBRIDGE CLASSIFIED TELEPHONE DIRECTORY JULY, 1955

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Burns & Co Limited near Exhibition Grounds 5194
City Abattoir near Exhibition Grounds 3048
M A Adams 934 16 St S 3831

Accountants

Aldous Agency 11 Stafford Blk 3712
Boulton C W & Co A Metcalfe Bldg 3974

GRANSTOUN ERIC

F.A.E., C.P.A.

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Expert Advice
on Dominion Income Tax

3 Oliver Block 4135

Gruman Richard 309 B C Trust Bldg 5006
Holberton-Kaun 507 7 St S 5378
Thompson E W 814 18 St S 2840

Accountants—Chartered

Bell A W 321a 6 St S 3233
Christian Kergan & Gerla 118 McFarland Bldg .. 4887
Paterson & Co Ritchie 5-6 Acadia Bldg 2619
Watkinson L H 302 B C Trust Bldg 77121
Williams & Tanner 209 B C Trust Bldg 78511
Young G A 219 B C Trust Bldg 2123

Accounting & Bookkeeping Machines

BURROUGHS—

BURROUGHS ADDING MACHINE OF CANADA LTD
507 7 St S 77577

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

Accounting & Bookkeeping Systems

REMINGTON RAND LTD McIntyre Blk ... 3966

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BURROUGHS ADDING MACHINE OF CANADA
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REMINGTON RAND LTD McIntyre Blk ... 3966

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SUNDSTRAND ADDING MACHINES

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Bodard Adjustment Bureau Harris Bldg
303 7 St S 5788
Crosland Peacock Lethbridge Ltd {4947
5 Cooper Blk 4789
Interprovincial Insurance Claims Ltd
4-424, 7 St S 77277
Lilly Adjustment Agency {2291
2 Oliver Blk 6144

Advertising—Directory

ALBERTA GOVERNMENT

TELEPHONES General Office
808-810 4 Ave S 2234

Agricultural Implements

Deere John Plow Co Ltd 1239 2 Ave S 3786
Repair Department 3976
Local Dealer McKay Bros 1009 2 Ave S {2043
5512
International Harvester Co of Canada Ltd
Cor 3 Ave & 9 St N 3125
Kjeldgard H 1720 2 Ave S 6276
Lethbridge Farm Equipment Ltd 1263 2 Ave S
Parts & Service 3888
Office & Manager 4494
Massey-Harris-Ferguson Ltd 1216 1 Ave S 5724
Sharman E A Co Ltd 1251 2 Ave S 2173
Smyth B J Agt Minneapolis-Moline of Canada
Ltd 1211 2 Ave S 3496

Air Conditioning

Charlton & Hill Ltd 208 13 St S 6466

WESTERN HEATING LTD

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VENTILATION & AIR CONDITIONING

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334 - 13th St N 77666—5888

Directory Advertising Pays

Air Express Service

TRANS-CANADA AIR LINES

AIR EXPRESS SERVICE INFORMATION 3434
Pick-Up Only 3434

Air Freight Service

TRANS-CANADA AIR LINES

AIR FREIGHT SERVICE INFORMATION 2711

Airline Companies

TRANS-CANADA AIR LINES

PASSENGER RESERVATIONS INFORMATION 2880
CITY TICKET OFFICE Marquis Hotel
Western Air Lines Inc Kenyon Field 3971

Aluminum

Fry S E 528 13 St S 78110

Ambulance

CHRISTENSEN BROS 327 10 St S 2802

Amusement Places

Fort Whoop-Up Ranch 9110-13
(See Advertisement This Page)

Apartments, Blocks & Buildings

(For complete list of Apartments, Blocks & Buildings see Page 51 in District Section)

Cooper Block 507 7 St S 4485
Riverview Apts 2 St & 7 Ave S 5142
Victoria Mansions 1002 3 Ave S 5698
Woodman J 515 11 St S 99169

Fort Whoop - Up Ranch

BUS MURDOCH

GRAND-VU SPEEDWAY

ROUND-UP ROOM

DANCE PAVILION

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¼ Mile West ½ Mile South
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Phone Bus.

9110-13

Res.

2715

Appraisers

Alberta Appraisers Harris Bldg 303 7 St S5788
 Bodard Adjustment Bureau Harris Bldg 303 7 St S 5788

Architects

Fooks & Milne 305 B C Trust Bldg78211
 Meech Mitchell Robins & Associates 529 6 St S .3113

Army & Navy Goods

SAAN STORES LTD 322 5 St S77331
 War Surplus Stores (Leth) Ltd 317 6 St S2764

Associations & Societies

Alberta Motor Association 903 3 Ave S4109
 Alberta Sugar Beet Growers 4 Stafford Bldg3242
 Boy Scouts Association 217 12 St-A S4647
 Canadian Cancer Society 114 McFarland Bldg5452
 Canadian Red Cross Society Cor 7 Ave & 12 St S 77117
 Eastern Star Order of the G C A 948 14 St S ..2810
 Howard John Society of Alberta
 3rd Flr 216 5 St S78202
 Independent Order of Foresters
 210 B C Trust Bldg6358
 Home No. 2 611 11 St S6698
 Lethbridge Builders Exchange 1113 3 Ave S5251
 Senior Citizens Home Society 512 5 St S4623
 Southern Alberta Sheep Breeders Ltd
 918 1 Ave S3760
 Tuberculosis Association City Hall5401
 Y M C A 10 St S3547
 Y W C A 604 8 St S2284

Auctioneers

Boyce W 1039 13 St S4442
HURLBURN KEN

AUCTIONEER

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DUNLOP TIRES
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 WHOLESALE AUTOMOTIVE
 SUPPLIES

7th St S78587

Carson H R Limited 316 7 St S3155
 Gordie's Service & Auto Parts 139 13 St N5049

HUTTON'S LTD

ELECTRICAL & CARBURETOR
 PARTS and REPAIRS

315 - 8th St S2586-5566

Marshall Motors & Auto Wreckers 409 3 Ave S ..6888

MIDLAND AUTO SUPPLY 421 5 St S ..4951

**MOTOR CAR SUPPLY CO OF CANADA
 LTD** 1218 2 Ave S5741

**AUTOMOBILE ACCESSORIES, EQUIPMENT &
 SUPPLIES—Continued**

PEACOCK T H (SOUTHERN) LTD

WHOLESALE
 AUTOMOTIVE PARTS
 AND ACCESSORIES

1280 - 2nd Ave S4697
 After Hours Mgrs Res3282

Standard Electric & Auto Parts 429 5 St S2131

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 Dealers—New Cars**

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Cor 2 Ave & 8 St S3147

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 Service on your
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FLEMING MOTORS LTD

428 5 St S4212

**AUTOMOBILE AGENCIES & DEALERS—
 NEW CARS—Continued**

DODGE & DE SOTO SALES & SERVICE

KING FRED MOTORS LTD 3 Ave & 11 St S ..2457
 Enerson Motors (1954) Ltd 817 4 Ave S5705
 (See Advertisement This Page)

FLEMING MOTORS LTD

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 AUTOMOBILES & TRUCKS

North Star Oil Products

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Cor 5 Ave & 5 St S3633

Johnnie's New & Used Cars 101 1 Ave S4650

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Sales2457

Parts & Service3811

3rd Ave at 11th St S

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PACKARD & WILLYS
 SALES & SERVICE

Repairs to All Makes of Cars

307 - 11th St S Sales 3933 Parts 2622

NASH MOTOR CARS

SALES
 AND
 SERVICE



"For Service Call"

SOUTHERN NASH LTD

Office & Sales Dept 4 Ave & 9 St S2045

Parts & Service Dept2645

(Continued on next page)

**Mercury, Lincoln &
 Meteor Sales &
 Service**

H. E. (DUTCH) SMITH, PROP.

Genuine Ford Parts
 & Accessories for
 All Ford Products

**Smith Motors
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5763

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PONTIAC, BUICK & G.M.C. TRUCKS

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

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Smith Motors Ltd Cor 6 Ave & 6 St S5763
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Sales, parts and service for these modern British cars made in Coventry, England.



"Where To Call"

RALPH'S SERVICE 402 4 Ave S ...4570

United Service Garage Service Dept 302 3 Ave S 2750
Parts & Sales71105
(See Advertisement This Page)

WORLD'S TOP MOTORS
Cor 5 St & 1 Ave S4530

Automobile Agencies & Dealers—Used Cars

Danielson James A 334 4 St S2347
Danielson M H 417 7 St S5540
Fleming Motors Ltd Cor 10 St & 3 Ave S4746
Howard's Auto Sales Cor 18 St & 3 Ave S5557
Marquis Motors Ltd Cor 19 St & 3 Ave S71371
Pyramid Motor Sales Ltd Cor 3 Ave & 20 St S . 6462
Shortt's Car Sales 2004 2 Ave S77677
Smith Motors Ltd Cor 6 Ave & 6 St S5763

SOUTHERN NASH LTD
Cor 7 St & 5 Ave S6444

Automobile Body Builders & Repairers

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Cor 2 Ave & 8 St S3147
Bert's Repair Shop Cor 3 Ave & 12 St-A S6886
Christie's Auto Body Works 135 13 St N5191

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G.M.C. SCHOOL COACHES

813 - 2nd Ave-A N78334—78335

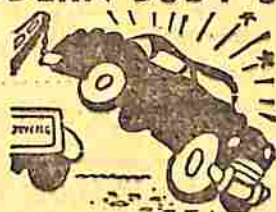
Enerson Motors (1954) Ltd 817 4 Ave S5705
Hepp's Body Shop 612 4 St S4242
Hopp Bros Cor 4 St & 6 Ave S5030

**AUTOMOBILE BODY BUILDERS
& REPAIRERS—Continued**

IMPERIAL MOTORS LTD 308 4 St S2505
Jack's Truck Garage 301 2 Ave S77220
Lethbridge Body Works 1801 3 Ave S3987
(See Advertisement This Page)
Marquis Motors Ltd 313 7 St S71315
Modern Body Shop 1511 3 Ave S5544
(See Advertisement This Page)
Pete's Wheel Alignment Service 1234 3 Ave S ..71030
Terminal Service Station & Body Shop
Cor 4 Ave & 4 St S3336
(See Advertisement This Page)

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Hagen Auto Electric 1209 3 Ave S5090

Hutton's Ltd 315 8 St S {2586
5566

(See Advertisement This Page)

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.

Automobile Radiators & Repairs

John's Radiator Shop 405 4 Ave S3250

(See Advertisement This Page)

Radiators Ltd 114 8 St S4121

(See Advertisement This Page)

Roy's Radiator Shop 327 3 St S4412

(See Advertisement This Page)

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ROY'S RADIATOR SHOP

Complete Radiator Service
Recoring
Cleaning and Repairing

PHONE
4412

327 - 3rd St S

Lethbridge

JOHN'S RADIATOR SHOP

Cooling System Specialists
CARE WILL SAVE YOUR CAR

LAWRENCE CORES
Highest Quality — Maximum Strength
— 100% Cooling Efficiency —
Frost Proof — All Copper

**RADIATORS (ALL MAKES)
CLEANED - REPAIRED - RECORDED**

PHONE
3250

405 - 4th Avenue South
Rear of Alexandra Hotel

RADIATORS LIMITED

114 - 8th Street South
LETHBRIDGE

4121

Wholesale & Retail
Repairing, Re-Coring and Cleaning
to restore circulation.

Authorized
HARRISON & McCORD SERVICE

DISTRIBUTING

Original Type, Replacement Radiators
and Cores for All Cars, Trucks and
Tractors.

CALGARY... Phone 21047

"DESIRE TO SERVE — PLUS ABILITY"

Branches at Calgary & Red Deer

When You Have
Forgotten . . . A Name

*Recommended
By Someone*

You remember someone
having recommended a
certain concern or dealer,
but can't remember the
name recommended—

LOOK IN THE
YELLOW PAGES

You will probably recognize
the name when you see it.

Automobile Springs & Axles

LETHBRIDGE SPRING & AXLE
402 4 St S3478
(See Advertisement This Page)

TENNANT REX J

SPRINGS FOR CARS, TRUCKS,
TRAILERS & OVERLOADS

SPRINGS, STEERING &
SHOCK ABSORBERS

813 - 3rd Ave S2667

Automobile Washing & Polishing

IMPERIAL AUTO LAUNDRY
Cor 2 Ave & 7 St S2887

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

LETHBRIDGE SPRING & AXLE

"If It's a Spring,
Give Us a Ring"

Springs Made Up
and Repaired

For any make of Car,
Truck or Trailer

PHONE

3478

402 - 4th St South Lethbridge

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GOWIN'S WELDING & ALIGNMENT SHOP 328 4 St S3860

PETE'S WHEEL ALIGNMENT SERVICE

Peter N. Zubach, Prop.

WHEEL ALIGNING
WHEEL BALANCING
WHEEL STRAIGHTENING

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MARSHALL MOTORS & AUTO WRECKERS

USED PARTS FOR ALL MAKES OF
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Largest Auto Wreckers in the West
Trailers Built to Order

409 - 3rd Ave S5644-6888

McLAUGHLIN GARAGE & AUTO WRECKERS

NEW & USED PARTS FOR CARS
& TRUCKS

All Types of Trailers Built to Order

Cor 4th Ave & 3rd St S2918

NORTH LETHBRIDGE MOTORS & AUTO WRECKERS

We Specialize in USED PARTS for
All Model Cars - Towing Service
CAR REPAIRS — ALL TYPES

313-317 - 13th St N3181

Aviation

Lethbridge Flying Club Kenyon Field3380
(See Advertisement This Page)

Save Hours of Window Shopping
by
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LEARN
TO FLY!

IT'S FUN

JOIN THE

Lethbridge Flying Club

Affiliated with

The Royal Canadian Flying Clubs Association

HANGAR

3380

Club Rooms &
Dining Room

4467

Awnings, Tents, Etc.

C-THRU ALUMINUM AWNING CO
516-518 3 Ave S2212
Sunshade Distributors Ltd 1515 3 Ave S3343
(See Advertisement This Page)

Baby Chicks

(See Poultry & Products)

Baggage

(See Luggage)

Baggage Transfer

(See Cartage)

... From Office to Office
... From Salesman to
Warehouse
... From Coast to Coast
the growing business
needs

**Alberta Government Telephones
TELETYPE**

NORFOLK EQUIPMENT MFG. LTD.

Manufacturers of

"SUNSHADE"
ALUMINUM AWNINGS
CANOPIES
COMBINATION
STORM WINDOWS
& DOORS

UNEXCELLED for QUALITY
at
MODERATE PRICES

PHONE **3343** PHONE

Sunshade Distributors Ltd.

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Cor 8 St & 7 Ave S3266
- Clack Mrs J L 608 12 St-A N4066
- Hannah Bread Ltd E Potts Rep 1606 13 St N 71137
- MARQUIS PASTRY & CANDY SHOP** Marquis Hotel4441
- McGAVIN BAKERIES LTD**
1502 3 Ave S3378
Day & Night4488
Day Calls Only4488
- National System of Baking Lethbridge Ltd
407 5 St S2047
- Penny's Bakery 1504 9 Ave S5636
- Star Bakery 1408 3 Ave S2569

Bakers—Wholesale

- CANADIAN BAKERIES LTD**
Cor 8 St & 7 Ave S3266
- McGAVIN BAKERIES LTD** 1502 3 Ave S
Day & Night3378
Day Calls Only4488
(See Advertisement This Page)
- Weston Bakeries Ltd 1-310 3 Ave S2745

BUY T.B. CHRISTMAS SEALS EVERY YEAR!



DAY and NIGHT
PHONE
3378

DAY CALLS ONLY 4488

Don't Say "Bread", Say



McGavin's Good Bread
and Cakes

McGAVIN'S BAKERIES LTD.

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- Bank of Nova Scotia The 3 Ave S5794
- Canadian Bank of Commerce The General Office
4 Ave & 7 St S2414
Manager's Office3461
Asst Manager5170
Accountant's Dept6173
- Imperial Bank of Canada 323 7 St S5774
13 St N Branch 244 13 St N4646
- Royal Bank of Canada The 4 Ave & 7 St S ...78541
- Toronto-Dominion Bank 612 4 Ave S5028
Manager's Office F T Goldsmith4165
South Branch 315 6 St S78477

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- Cameron C E "C" Metcalfe Bldg3559
- Davidson Davidson & Williams 315 6 St S3711
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- Hogg & Menzie 101-103 McFarland Bldg2656
- HUCKVALE W E** Acadia Blk 3 Ave S2171
- Livingstone John A 6 Ryland Blk2928
- MOSCOVICH MOSCOVICH SPANOS & MATISZ** 1 Oliver Blk3990
.....5190
- Prowse & Prowse 4 Oliver Blk2901
- Rice Paterson Cullen Ives Paterson & MacLean
Bank of Commerce Bldg5716
- Turcotte & Byrne Bank of Nova Scotia Bldg4331
- Vaselenak John QC Suite D Metcalfe Bldg3487
- Virtue Russell Morgan & Virtue McFarland Bldg {3429
.....4932

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AUTO — FARM — RADIO
BATTERY SALES & SERVICE
315 - 8th St S2586—5566

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WILLARD BATTERIES
FOR EVERY PURPOSE
217 - 12th St-B S5587
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The Amazing New
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"HI-LEVEL
BATTERY"
Needs Water Only
3 Times a Year in
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Prest-o-lite hi-level

"Where To Buy Them"

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SEVENTY-SEVEN
BATTERIES
Manufactured by
HART BATTERY CO. LTD.
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- Beau Monde Beauty Shoppe 10 Rylands Blk3575
(See Advertisement This Page)
- Beauty Box 539 5 St S4251
(See Advertisement Opposite Page)
- Bel Aire Beauty Salon 240 13 St N77377
- Bochan's Beauty Cottage 1104 6 Ave S4578
- Coby's Beauty Shop 318 13 St N5687
(See Advertisement Opposite Page)
- Fletcher's Beauty Salon Capitol Theatre Bldg3494
(Continued on next page)

Don't Tire Yourself
trying to find
Who Sells It!
The
YELLOW PAGES
Tells
"Where to Buy It"

BEAU MONDE Beauty Shoppe

THELMA MILLER and ANGIE HLEUCKA
Proprietors



"Your Friendly Shop"

PERMANENTS
THAT
SATISFY
SHAMPOOS
HAIR STYLING

PHONE

3575

Located for your shopping convenience
above Rylands

302 - 5th Street South

DISCRIMINATING WOMEN PREFER
HARPER METHOD BEAUTY CARE

Harper CORONET
Instant HAIR CONDITIONER

With KERA GENE

- ★ Excellent for Dry, Lifeless Hair
- ★ Before and After Permanent Waves
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- ★ Brittle Split End Hair
- ★ Hair which Fails to Hold its Hairdress

PHONE

4251

☆

BEAUTY BOX

(Owned and Operated by Freda Walton)

☆

539 - 5th St South Lethbridge



PERMANENT
SATISFACTION . . .

. . . and

Experts in Hair Styling,
Hair Cutting, and All
Lines of Beauty Culture.

Fletcher's Beauty Salon

Next door to Capitol Theatre

PHONE **3494**

Marvelle Beauty Bar

Personalized Hair Cutting
Styled to Please You

4262

SPECIALISTS

In Hair Coloring, Conditioning
and Permanent Waving

4262

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BEAUTY SHOP**

COBY WALDREN, Prop.

Our years of experiments
and schooling in Europe
guarantee you the best of
work in all branches of
Beauty Culture.

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Next to North Lethbridge Hardware

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BEAUTY SALON**

GUARANTEED SATISFACTION ON ALL
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NEW, MODERN AND SPACIOUS
QUARTERS

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Learn Hairdressing at . . .

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TIME AND EXPENSE LESS THAN MOST TRADES

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INDIVIDUAL INSTRUCTION AND IMPROVED EQUIPMENT
ASSURE THOROUGH TRAINING FOR A PROMISING CAREER

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Always Ahead in Hairdressing



Hair Shaping and Permanents that Satisfy
Specialists in Cutting Curly or Straight Hair

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Salon

Situated to Serve You

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BEAUTY PARLORS—Continued

- John's of Lethbridge Beauty Salon
524 6 St S 3355
(See Advertisement This Page)
- Lindrud Gertrude 1201 3 Ave S 4020
- Little's Beauty Parlor 1110 6 Ave S 3926
- MARIANNE'S BEAUTY SALON**
El Rancho Motel 5822
- Marquis Beauty Shop Marquis Hotel Bldg 3714
(See Advertisement This Page)
- Marvelle Beauty Bar McFarland Bldg 4262
- Paramount Academy of Beauty Culture Alta Blk .. 2250
(See Advertisement on Page 9)
- Paulyne's Style Centre 304 13 St N 71065
(See Advertisement This Page)
- Silverdale Beauty Shop 1020 20 St S 71086
- Style-Rite Beauty Salon 1514 9 Ave S 5000
- Up-To-Date Beauty Shop 714a 3 Ave S 2079
- Westbrook Bros 319 6 St S 3852

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Bert & Mac's Cycle Ltd 913 3 Ave S 3221
(See Advertisement This Page)

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Bicycles & Phonographs Repaired
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Beauty Shop**

For Unsurpassed Value

in
PERMANENT WAVING
RADIO WAVING
FINGER WAVING
MARCELLING
AND ALL LINES OF BEAUTY
CULTURE

3714

MARQUIS HOTEL — MEZZANINE

New Modern and Spacious
Beauty Shop

**PAULYNE'S
STYLE CENTRE**

Formerly BEL-AIRE Beauty Salon



PHONE

71065

PERMANENTS GUARANTEED
Hair Styles to Please

OPERATORS

Pauline Brown — Irene Blanchard

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Kitty Corner from York Hotel

**BICYCLES &
BICYCLE SERVICE**

LARGEST STOCK OF
BICYCLES IN
SOUTHERN ALBERTA

**BERT & MAC'S CYCLE
LTD.**

3221

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Lethbridge



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Name, Address, Telephone Num-
ber, Products and Services Be-
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LETHBRIDGE BLUE PRINTING CO

1215 3 Ave S5848

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Lethbridge Chamber of Commerce 1113 3 Ave S .2012

Boilers

Liberty Boilers (Lethbridge) Ltd 1402 2 Ave S ..3921
(See Advertisement This Page)

Bonds

(See Stocks & Bonds)

Book-keeping Machines

(See Accounting & Bookkeeping Machines)

Boots & Shoes—Retail

Agnew Surpass Shoe Stores Ltd 605 4 Ave S ..78444
Avenue Shoes McFarland Bldg2760
Baird's Shoes & Leather Goods 306 5 St S3764
Bon Ton Shoe Store 505 4 Ave S3784
Camm's Shoes 403 5 St S3050

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"WHERE PRICE
and QUALITY
MEET"

311 - 5th St S2982

Lilley & Skinner (Canadian) Ltd 615 4 Ave S ..77300
Sterling Shoes Ltd 314 6 St S3344

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Faulkner Beverages Ltd 2907 2 Ave-A S71310
Purity Bottling Works 1421 3 Ave S2501
Seven-Up (Lethbridge) Distributors 1518 3 Ave S 5125

Bowling Alleys

Bowladrome The 7 St S3330

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Clothing & Furnishings**

Juniors' McFarland Bldg 4 Ave S2678

Brewers

Sicks' Lethbridge Brewery Ltd 2 Ave & 1 St S ..2444
E S Neils Mgr6666
Soft Drink Department3442

Brewers' Distributors

Government Beer Warehouse 1 St & 2 Ave S3554

Brick—Fire

HOWELL REFRACTORIES LTD

Fire Brick - Missouri Quality Plastic Fire
Brick - Castable Refractories - High
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3887

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Beaver (Alta) Lumber Ltd 3 Ave & 17 St S3516
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We Specialize in
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Lethbridge 1601 - 3rd Ave S5161

Magrath—Office & Factory196

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YELLOW PAGES**

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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.

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(Lethbridge)
Ltd.**

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GENERAL
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CONTRACTORS

BOILER REPAIRS AND
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PORTABLE
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- Insul-Shake

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Fir - Mahogany - Birch - Walnut - Knotty Pine - Redwood - Maple

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Lethbridge

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COMPLETE SUPPLIES FOR THE BUILDER
FULL PLANING MILL SERVICE
"Phone the Lumber Numbers"

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LETHBRIDGE BUILDING SUPPLIES CO

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6332

(See Advertisement This Page)

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ASBESTOS MATERIALS

WESTPLY BRAND
PLYWOODS

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MASONITE
TEN/TEST & PLYWOOD PRODUCTS
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PANELYTE, ETC.

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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.

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(LETHBRIDGE) LTD**
BUTLER STEEL BUILDINGS
SALES & SERVICE
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**STEEL STRUCTURES & BUILDING
PRODUCTS LTD** Cor 3 Ave & 14 St S ...78888

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Bus Depot 411 5 St S2288

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Established 43 Years Personal Instruction
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Day and Evening Classes
Friendly, Expert Teachers
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Res 3463

LETHBRIDGE SECRETARIAL COLLEGE
Affiliated with Business Educators' Association
of Canada - Specialized Training for
the Better Business Position
DAY and EVENING CLASSES
Miss Marion P. Biggs, Principal
618a - 3rd Ave S3968

(See Also Advertisement This Page)

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General Woodworkers & Cabinet Makers
526 13 St N4411
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249 12 St-A N78343
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Alberta Canning Co Ltd Cor 2 Ave & 10 St S ...4524
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Employment2587
General Office & Manager2517
Warehouse & Shipping5510

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**CARTER CARBURETOR AUTHORIZED
SALES & SERVICE**

Specialists in
Carburetors and
Automatic Choke
Equipment



When in Need of Parts, Repairs or Adjustments,
Patronize the OFFICIAL CARTER OUTLETS
listed below.

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Hutton's Ltd 315 8 St S2586
(See Advertisement This Page)

Carpet & Rug Cleaners

Benjamin's Cleaners Tailors Masonic Hall Bldg ..5771
(See Advertisement This Page)

The Yellow Pages save you time!

**Authorized Carburetor
Sales & Service Distributors**

Carter Marvel-Schebler
Ford Stromberg
Holley Tillotson
Zenith

HUTTON'S LTD.

2586

315 - 8th Street South

**YOUR RUGS
PROPERLY CLEANED**

The Most Modern Methods

Either in your home or at our plant . . .
Our Rug Cleaning Department can guarantee
you satisfaction and your rugs will be ready
to use again in a few hours.

DIAL **5771**

Benjamin's Cleaners Tailors

Masonic Bldg FREE ESTIMATES

Carpet & Rug Dealers

(See Rugs & Carpets—Retail)

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Canadian Freightways Ltd Pickup & Delivery }2944
520 3 St2945
General Office5665
Claims Dept6322
(See Advertisement This Page)
Cooper Transport 1231 2 Ave-A N4520
Dench of Canada Ltd North Side of CPR
Freight Sheds4234
Ewing Transport 614 4 St S6177

JARVIE A M & SONS

TOP SOIL - SAND - GRAVEL
FILL DIRT - LEVELLING
BACKFILLING - LANDSCAPING
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LETHBRIDGE MESSENGER SERVICE

Baggage and Light Deliveries
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(Continued on next page)

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IN 6 WEEKS
WITH
Speedwriting
THE ABC SHORTHAND
(Typing Available)**

Careful Individual Instruction
DAY and EVENING CLASSES

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PHONE
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FREIGHTWAYS
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Serving
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Connecting at Coutts for U.S.A.

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CARTAGE—Continued

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Agents for
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Night Phone 3473

McNeely Bros 518 3 St S2520

Melchin Transport Ltd 249 12 St N78301

Miller & Irvine 1138 12 St-B S3897

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Long Distance Moving

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Perry J 820 5 St S5546

ROBERTSON TRANSPORT 524 3 St S 6226

Roy's Pick-Up & Delivery Service 240 14 St N 4069
(See Advertisement This Page)

Skinner George 815 15 St N5931

Speedy Storage & Cartage Ltd 327 3 St S5734

Webb Transport 545 4 St S71144

Roy's Pick-Up & Delivery Service

ENZO V. ZANONI

Prompt Efficient Service

FURNITURE MOVING

CAR UNLOADING

BAGGAGE &

LIGHT DELIVERIES

Agents for

FIVE ROSES FLOUR

4069

240 - 14th Street North

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BURROUGHS ADDING MACHINE OF CANADA
LTD 507 7 St S77577

**NATIONAL CASH REGISTER CO OF
CANADA LTD** 118 8 St S4533

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(See Contractors—Cement)

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GENERAL ALBERTA DAIRY POOL
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PURITY DAIRY 516 5 Ave S4124

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CHIPMAN CHEMICALS LTD
517 3 St S71221

Giroux John F 6 Miriam Mansions71698

Oliver Chemical Co (Lethbridge) Ltd (4838

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Juniors' McFarland Bldg 4 Ave S2678

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THE STORE FOR BOYS & GIRLS

READY TO WEAR

COATS - SUITS - DRESSES

MILLINERY - HOSIERY - LINGERIE

18 MINUTES TO 18 YEARS

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CONSUMERS HARDWARE & SUPPLY

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Chiropractors

Anderson Roy E 901 3 Ave S6677

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Dr W C Thompson 511 7 St S4898

Clancy L D 116 McFarland Blk2231

LETHBRIDGE CHIROPRACTIC CLINIC
Dr L A Cowie 1013 3 Ave S2035

Speelman J C 205 B C Trust Bldg4261

TAJIRI N M 5 Oliver Blk71244

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Central Church of Christ 425 11 St S4774

Christ-Trinity Lutheran Church 420 12 St S4505

Christian Missionary Alliance 1202 3 Ave S2996

Christian Science Church & Reading Room
4 Ave & 12 St S5962

Church of Jesus Christ of Latter Day Saints
Cor 5 Ave & 12 St S3255

Ward 3 10 Ave S5321

Church of The Nazarene Cor 9 Ave & 16 St S .78827

First Baptist Church 1614 5 Ave S2082

First United Church 13 St & 5 Ave N2659

Hebrew Congregation Cor 3 Ave & 9 St S78621

Lethbridge Bukkyo 13 St & 11 Ave N5918

Lethbridge Christian Reform Church
2 Ave-A & 18 St N78306

McKillop United Church 916 Mayor Magrath Drive 5018

Pentecostal Church 520 7 St S4957

St Andrews Presbytn Church Study 5 Av & 8 St S 2582

St Augustine's Church 11 St S3970

Assistant Priest's Office71140

St Basil's Rectory 604 13 St N3412

St Mary the Virgin Church of 537 12 St-C N ...3671

St Patrick's Rectory 312 10 St S3489

St Peter & St Paul's Rectory 640 12 St-C N4105

Salvation Army Citadel Office 426 5 St S5832

Southminster United Church 4 Ave S3404

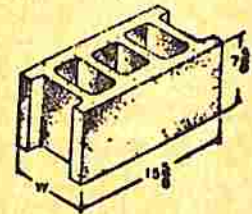
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Cinder Blocks

Superior Masonry Products Ltd 9 Ave & 6 St N 4875
(See Advertisement This Page)

Superior Masonry Products Ltd.

(One of the J. A. Jarvie Enterprises)



CINDER-CRETE &
CONCRETE BLOCKS

In All Types & Sizes

CHIMNEY BLOCKS

Washed Sand & Gravel
Mortar Sand & Road Gravel
Split Rock - Transit-Mix Concrete

4875 - 78103

9th Avenue & 6th Street North

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Benjamin's Cleaners Tailors Masonic Hall Bldg . . 5771
(See Advertisement This Page)

LEE DUCK

TAILORING & DRY CLEANING
Lowest Prices for Dry Cleaning,
Pressing, Hat Cleaning & Blocking
330 - 13th St N 2770

(Continued on next page)

**O.K. Laundry &
Dry Cleaning**

SUITS MADE TO ORDER
Guaranteed Fit and Satisfaction
EXPERT REPAIRS & ALTERATIONS
Cleaning & Pressing While-U-Wait
We Call For and Deliver

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312 - 3rd St S

Lethbridge

**SPIC & SPAN
DRY CLEANERS**

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Southern Alberta's
First Synthetic
Cleaning Plant

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2 HOUR
ZIP SERVICE
GUARANTEED ODORLESS

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FOR SUPERIOR
DRY CLEANING SERVICE

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78116

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**A COMPLETE SERVICE
FOR YOUR CLOTHES**

Your Garments Cannot Get
More CAREFUL Attention

Dry Cleaning — Repairs — Alterations
Pressing — Re-proofing — Dyeing

ALWAYS FIRST WITH NEWER OR
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OF

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SPARKLE Cleaners and Launderers

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for OUR NEW

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That Really Makes Your Garments Sparkle Like New!

1818 - 3rd Avenue South

CLEANERS & DYERS—Continued

- Lethbridge Laundry & Dry Cleaners Ltd 3451
542 4 St S 3452
(See Advertisement on Page 15)
- NEILSON DRY CLEANERS & TAILORS**
1514 9 Ave S 7771
- O K Laundry & Dry Cleaning 312 3 St S 4039
(See Advertisement on Page 15)
- Park's Ltd 311 6 St S 4141
- Perluc Cleaners 410 5 St S 3666
(See Advertisement This Page)
- Sparkle Cleaners & Launderers 1818 3 Ave S .. 71234
(See Advertisement This Page)
- Spic & Span Dry Cleaners 112 8 St S 78116
(See Advertisement on Page 15)

Clubs

- Army & Navy Veterans Club 517 5 Ave S 3846
Secretary Manager Office 4526
- Canadian Legion
Club Rooms & Restaurant 1 Ave & 9 St S ... 3426
Lounge 71334
Office 6644
- Chinook Club Cor 3 Ave & 13 St S 2443
- Elks Club 1251 3 Ave S 2633
Secretary & Mgr's Office 77219
- Lethbridge Country Club River Bottom 2527
- Lethbridge Golf Club Henderson Lake 3652
- Lethbridge Press Club 3 Metropolitan Bldg 3385

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- Lethbridge Collieries Ltd 413 8 St S
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Sales & Shipping 3524
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Purchasing Agent & Stores 2166
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- CREDIT BUREAU OF LETHBRIDGE LTD** 320 B C Trust Bldg 71157
- Farris Service Agency 2 Acadia Bk 2616

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- Jack & Jill Nursery & Kindergarten 607 7 Ave S 78255

Concrete Blocks

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(See Advertisement This Page)

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- Avenue Confectionery 909 3 Ave S4195
- Empress Confectionery 814 4 Ave S2872
- Fairview Confectionery 1524 9 Ave S5075
- Goody's Confectionery 1016 9 Ave S3625
- Jones Confectionery 212 13 St S4748
- Ninth Avenue Confectionery 913 9 Ave N5474
- O K Confectionery 1260 3 Ave S2653
- Pacific Confectionery 1424 3 Ave N99143
- Regal Confectionery Cor 5 St & 6 Ave S5140
- Roy's Confectionery 418a 5 St S5803
- U N Confectionery 414 13 St N5182
- Wong Confectionery 2126 7 Ave S77545

Confectioners—Wholesale

- Kitson's Wholesale Ltd 427 5 St S2023
- Stuart John Sales Ltd 943 20 St S5658

Contractors—Building

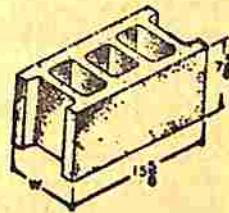
ART BATTY CONSTRUCTION LTD

- 407 Mayor Magrath Drive3107
- Bird Construction Co Ltd 202 13 St N78525
- Chronik Construction Co 1 McKenzie Bldg6846
- Dorigatti Construction Ltd Hull Bldg4981
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(Continued on next page)

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PAHULJE CONSTRUCTION
 1017 Mayor Magrath Drive 6747
 Santa George 522 21 St S 2956
 Sundquist N 222 12 St-B N 71744
 Woodcraft Builders 1021 18 St S 4956
 (See Advertisement on Page 17)

Contractors—Cement

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LETHBRIDGE CONCRETE & ASPHALT CO LTD
 TRANSIT MIX CONCRETE
 ASPHALT PAVING
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 (See Advertisement This Page)

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77291
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Malchow the Excavator Ltd 1840 5 Ave-A N ... 2181
 (See Advertisement This Page)

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 Roy McNeely, Mgr.
EXCAVATING & TRENCHING
SAND & GRAVEL
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 Res 4923

Segboer C 1910 13 Ave S 6967

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 Balbi Construction 225 12 St-A N 4363
 Balogh Joseph 1818 10 Ave S 6508
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 Russell Vern 1211 8 Ave S 25
 Scotter George 1134 17 St S 52
 Southern Alberta Construction Ltd 241 9 St N .. 55
STRAFEHL MASONRY CON- STRUCTION 9149
 Tollestrup G F & Co 1815 3 Ave S 40
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CRYSTAL DAIRY LTD 434 8 St S2576

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ROSCO METAL PRODUCTS (ALBERTA) LTD 1307 3 Ave S6385

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Manager's Office5534

(See Advertisement This Page)



CULTURED SOUR CREAM

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and

4095



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A Good Dancer ALWAYS HAS A WONDERFUL TIME

What's Wrong With Your Dancing?

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(See Advertisement This Page)
Delmar Studios of Dancing Ltd
2nd Flr Consumers Bldg5600
(See Advertisement This Page)
(Continued on next page)

Canadian School of Ballet



Classes for All Age Groups
BALLET - MUSICAL COMEDY
TAP AND HIGHLAND
Principal Joy Camden

Studio
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5992

DANCING

AT THE AIR-CONDITIONED

TRIANON BALLROOM

EVERY THURSDAY & SATURDAY

"Dance and
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1st Ave & 5th St South

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(See Advertisement This Page)
- Tranon Ballroom 1 Ave & 5 St S4787
(See Advertisement Opposite Page)

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- Allen L T 208 Medical Dental Bldg2165
- Carson J E 202 Medical Dental Bldg4504
- Christou V E 203 Medical Dental Bldg2559
- Clark Ward F 121 McFarland Bk4140
- Craig W P Rylands Bk3357
- Erickson E D 7 Lafferty Bk6091
- Fletcher Elmo E 206 Medical Dental Bldg 2474
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- Gibson M J 209 Medical Dental Bldg 2071
- Gray A R S 2-503 7 St S4397
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- Redding H D New Woolworth Bldg2631
- Rylands D A 210 New Woolworth Bldg2497
- Stewart J S 203 Medical Dental Bldg2559
- Witbeck Tom O 207 Medical Dental Bldg4455
- Wood F T New Woolworth Bldg78333

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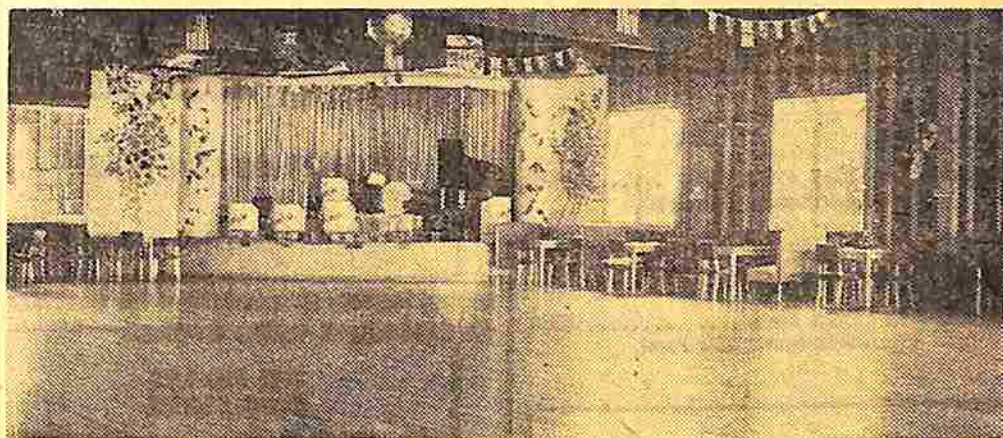
WOOD G H & CO LTD 327 3 St S77400

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- Eaton Company Canada Limited (The T)
Lethbridge Branch 4 Ave & 6 St S78553
Engineers Office After Business Hours
Sundays & Holidays4343
- Supina Mercantile 230 13 St N
Groceries2766
Groceries & Meats2966
Meat Dept & Men's Wear3456
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Orchestra From 3 to 7 Pieces Available

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EVERY BUSINESS NEED

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by
MODERNFOLD



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 331 - 5th St S2205

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 Acadia Bldg 614 3 Ave S3555
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.....5988
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(See Advertisement This Page)

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WE SPECIALIZE IN
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WASHERS AND DRYERS
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INSTALLATIONS

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(Continued on next page)

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and NORTHERN ELECTRIC APPLIANCES

3889

309 - 7th Street South

SNIDER ELECTRIC

KOHLER SALES & SERVICE
RURAL & CITY WIRING
Authorized "RED SEAL" Wiring

PHONE

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215 - 12th Street B.

South Lethbridge

Night & Emergency Phone . . . 6537

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Authorized Agents for
WESTINGHOUSE
GENERAL ELECTRIC

RANGES

REFRIGERATORS

WASHERS

RADIO

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Guaranteed Appliance Service
On All Lines

4546

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WESTINGHOUSE SERVICE



Complete facilities and
personnel for repair
service on all types of
Industrial Electrical
Equipment

Canadian Westinghouse
Co. Ltd.

330 - 11th Ave W—Calgary

27906

Night Calls 492893

Buy Christmas Seals

ELECTRICIANS—Continued

PARSONS ELECTRIC LTD

FOR
ELECTRICAL SERVICE

1273 - 3rd Ave S4268
Emergency Calls6881

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and
REFRIGERATOR REPAIRS

10 McLeay Blk3929

Pittman & Coutts Electric 706 3 Ave S4546
(See Advertisement This Page)

ROY ELECTRIC CO

Motor Rewinds & Repairs
Frigidaire ☆ NEON
Commercial & House Wiring
NO JOB TOO LARGE OR TOO SMALL
ESTIMATES FREE

406 - 5th St S3735

Snider Electric 215 12 St-B S6996
(See Advertisement on Page 23)

Employment Agencies

National Employment Service 516 5 Ave S78535

**PITTMAN
& COUTTS
ELECTRIC**

Complete Electrical Service

ADEQUATE WIRING FOR

- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL

No Down Payment
24 Months To Pay

See our Exclusive Display of
Inspiration Lighting by Moa
WHOLESALE & RETAIL

4546

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McKENZIE R B

CONSULTING ENGINEER
Special Engineering Service
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Engines—Diesel

CATERPILLAR DIESEL ENGINES

12 sizes up to 500 H.P.
for all prime and auxiliary
power needs. For new instal-
lations — for replacement.
Also full line electric sets
up to 314 KW. Backed by complete parts and
service facilities.



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1269 2 Ave S2606

ELECTRICAL INDUSTRIES LTD

CALGARY

325 - 10th Ave W Phone 65997

FERGUSON SUPPLY ALBERTA LTD

1307 3 Ave S6385

HUTTON'S LTD

Authorized Sales & Service
DIESEL FUEL INJECTION

American Bosch - C.A.V. - Scintilla - Simms
315 - 8th St S2586—5566

Engines—Gas

**BRIGGS & STRATTON
GASOLINE ENGINES**

FACTORY APPROVED
SALES - SERVICE
World's best-selling, single
cylinder, lightweight, air-
cooled engines. 4-cycle for
easy starting, extra reliability
—1 to 8.4 h.p. For farm,
home, industry.



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BRUCE ROBINSON ELECTRIC LTD

1520 3 Ave S3258

ELECTRICAL INDUSTRIES LTD

CALGARY

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Electro Service Ltd 817 3 Ave S2669

FERGUSON SUPPLY ALBERTA LTD 1307 3 Ave S{ 6385
77111

HUTTON'S LTD

Authorized Sales & Service
BRIGGS & STRATTON - LAWN-BOY
JOHNSON IRON HORSE
POWER PRODUCTS CORP. - REO

315 - 8th St S2586—5566

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Schoof Mrs Marjorie 625 8 St S4483

Explosives

EXPLOSIVES LTD 907-915 2 Ave S5715
Night Calls F H Art Jones r6733

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Canadian Pacific Express Co CPR Station {3434
Garage3436
.....4590

**Eye, Ear, Nose &
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Bassett Dr T H Purity Dairy Bldg2510
Sarkies Dr J W Purity Dairy Bldg2510
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ALLIS-CHALMERS RUMELY LTD

Full Line of
FARM MACHINERY
MECHANICS SALES LTD.

307 - 11th St S3933

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910 2 Ave N78232

**CATERPILLAR DIESEL FARM
TRACTORS**

For all farm power needs
where traction, economy,
timeliness are essential re-
gardless of field conditions.
Also scrapers, 'dozers, and
matching Allied Equipment for farm earth-
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Dogterom Agency 1709 2 Ave S4146
Ducan Canvas Factory Internment Camp6550
General Farm Supplies Ltd 1621 3 Ave S3165
Kirchner Machine Co 2005 2 Ave S3678
MacLeod D & Son 1262 2 Ave S{4070
.....4223
Major Aluminum Products (Canada) Ltd
2125 2 Ave S{5525
.....5585
Modern Farm Equipment Ltd 1262 1 Ave S3659
Office5691

(Continued on next page)

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TELEPHONES TELETYPE**

Reduces chance of error and
assures more satisfactory
service to clients... fixes
responsibility.

Directory Advertising Pays

FARM MACHINERY & SUPPLIES—Continued

**OLIVER CHEMICAL CO
(LETHBRIDGE) LTD**
Wholesale Distributors
GATES BELTS & PULLEYS
Manufacturers of
OLIVER IRRIGATION EQUIPMENT
Cor 3rd Ave & 9th St N4838—6555

- Smyth B J Agt Minneapolis-Moline of Canada Ltd
1211 2 Ave S3496
- United Machine Distributors Ltd 1621 3 Ave S ...3165
- Universal Farm Sales Cor 19 St & 3 Ave S3941
- VICTORY EQUIPMENT LTD** 321 13 St N 4389
- WEST CANADIAN MACHINERY CO
LTD** 231 9 St N3556
- WISCONSIN ENGINES & PUMP JACKS—
BRUCE ROBINSON ELECTRIC LTD**
1520 3 Ave S3258

Feed

- Ellison Milling & Elevator Co Ltd 2 Ave S5751

Financial Agents

- BRITISH CANADIAN FINANCE
LTD** Cor 3 Ave & 7 St S78581
- Canadian Acceptance Corp Ltd
109 McFarland Bldg5621
- GENERAL MOTORS ACCEPTANCE
CORPORATION** 503 7 St S78571
- HOUSEHOLD FINANCE CORPN OF
CANADA** 2nd Flr 408a 5 St S78551
- Industrial Acceptance Corp Ltd 424 7 St S ...78521
- PERSONAL FINANCE LOANS**

\$50 TO \$1,200 OR MORE
ON
SIGNATURE
FURNITURE - AUTO
PHONE OR COME IN



"For Information Call"

**PERSONAL FINANCE CO OF
CANADA** New Woolworth Bldg78565

- Preferred Finance Corporation Ltd
303 Harris Bldg77621
- Traders Finance Corp Ltd Glenwood Bldg
321 6 St S4172

Fire Fighting Appliances

- Chidlow's Fire Protection Equipment
1319 3 Ave S5156
(See Advertisement This Page)

**CHIDLOW'S Fire
Protection Equipment**

SAFETY SUPPLIES

Sales, Service, Recharging
Carbon Dioxide Extinguishers
Hydrostatic Testing & Recharging
Fire Hose Tested & Recoupled

AGENTS FOR
BULLARD HARD HATS
TACCO TRUCK STEP

5156 1319 - 3rd Ave S Res **4577**
A. A. CY SMEE, Manager

FIRE FIGHTING APPLIANCES—Continued

- Ever-Mac Ltd 712a 6 St S78233
(See Advertisement This Page)

WESTERN CANADA HARDWARE LTD
Western Canada Distributors for
Pyrene and C-O-2 Fire Fighting Equipment
907-915 - 2nd Ave S5711

- WOOD G H & CO LTD** 327 3 St S77400

Fish Dealers—Retail

- Nakagama Fish Market 312 1 Ave S5337

**Five to Twenty-Five
Cent Stores**

- Kresge S S Co Ltd Cor 4 Ave & 6 St S4155
- Metropolitan Stores Ltd Metropolitan Bldg4110
- Woolworth F W & Co Ltd 601 4 Ave S2280

Floor Machines

- WOOD G H & CO LTD** 327 3 St S.....77400

Floor Treatment Compounds

- WOOD G H & CO LTD** 327 3 St S77400

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A & B FLOOR COVERINGS CO
Linoleum, Rubber, Cork & Asphalt Tiles,
Carpets, Wall Coverings, Chrome Trim
Mouldings, Floor Polishers & Sanders.
Dure-Gloss Wax
712 - 3rd Ave S5454—71203

- Hamilton Percy 804 16 St S2532
- Kinnell Thomas 950 17 St S77520

ROY R P
Flooring and Finishing
TAYLOR-LADE FLOORS
ARE BETTER FLOORS
1226 - 10th St N2345

Florists

- Allen D 225a 21 St N78893
- Frache Bros Ltd Retail Store 322 6 St S
2666
2013
- Greenhouses Henderson Park2003
- Greenhouses N Lethbridge2768
(See Advertisement This Page)
- Lorna's Flowers 1508 9 Ave S78766
(See Advertisement Page 26)

(Continued on next page)

Buy Christmas Seals . . . Every Year

NU-SWIFT

WORLD'S FASTEST AND MOST
RELIABLE FIRE EXTINGUISHERS
FOR EVERY FIRE RISK.

RECHARGING OF ALL TYPES
OF EXTINGUISHERS

SAFETY ENGINEERING
SURVEYS

EVERYTHING IN
FIRE EQUIPMENT

EVER-MAC LTD.

SAFETY ENGINEERS

PHONE
78233

DAY OR NIGHT

712a - 6th St S Lethbridge

**FRACHE'S
Flower Shop**

(FRACHE BROS. LTD.)



WEDDING BOUQUETS
AND
FLORAL DESIGNS
ARTISTICALLY
ARRANGED

Cut Flowers For
All Occasions

2666

2013

Night Phone 2548

322 - 6th St S

Lethbridge

The freshest and most
Beautiful
Flowers
 obtainable.
 Dependable Delivery
 Service



Lorna's Flowers

Member of
 Florists' Telegraph Delivery Association
 1508 - Ninth Avenue South
 1 Block East St. Michael's Hospital
 LORNA PERRY, MANAGER

OUR HOSPITAL GIFT
 ARRANGEMENTS ARE
 SURE TO PLEASE

PERSONALIZED FLORAL SERVICE

78766

Nights 3382

**MARQUIS
 Flower Shop**



"FLOWERS SAY IT BEST"

Artistically Arranged
 Flowers for All
 Occasions

4377 - 4133

Night Calls - 5432 & 71404

Store Hours 9 a.m. to 5:30 p.m.
 Wednesday 9 a.m. to 12 noon.

Marquis Hotel Building, Lethbridge

FLORISTS—RETAIL—Continued

- Marquis Flower Shop 616 4 Ave S {4377
 (See Advertisement This Page) 4133
- Parkdale Nursery 506 Dieppe Blvd 5868

Flour Mills

- ELLISON MILLING & ELEVATOR
 CO LTD** 2 Ave S 5751
- LAKE OF THE WOODS MILLING CO
 LTD** 1103 16 St S 77474

Forwarding Agents

- Consolidated Storage & Forwarding Co
 312 4 St S 71288

**Foundries—Iron, Steel, Brass
 & Aluminum Castings**

- Lethbridge Iron Works Co Ltd Cor 1 Ave & 2 St S 3332

Fraternities

- Masonic Hall Co of Lethbridge 10 St S 2707
- Oddfellows' Hall Lodge IOOF Bldg 3477

Freezers—Food Storage Units

- Trans Canada Freezers Ltd 2 Ave & 28 St N .. 77574

Frozen Foods

- Coutts & Robertson Frozen Foods 216 11 St S 77171
- CRYSTAL DAIRY LTD**

Distributors
BIRDS EYE
FROZEN FOODS
 434 - 8th St S 2576—2577

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- B C Fruit 906 3 Ave S 2033
- Lee's Food Market 708 3 Ave S {5431
 5434
- Rex Fruit Store 602 3 Ave S {2725
 2677

ROYAL FRUIT STORE

Fresh Fruit & Vegetables
 Groceries & Confectionery
 DELIVERY SERVICE
 616 - 3rd Ave S 3767—6897

Fruit & Produce—Wholesale

- Plunkett & Savage 1120 1 Ave S 2584
- Scott Fruit Co Consolidated Fruit Bldg 4 St S .. 3353
- WESTERN GROCERS LTD**
 Cor 2 Ave & 9 St S 4264

Funeral Directors

- CHRISTENSEN BROS** Funeral Home
 327 10 St S 2802
- MARTIN BROS**

LICENSED
FUNERAL DIRECTORS
 812 - 3rd Ave S 3561

Furnaces—Heating

- CHARLTON & HILL LTD** 208 13 St S .. 6466
- WESTERN HEATING LTD** 334 13 St N 77668
 (See Advertisement This Page)

Furniture Dealers—Retail

- Capitol Furniture (Lethbridge) Ltd 404 5 St S 78578
 Warehouse 323 4 St S 5234
 (See Advertisement Opposite Page)
- Cut Rate Furniture Store Cor 2 Ave & 8 St S .. 3024
- EMPIRE FURNITURE STORE** Hull Bldg .. 3960
- Kerrison's Second Hand Store 250 13 St N 2805
- MACLEOD'S LIMITED** 426 6 St S 4240

(Continued on next page)

more Families buy
LENNOX
WARM AIR HEATING
Charlton & Hill
 Ltd.
 208 - 13th St S 6466
 CERTIFIED **LENNOX** DEALER

**Western Heating
 Limited**

For the Best in
 Heating & Air Conditioning
 BUY
 FURNACE-AIRE FURNACES

- Check All These Features
 In Our New Showroom
- QUALITY OF WORKMANSHIP
 - BEAUTY OF DESIGN
 - PRICE

We have a Full Line of
 GAS & OIL FIRED FURNACES

77666 - 5888

334 - 13th St N

FURNITURE DEALERS—RETAIL—Continued

MART

NEW AND USED FURNITURE

Night Phones 78837 & 4519

248 - 13th St N71114

North Lethbridge New & Used Furniture Store
242 13 St N4802

PUBLIC FURNITURE STORE

COMPLETE HOME FURNISHERS

323 - 6th St S4984

St Louis Furniture Store 118 5 St S2210
(See Advertisement This Page)

Stern Furniture Co Cor 3 Ave & 8 St S2428

Sykes Imperial Furniture Store Ltd 326 6 St S .2060

Warehouse 2 Ave-A & 12 St-A N5231

THOMPSON FURNITURE STORE

120 5 St S71398

Triangle Modern Wood Products 1102 9 Ave S ..4333

Furniture Movers

McLean Transfer 640 6 St S2097
(See Advertisement This Page)

Owen Distributing 517 3 St S3011
(See Advertisement This Page)

Speedy Storage & Cartage Ltd 327 3 St S5734
(See Advertisement This Page)

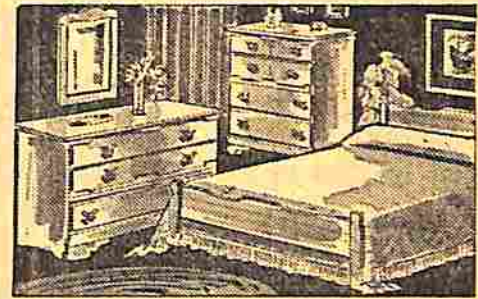
UNHEARD OF BARGAINS...ALL ON EASY TERMS!

Furniture for the Entire Home

COME IN AND SEE OUR LARGE ASSORTMENT OF
BROADLOOM CARPETS

PHONE
78578

DEALERS FOR
All Nationally Known
Refrigerators
Coal, Gas & Electric Ranges
and Appliances



CAPITOL FURNITURE (Lethbridge) LTD.

402-404 FIFTH STREET SOUTH

Warehouse Phone
5234

Residence Phones
2066 & 4082

McLean Transfer

Agents for
NORTH AMERICAN
VAN LINES CANADA LTD.

Local & Long Distance Moving
Storage, Packing & Shipping

640 - 6th Street South
Night Phone 3473 **2097**

OWEN DISTRIBUTING
3011 - 2904

STORAGE & DISTRIBUTION

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

517 - 3rd Street South Lethbridge

Speedy Storage & Cartage Ltd.

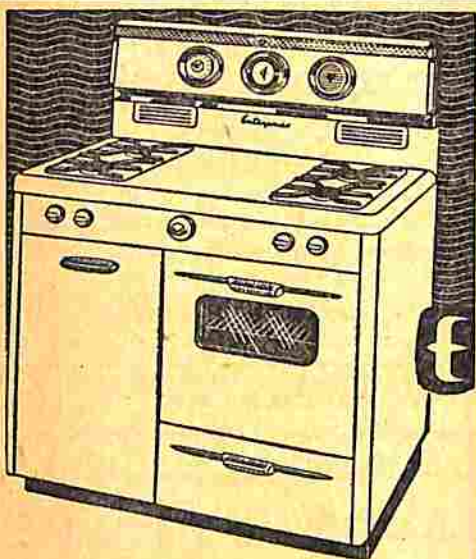


Moving
Shipping — Storage

Long Distance
Hauling
NO JOB TOO SMALL
OR TOO LARGE

PHONE
5734

327 - 3rd St South Lethbridge



You Can Buy With Confidence
at

ST. LOUIS FURNITURE STORE

Dealers in
HOME FURNISHINGS

2210

118 - 5th St South Res Phone 4405



Your Precious Furs Deserve Our . . .
SAFE FUR STORAGE

CALL **3645** TODAY
 FOR FREE PICK-UP SERVICE

Let our Fur Experts
Clean - Glaze - Repair
 Your Furs at Lowest Possible Rates.

FREE ESTIMATES GIVEN ON REMODELLING

WE WILL ALLOW YOU UP TO \$100.00 TRADE-IN ALLOWANCE FOR YOUR
 OLD FUR COAT on a NEW 1955-56 STYLED FUR from our large selection

FINE
 FURS



LADIES'
 WEAR

ALLISTERS FURS & LADIES' WEAR LTD. (LETH.)

321 - 7 St S Next Door to Bowladrome

Phone 3645

FINE FURS need EXPERT CARE

PHONE

4348

. . . for the safest
 Fur Storage in Town



More Women

CHOOSE THEIR FURS

from

Canadian Furriers

PARAMOUNT THEATRE BLDG.
 Lethbridge



**New York Fur
 & Dress Shop**

Furs of Distinction

3276

604A - 3rd Ave South

Furriers

ALLISTERS FURS & LADIES'

WEAR LTD (LETH)

See our large and varied selection of
 latest 1955-56 styled Furs. Up to \$100
 trade-in allowance on your old coat.

SAFE FUR STORAGE

EXPERT REPAIRS

CLEANING - GLAZING - REMODELLING

321 - 7th St S3645

(See Also Advertisement This Page)

Canadian Furriers Paramount Theatre Bldg4348

(See Advertisement This Page)

LETHBRIDGE FURRIERS THE

514 3 Ave S2209

(See Advertisement Opposite Page)

NEW YORK FUR & DRESS SHOP

604a 3 Ave S3276

(See Advertisement This Page)

THOMPSON A G & CO

Chinook Chinchilla Ranch

"RAISING THE LUXURY FUR
 OF THE FUTURE"

1513 - 3rd Ave S71190

Garages

Alex Tire Shop 332 4 St S6606

Archibald Motors 1250 1 Ave S6363

Austin Cars & Trucks

BENY CHEVROLET OLDSMOBILE LTD

GENERAL MOTORS

Wholesale

Parts Distributors

Cor 2nd Ave & 8th St S3147

Enerson Motors (1954) Ltd 817 4 Ave S5705

(See Advertisement This Page)

(Continued on next page)

The Yellow Pages save you time!

Enerson Motors (1954) Ltd.

PONTIAC, BUICK & G.M.C. TRUCKS

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

GARAGES—Continued

FLEMING MOTORS LTD

DISTRIBUTORS
CHRYSLER, PLYMOUTH & FARGO
AUTOMOBILES & TRUCKS

North Star Oil Products

428 - 5th St S4212

GORDIE'S SERVICE & AUTO PARTS

NEW & USED PARTS
CARS, TRUCKS & TRACTORS

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

139 - 13th St N5049

Green Acres Service Courtts Highway6336
(See Advertisement This Page)

HI-LO BRIDGE SERVICE

GENERAL REPAIRS

8 a.m.—12 p.m.

Oil Changes — Grease Jobs

Riverbottom77333

Hi-Way Service Station Mayor Magrath Drive5255

Hopp Bros Cor 4 St & 6 Ave S5030

(See Advertisement This Page)

Imperial Motors Ltd Cor 2 Ave & 7 St S2887

(See Advertisement This Page)

International Harvester Co of Canada Ltd

Cor 3 Ave & 9 St N5977

JACK'S TRUCK GARAGE 301 2 Ave S .77220

John's Motor Clinic 328 4 St S2369

KING FRED MOTORS LTD

Sales2457

Parts & Service3811

3rd Ave at 11th St S

LETHBRIDGE WATSON MOTORS

Distributors for
HILLMAN CARS
and

Red Head Petroleum Products

Cor 5th St & 6th Ave S4477

Lyle's Auto Repairs 404 4 Ave S2769

McLaughlin Garage & Auto Wreckers

Cor 4 Ave & 3 St S2918

(Continued on next page)

GREEN ACRES SERVICE

White Rose Products
Mechanical &
Lubrication
Service

PHONE
6336

ON THE COURTTS HIGHWAY BY THE
DRIVE-IN THEATRE

The Lethbridge Furriers

Fur Storage

RELINING



REPAIRING

PHONE

2209

WE CALL



AND DELIVER



FURRIERS

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

Your Oldest and Most Exclusive
Fur House in Lethbridge

Established 27 Years in Lethbridge

514 - THIRD AVENUE SOUTH

Next to Consumers' Hardware

GARMENTS
MADE TO ORDER



HIGH CLASS
WORKMANSHIP

PHONE

2209

CLEANING



GLAZING

**HOPP BROS.
GARAGE**

FRIENDLY AND
EFFICIENT SERVICE

TIRES & ACCESSORIES

"A Complete Garage Service"

5030

Corner 4th St & 6th Ave South

Imperial Motors Ltd.

A SPECIALIZED SERVICES GARAGE

Service

2887

Parts

4314

General Office

3049

Corner 2nd Ave & 7th St South

**STONE'S
AUTO REPAIRS**

TUNE-UP
SPECIALISTS

GREASING — TIRE REPAIRS
OIL CHANGES

Generator, Starter
& Motor Overhauls

GENERAL REPAIRS TO ALL CARS
& TRUCKS

PHONE **4825** PHONE

610 - 4th St South