



## New York Fur & Dress Shop

Furs of Distinction  
**FAirfax 7-3276**  
 604A - 3rd Ave South

**FURRIERS—Continued**

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

**NEW YORK FUR & DRESS SHOP**  
 604a 3 Av S ..... FAirfx 7-3276  
 (See Advertisement This Page)

Consult the **YELLOW PAGES** before buying. It's one of the quickest ways to locate a local source of supply.

## FUR STORAGE

REPAIRS - CLEANING

CALL  
**FAirfax 7-3645**  
 TODAY

Guaranteed Workmanship



321 - 7th Street South

## Garages

Alex Tire Shop 332 4 St S ..... FAirfx 7-6606  
 Archibald Motors 1250 1 Av S ..... FAirfx 7-6363  
 Austin Cars & Trucks

**BENY CHEVROLET OLDSMOBILE LTD**

**GENERAL MOTORS**

Wholesale

Parts Distributors

Cor 2 Av & 8 St S ..... FAirfx 7-3147

(Continued on next page)

The **Yellow Pages** save you time!

## Enerson Motors (1954) Ltd.

**PONTIAC, BUICK & G.M.C. TRUCKS**

Office & Sales ..... FAirfax 7-5705

Service Dept. .... FAirfax 7-5706

Parts Dept. .... FAirfax 7-5707

Used Car Lot ..... FAirfax 7-5708

Night Calls Towing Service  
 24 Hours ..... FAirfax 7-5709

**817 - 4th Ave S Lethbridge**

# The Lethbridge Furriers

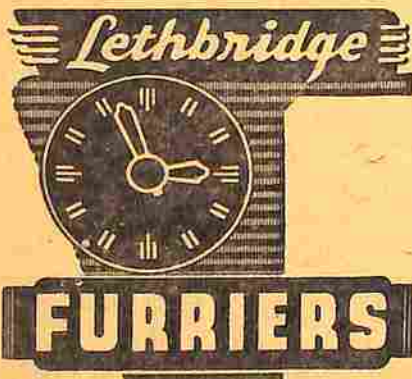
## Fur Storage

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

**FAirfax 7-2209**

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

**FAirfax 7-2209**



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

*Your Oldest and Most Exclusive Fur House in Lethbridge*

**514 - 3rd AVE. S. Established 28 Years in Lethbridge FAirfax 7-2209**

## HOPP BROS. GARAGE

FRIENDLY AND  
 EFFICIENT SERVICE

TIRES & ACCESSORIES

"A Complete Garage Service"

**FAirfax 7-5030**

Corner 4th St & 6th Ave South

## Imperial Motors Ltd.

A SPECIALIZED SERVICES GARAGE  
 SERVICE

**FAirfax 7-2887**

PARTS

**FAirfax 7-4314**

GENERAL OFFICE

**FAirfax 7-3049**

Corner 2nd Ave & 7th St South



**GARAGES—Continued**

**DOWNTOWN WHITE ROSE SERVICE STATION**

REPAIRS TO ALL  
MAKES OF CARS

Complete Lubrication Service

Cor 3 Av & 9 St S .....FAirfx 7-4940

Enerson Motors (1954) Ltd 817 4 Av S ..FAirfx 7-5705  
(See Advertisement Opposite Page)

**FLEMING MOTORS LTD**

DISTRIBUTORS

CHRYSLER, PLYMOUTH & FARGO  
AUTOMOBILES & TRUCKS

North Star Oil Products

7 St & 1 Av S .....FAirfx 7-5430

Green Acres Service Coutts Hwy .....FAirfx 7-6336

Hi-Way Service Station

Mayor Magrath Dr .....FAirfx 7-5255

Hopp Bros Cor 4 St & 6 Av S .....FAirfx 7-5030

(See Advertisement Opposite Page)

Imperial Motors Ltd Cor 2 Av & 7 St S FAirfx 7-2887

(See Advertisement Opposite Page)

International Harvester Co of Canada Ltd

Cor 3 Av & 9 St N .....FAirfx 7-5977

John's Motor Clinic 330 4 St S .....FAirfx 7-2369

**KING FRED MOTORS LTD**

DODGE & DE SOTO CARS  
DODGE TRUCKS

Night & Emergency Calls FAirfx 7-1041

Sales .....FAirfx 7-2457

Parts & Service .....FAirfx 7-3811

3rd Ave. at 11th St. S.

**LETHBRIDGE WATSON MOTORS**

Distributors for

HILLMAN & NASH CARS  
and

Red Head Petroleum Products

Cor 5 St & 6 Av S .....FAirfx 7-4477

Lyle's Auto Repairs 404 4 Av S .....FAirfx 7-2769

McLaughlin Garage & Auto Wreckers

Cor 4 Av & 3 St S .....FAirfx 7-2918

**MECHANICS SALES LTD**

STUDEBAKER & PACKARD CARS  
WILLYS TRUCKS

Sales and Service

REPAIRS TO ALL MAKES OF CARS

307 11 St S ...FAirfx 7-3933—FAirfx 7-2622

Modern Motors 1519 3 Av S .....FAirfx 7-4498

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

**NORTH LETHBRIDGE MOTORS & AUTO WRECKERS**

GENERAL CAR REPAIRS

FIX-IT-YOURSELF SERVICE

301-317 13 St N .....FAirfx 7-3181

Pyramid Motor Sales Ltd

Parts Dept Cor 5 Av & 5 St S .....FAirfx 7-3633

Serv Dept .....FAirfx 7-6186

Mgr F Calder .....FAirfx 7-3705

Sales Mgr E Hembroff .....FAirfx 7-4065

**GARAGES—Continued**

Riverview Garage 616 4 St S .....FAirfx 7-3881

**SEVENTY SEVEN SERVICE STATION**

77 GASOLINES  
REPAIRS and SERVICE

320 9 St S .....FAirfx 7-2823

Southern Service Garage 2 Av & 3 St S ..FAirfx 7-2045

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

(See Advertisement This Page)

Stu's Sales & Service Riverbottom .....FAirfx 7-7333

Sunny Service Station 505 13 St N ....FAirfx 7-5224

Terry's Tire & Auto Shop

201 13 St N .....FAirfx 7-2648

**TIP TOP SERVICE**

COMPLETE  
GARAGE SERVICE

"99"

FUELS — OILS — GREASES

1119 2 Av S .....FAirfx 7-2417

Tom's Auto Service rear Dallas Hotel ...FAirfx 7-4843

**UNITED SERVICE GARAGE**

Hudson Sales & Service

Batteries - Tires - Accessories

Day & Night Towing Service

302 3 Av S .....FAirfx 7-2750—FAirfx 7-1105

**Gas Companies**

Canadian Western Natural Gas Co Ltd

420 6 St S .....FAirfx 7-3101

**Gasoline & Oil Service Stations**

(See Service Stations)

**Generator Repairs**

**HUTTON'S LTD**

AUTHORIZED GENERATOR  
Sales & Service Distributors

American Bosch

Delco Remy

Auto-Lite

Leece Neville

321 8 St S .....FAirfx 7-2586—FAirfx 7-5566

**Glass—Auto Plate & Window**

**CANADIAN PITTSBURGH INDUSTRIES LTD**

PLATE AND WINDOW GLASS

P.C. GLASS BLOCKS - TWINDOW UNITS

STORE FRONTS - AUTO GLASS

252 12 St N .....FAirfx 7-1508

Lethbridge Glass Co Ltd 1263 3 Av S ...FAirfx 7-4252

(See Advertisement This Page)

**LETHBRIDGE SASH & DOOR FACTORY**

Southern Alberta Headquarters  
for

WINDOW GLASS

AUTOMOBILE GLASS

PLATE GLASS & VITROLITE

5 Av S & 4 St .....FAirfx 7-3755

**STONE'S  
AUTO REPAIRS**

TUNE-UP

SPECIALISTS

GREASING — TIRE REPAIRS

OIL CHANGES

Generator, Starter

& Motor Overhauls

GENERAL REPAIRS TO ALL CARS  
& TRUCKS

PHONE

**FAirfax 7-4825**

610 - 4th St South

**LETHBRIDGE  
GLASS CO.  
LTD.**

"JOHNNIE" ANDERSON "JOHNNY" JACOBSON  
Res FAirfax 7-5616 Res FAirfax 7-4588

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.

**FAirfax 7-4252**

1263 - 3rd Ave South



**Grain Merchants**

Alberta Pacific Grain Co (1943) Ltd  
Lethbridge ..... FAirfx 7-4873  
Alberta Wheat Pool 3 Highway E ..... FAirfx 7-7645  
Ellison Milling & Elevator Co Ltd  
2 Av S ..... FAirfx 7-5751  
Richardson James & Sons Ltd  
709 4 Av S ..... FAirfx 7-5757

**Gravel Rock & Sand****JARVIE J A SAND & GRAVEL****Washed Sand & Gravel**

Mortar & Plaster Sand - Road Gravel  
(One of the J. A. Jarvie Enterprises)  
9 Av & 6 St N ..... FAirfx 7-8755

**LETHBRIDGE SAND & GRAVEL CO (1953) LTD****WASHED AGGREGATES  
ROAD GRAVEL**

Riverbottom ..... FAirfx 7-3610

**McNEELY BROS CONSTRUCTION (LETHBRIDGE)  
LTD**

Roy McNeely, Mgr.

EXCAVATING CONTRACTORS  
DITCHING — SAND & GRAVEL  
General Trucking & Hauling  
Res FAirfx 7-4923

518 3 St S ..... FAirfx 7-2520

**SUPERIOR MASONRY PRODUCTS LTD**

9 Av & 6 St N ..... FAirfx 7-4875  
(See Advertisement This Page)

United Sand & Gravel Ltd Hardieville .. FAirfx 7-3383

**Grocers—Retail**

Airway Store 1519 Mayor Magrath Dr .. FAirfx 7-6137  
Benny's Groceteria & Milk Bar  
541 5 St S ..... FAirfx 7-3219  
Bonnydale Food 1406 17 St S ..... FAirfx 7-3394  
Danny's Grocery 431 18 St N ..... FAirfx 7-2418  
Frank's Grocery & Meat Market  
407 2 Av S ..... FAirfx 7-2737  
George's Grocery & Meat Market  
707 9 Av N ..... FAirfx 7-3935  
FAirfx 7-3297  
FAirfx 7-4297  
FAirfx 7-4871  
Hoefler & Wood Ltd 538 13 St S .....

**Superior Masonry  
Products Ltd.**

(One of the J. A. Jarvie Enterprises)

**WASHED SAND & GRAVEL**

MORTAR SAND

ROAD GRAVEL

Cinder-Crete & Concrete Building Units  
Split Rock + Transit-Mix Concrete

FAirfax 7-  
4875

FAirfax 7-  
8103

**GROCERS—RETAIL—Continued**

Ing's Groceteria 902 9 St S ..... FAirfx 7-2113  
Jenkins Groceteria Ltd 1502 9 Av S .. FAirfx 7-5633  
FAirfx 7-5466  
Jim's Grocery 711 6 Av S ..... FAirfx 7-3466  
Kobal's Grocery 320 13 St N ..... FAirfx 7-3951

**LEE'S FOOD MARKET**

Fresh Fruits, Meats & Vegetables  
General & Fancy Groceries  
Free Delivery  
708 3 Av S ..... FAirfx 7-5431—FAirfx 7-5434

**REX FRUIT STORE**

602 3 Av S ..... FAirfx 7-2725—FAirfx 7-2677  
Res (Wilson Lee) FAirfx 7-6702

Mihalik A 642 13 St N ..... FAirfx 7-4064  
Mon-Lee Co 311 2 Av S ..... FAirfx 7-7606  
Myrle's Grocery & Confectionery  
1315 9 Av S ..... FAirfx 7-5172  
North Home Grocery 630 13 St N ..... FAirfx 7-1470  
Parkside Grocery 2801 7 Av S ..... FAirfx 7-5581  
Pete's Grocery & Confect 418 16 St N .. FAirfx 7-5195  
Silverdale Red & White 1016 20 St S .. FAirfx 7-6090  
Sorokoski M I 544 13 St N ..... FAirfx 7-3922  
Southern Grocery 1111 3 Av S ..... FAirfx 7-4606  
Wilson's Grocery 1112 6 Av S ..... FAirfx 7-3657  
Wilson's Groceteria 910 7 Av S ..... FAirfx 7-3995  
FAirfx 7-3026  
Wing Lee Grocery 314 2 Av S ..... FAirfx 7-5341  
York Grocery 728 6 St S ..... FAirfx 7-5127

**Grocers—Wholesale**

**HORNE & PITFIELD LTD** 3 Av S .... FAirfx 7-3321  
Macdonalds Consolidated Ltd  
2925 2 Av-A S ..... FAirfx 7-4266  
Groc Order Desk ..... FAirfx 7-4366  
Mgr & Buyer ..... FAirfx 7-4754  
Acctng Dept ..... FAirfx 7-4753  
Fruit Order Desk ..... FAirfx 7-4355  
Fruit Dept ..... FAirfx 7-7396  
Shipper & Receiver ..... FAirfx 7-4369  
Scott Fruit Co Consolidated Fruit Bldg  
4 St S ..... FAirfx 7-3353  
**WESTERN GROCERS LTD** Cor 2 Av & 9 St S  
Order Desk & Shipping Ofc ..... FAirfx 7-2434  
A Smith Buyer ..... FAirfx 7-4385  
J Schellenberg Fruit Dept ..... FAirfx 7-4264  
W Martin Accts Dept ..... FAirfx 7-2997  
M D Booty Mgr ..... FAirfx 7-2435

**Gunsmiths****BLENNER-HASSETT & SMITH****GUN REPAIRS**

Sporting Goods & Fishing Tackle

309 6 St S ..... FAirfx 7-2260

**Handicrafts**

Heirloom Needlecraft 303 6 St S ..... FAirfx 7-5054

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

**Hardware—Retail****BARRETT-FORREST HARDWARE CO****GENERAL HARDWARE**

Next to Safeways — Free Delivery

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

Bowns Supply Centre 1710 2 Av S ..... FAirfx 7-1320

**CHINOOK HARDWARE**

It's Easy on Your Pocketbook  
at the Chinook

NO PARKING PROBLEMS

Opposite New Safeways

1283 3 Av S ..... FAirfx 7-4425

**CONSUMERS HARDWARE & SUPPLY**

B. H. Paint - Power Tools - Hardware - Gifts  
China - Silver - Glassware - Housewares and  
Appliances - Toys - Sporting Goods - Luggage  
516-518 3 Av S FAirfx 7-2919—FAirfx 7-2920  
1522 9 Av S ..... FAirfx 7-4122

Consumers 9 Ave Hardware 1522 9 Av S FAirfx 7-4122

**HOYT HARDWARE LTD**

606-608 3 Av S ..... FAirfx 7-5767

**MACLEOD'S LIMITED** 426 6 St S ..... FAirfx 7-4240

**MORRISON HARDWARE & APPLIANCES****TV & Appliances**

Paint & General Hardware

416 13 St N ..... FAirfx 7-4967

**NORTH LETHBRIDGE HARDWARE**

Hardware Dept 324 13 St N ..... FAirfx 7-4198  
Office ..... FAirfx 7-4148

**SEVENTY SEVEN HARDWARE**

**GENERAL HARDWARE  
AND ALL LINES OF  
ELECTRICAL APPLIANCES**

324 9 St S ..... FAirfx 7-6088

**Hardware—Wholesale**

Ashdown J H Hardware Co Ltd {FAirfx 7-3762  
Cor 1 Av & 11 St S {FAirfx 7-4809  
City & Country Orders ..... FAirfx 7-2310  
Credit & Claims ..... FAirfx 7-4644  
Shipper ..... FAirfx 7-4211

**EMPIRE BRASS MFG CO LTD**

METALS LTD DIVISION {FAirfx 7-4151  
1282 2 Av-A N ..... FAirfx 7-5522

**MARSHALL-WELLS LTD**

3 Av & 10 St N ..... FAirfx 7-4324  
FAirfx 7-3744

Northern Hardware Co Ltd 312 4 St S .. FAirfx 7-1288

**WESTERN CANADA HARDWARE LTD****WHOLESALE MERCHANTS**

Hardware — Mine — Mill — Builders  
and Sporting Goods

907-915 2 Av S ..... FAirfx 7-5711



### Harness & Saddlery

Baird's Shoes & Leather Goods 306 5 St S FAirfx 7-3764

### Hats & Caps

Roxy Hat Shop 328 5 St S FAirfx 7-8640  
Smart Hat Shop 331 5 St S FAirfx 7-2620

### Hay, Grain & Feed

Ellison Milling & Elevator Co Ltd  
2 Av S FAirfx 7-5751  
Southern Alberta Co-operative Assn Ltd  
1221 2 Av S FAirfx 7-3777  
Downtown Store 610 3 Av S FAirfx 7-5259

### Health Food Products

Canadian Elemin Distributors Ltd  
907 3 Av S FAirfx 7-4994  
Jensen Distributors 1023 3 Av S FAirfx 7-8647  
Lethbridge Health Food Centre  
907 3 Av S FAirfx 7-4994

### Hearing Aids

Leister's Paramount Theatre Bldg FAirfx 7-2272  
(See Advertisement This Page)

#### ZENITH HEARING AIDS

New 4, 5-transistor models meet every hearing aid need. Outstanding features, performance, convenience! Low price, small operating cost. 1-Year Warranty, 5-Year Service Plan. By makers of Zenith TV, radios. 10-DAY MONEY-BACK GUARANTEE.



*"Where To Buy Them"*

LEISTER'S  
Paramount Theatre Bldg FAirfx 7-2272

### Heaters—Water

(See Water Heaters)

### Heating Apparatus

CRANE LIMITED 2815 2 Av-A S FAirfx 7-1377  
FAirfx 7-1378

## LEISTER'S

715 - 4th Avenue South

FREE DEMONSTRATIONS  
In Store or Home

ZENITH HEARING AIDS  
Batteries & Repairs for all Makes

Located in  
BROWN'S MUSICAL SUPPLIES

**FAirfax 7-2272**

715 - 4th AVENUE SOUTH

### Heating Contractors—Hot Water & Steam

Barry Plumbing 1253 5 Av-A S FAirfx 7-5008  
CAPITAL HEATING LTD 1271 3 Av S FAirfx 7-1630  
CHARLTON & HILL LTD 208 13 St S FAirfx 7-6466  
Paul's Plumbing Contractor 252 13 St N FAirfx 7-8123  
Whittick Bros Ltd 910 3 Av S FAirfx 7-3014  
(See Advertisement This Page)

### Herbalists

Alvau N 806 2 Av S FAirfx 7-2074

### Hides, Raw Furs & Skins

Adams H W 512 4 St S FAirfx 7-2981  
Davis Enterprises (Alberta) Ltd  
1505 2 Av S FAirfx 7-2318

### Hoists—Dump Truck—Hydraulic

BELL'S WELDING LTD 317 4 St S FAirfx 7-4528

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

## WHITTICK BROS. LTD.

STEAM and HOT WATER HEATING

GAS APPLIANCES & INSTALLATIONS

SPRINKLER ENGINEERS

PHONE

**FAirfax 7-3014**

F. RAY WHITTICK  
Res  
FAirfax 7-2514

910 - 3rd Ave S Lethbridge

### Hospitals & Homes

Lethbridge Municipal Hospital  
9 Av & 18 St S FAirfx 7-8591  
St Michael's General Hospital  
13 St & 9 Av S FAirfx 7-1531  
Staff Residence 1224 7 Av S FAirfx 8-9120  
St Michael's School of Nursing FAirfx 8-9130

### Hotels

Alexandra Hotel 332 5 St S FAirfx 7-3142  
Arlington Hotel 1 Av & 4 St S FAirfx 7-2278  
Cecil Hotel & Cafe 308 1 Av S FAirfx 7-2932  
DALLAS HOTEL CO LTD 312 5 St S FAirfx 7-5754

#### GARDEN HOTEL CO LTD

Mortie Milner, Mgr.

*"The Garden is a Friendly Spot"*

PRIVATE BRANCH EXCHANGE  
CONNECTING ALL GUEST ROOMS

Rates per day—\$2 and up

510-12 3 Av S FAirfx 7-3104

#### LETHBRIDGE HOTEL

Private Branch Exchange

Connecting All Guest Rooms

T. Witwicki, Manager

Cor 5 St S & 2 Av FAirfx 7-3151

#### LINCOLN HOTEL

REASONABLE RATES

CLEAN AND COMFORTABLE

Fred Steiner & Alex Pustaseri, Props.

411 3 Av S FAirfx 7-2095

#### MARQUIS HOTEL LTD

SOUTHERN ALBERTA'S  
LEADING HOTEL

Private Branch Exchange

Connecting All Rooms

J. F. Gregg, Mgr.

Cor 4 Av & 7 St S FAirfx 7-3191

Windsor Hotel 204 1 Av S FAirfx 7-3225

#### YORK HOTEL

Modern Conveniences

Hot and Cold Water

Cor 3 Av & 13 St N FAirfx 7-4201

### Ice Cream Manufacturers

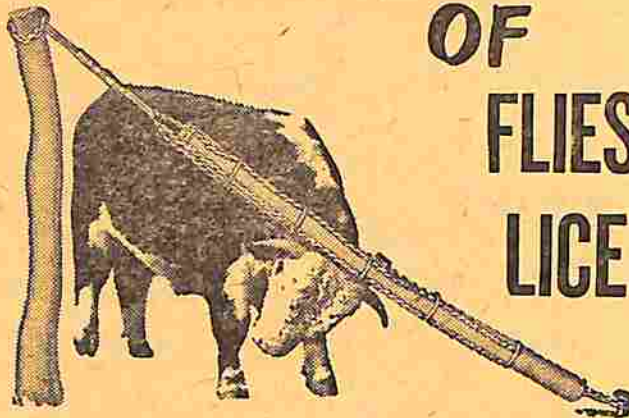
BABE'S SPUD NUT & ICE CREAM BAR  
1102 5 Av S FAirfx 7-4910  
CRYSTAL DAIRY LTD 434 8 St S FAirfx 7-2576  
Dairy Queen Store 513 13 St N FAirfx 7-1096  
Palm Dairies Ltd 543 4 St S FAirfx 7-4030  
PURITY DAIRY Order Desk 516 5 Av S FAirfx 7-4124  
Office FAirfx 7-4095

### Importers

Mid-West Importing Co 316 1 Av S FAirfx 7-2314



# RID YOUR CATTLE OF FLIES LICE



## The WIK Applicator

Is not a cattle oiler. It requires only one quart of insecticide per week to keep up to 75 head of cattle insect free. Official tests have been made in support of this statement.

## THE WIK APPLICATOR CO. OF CANADA

528 - 6th Street South, Lethbridge

Phone FAirfax 7-4489

INSULATION—Continued

FIBERGLAS BUILDING INSULATION

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



"Where To Buy It"

- ATLAS LUMBER CO LTD  
3 Av & 16 St S ..... FAirfx 7-5777
- DAVIDSON-ENMAN LUMBER (ALTA) LTD  
1902-4 3 Av S ..... FAirfx 7-1501

FIBERGLAS INDUSTRIAL INSULATION

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



"Where To Buy It"

- INDUSTRIAL INSULATION DISTRIBUTOR  
BRUCE ROBINSON ELECTRIC LTD  
1520 3 Av S ..... FAirfx 7-3258

INSULATION INDUSTRIES (LETHBRIDGE) LTD



INSULATION PRODUCTS

- 3003 Leaside Av ..... FAirfx 7-3313

- Terry A L 529 23 St S ..... FAirfx 7-7239

### Insurance Business—Accident Sickness & Casualty

- British Pacific Insurance Co  
101-415 3 Av S ..... FAirfx 7-6696

### Insurance Business—Agents & Brokers

- Aldous Agency 11 Stafford Bldg ..... FAirfx 7-3712
- ALLSTATE INSURANCE CO 417 5 St S FAirfx 7-7325
- Anderson Insurance Agencies  
2 Metropolitan Bldg ..... FAirfx 7-7464
- Bowman Wallace Co Ltd Acadia Bldg ... FAirfx 7-2325  
(See Advertisement This Page)
- British Canadian Trust Co  
Cor 3 Av & 7 St S ..... FAirfx 7-8581
- Clendenan Insurance Agencies  
108 McFarland Bldg ..... FAirfx 7-4014
- Colley & Co 317 8 St S ..... FAirfx 7-3455  
(See Advertisement Opposite Page)
- FORSTER AGENCY LTD 306 7 St S ... {FAirfx 7-2793  
{FAirfx 7-2353

HUNT INSURANCE AGENCIES

"Insurance at Lowest Cost"  
FIRE — AUTO — CASUALTY  
LIFE — HOSPITAL  
MEDICAL  
1021 3 Av S ..... FAirfx 7-4927

(Continued on next page)

### Insecticides

- HOYT HARDWARE LTD  
606-608 3 Av S ..... FAirfx 7-5767  
Green Cross CIL & Niagara  
Wik Applicator Co of Canada 528 6 St S FAirfx 7-4489  
(See Advertisement This Page)

### Insulation

- ALBERTA HOME INSULATION CO  
INSULATION & ROOFING  
Franchised Contract for  
Canadian Johns-Manville  
Blown Rock Wool Insulation  
324 14 St S ..... FAirfx 7-6386

CANADA ROCK WOOL SALES

- A. L. Terry, Mgr.  
Approved Applicators  
ROCK WOOL INSULATION  
ALUMINUM WINDOWS  
ALUMINUM DOORS  
1101a 4 Av S ..... FAirfx 7-8791

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.



Established in Lethbridge  
Since 1891

### INSURANCE—REAL ESTATE MORTGAGE LOANS

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

ACADIA BUILDING  
612 Third Avenue South

PHONE  
FAirfax 7-2325



**INSURANCE BUSINESS—AGENTS & BROKERS—Continued**

**JEACOCK R H & ASSOCIATES**

**INSURANCE COUNSELLOR**  
**FIRE - HAIL - CASUALTY - CAR**  
*"Special Lines"*  
 Res FAirfx 7-5118  
 210 13 St S ... FAirfx 7-4016—FAirfx 7-4516

Lethbridge Agencies B Metcalfe Bldg ... FAirfx 7-2861  
 Manufacturers Life Insurance Co {FAirfx 7-4358  
 110-112 McFarland Bldg ... {FAirfx 7-5514

**McKILLOP AGENCIES**

2 Metropolitan Blk ... FAirfx 7-7464  
 Merchant B J Metcalfe Bldg ... FAirfx 7-2191

**MERRILL AGENCIES**

**WE INSURE EVERYTHING**  
**AUTO INSURANCE — PAY AS YOU DRIVE**  
 1269 6 Av S ... FAirfx 7-4474

**PERKINSON McKAGUE & CO**

BONDED REALTORS  
 INSURANCE & PROPERTY SALES  
 407 Mayor Magrath Drive ... FAirfx 7-7444

**RINGLAND MEREDITH & CO LTD**

**STOCKS — BONDS**  
**INSURANCE**  
 Royal Bank Bldg ... FAirfx 7-4255

Rossiter Agencies Bsm't McFarland Bldg ... FAirfx 7-1541

**SANFORD AGENCY**

**INSURANCE**  
**LIFE - FIRE - AUTO - HAIL**  
 Rex Tennant Bldg 811 3 Av S ... FAirfx 7-5558

Sharma E A Agency 1251 2 Av S ... FAirfx 7-2173  
 SPENCE J N T 322 25 St S ... FAirfx 7-8706  
 Walker J H Insurance Agencies Ltd  
 Bank of Nova Scotia Bldg ... FAirfx 7-4085

**WILLIAMS-RHYNAS AGENCIES**

321 6 St S ... FAirfx 7-3937  
 Young R L & Co 325 6 St S ... FAirfx 7-5523  
 Farm & Ranch Dept ... FAirfx 7-7975

**COLLEY & COMPANY**

ALL LINES OF  
**INSURANCE**

"OUR SERVICE SAFEGUARDS  
 YOUR SECURITY"

**FAirfax 7-3455**

317 - 8th Street South

**Insurance Business—Automobile**

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 (See Advertisement This Page)  
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 (See Advertisement This Page)  
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Seventy Seven Oil Company Ltd

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(See Advertisement This Page)

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(See Advertisement This Page)

(Continued on next page)



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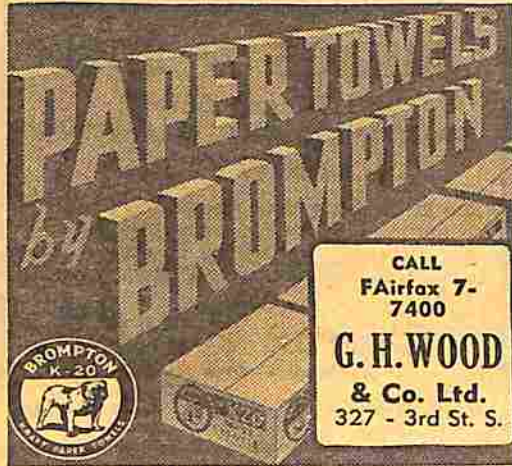
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City of Lethbridge**

(See Alphabetical Section Under City of Lethbridge)

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