

McLean Transfer Ltd.

Agents for
NORTH AMERICAN
VAN LINES CANADA LTD.

Local & Long Distance Moving
Storage, Packing & Shipping

FAirfax 7-2097

640 - 6th STREET SOUTH
Night Phone FAirfax 7-3473

OWEN DISTRIBUTING LTD.

FAirfax 7-3011

FAirfax 7-2904

STORAGE & DISTRIBUTION

Specialists in Local and
Long Distance Moving

AGENTS FOR ALLIED VAN LINES LTD.

1233 - 2nd AVENUE SOUTH Lethbridge

Speedy Storage & Cartage Ltd.



Moving
Shipping — Storage

Long Distance
Hauling

NO JOB TOO SMALL
OR TOO LARGE

PHONE

FAirfax 7-5734

327 - 3rd St South Lethbridge

FINE FURS *need* EXPERT CARE

PHONE

FAirfax 7-4348

... for the safest

Fur Storage in Town



More Women

CHOOSE THEIR FURS

from

Canadian Furriers

PARAMOUNT THEATRE BLDG.

Lethbridge

NEW YORK Fur & Dress Shop



FUR STORAGE

FAirfax 7-3276

604A - 3rd Ave South

Furniture Dealers—Retail—(Cont'd)

North Lethbridge New & Used Furniture Store
242 13 St NFAirfx 7-4802
St Louis Furniture Store 118 5 St S ..FAirfx 7-2210
(See Advertisement Preceding Page)

Stern Furniture Co Cor 3 Av & 8 St S ..FAirfx 7-2428
Sykes Imperial Furniture Store Ltd
326 6 St SFAirfx 7-2060
Warehse 1236 3 Av SFAirfx 7-5231
(See Advertisement Preceding Page)

THOMPSON FURNITURE STORE

120 5 St SFAirfx 7-1398
Times Furniture Store 417 5 St SFAirfx 7-3697

Furniture Movers

McLean Transfer Ltd 640 6 St SFAirfx 7-2097
(See Advertisement This Page)
Owen Distributing Ltd 1233 2 Av SFAirfx 7-3011
(See Advertisement This Page)
Soo-Security Motorways Ltd
725 2 Av-A NFAirfx 7-5532
Speedy Storage & Cartage Ltd 327 3 St S FAirfx 7-5734
(See Advertisement This Page)

Furniture Polishers

Triangle Modern Wood Products
1102 9 Av SFAirfx 7-4333

Furniture Repairing & Refinishing

TRIANGLE MODERN WOOD PRODUCTS
1102 9 Av SFAirfx 7-4333

Furriers

ALLISTERS FURS & LADIES WEAR LTD (LETH)

See our large and varied selection of
latest 1958-59 styled Furs. Up to \$100
trade-in allowance on your old coat.

SAFE FUR STORAGE

EXPERT REPAIRS

CLEANING - GLAZING - REMODELLING

321 7 St SFAirfx 7-3645

(See Also Advertisement This Page)

Canadian Furriers

Paramount Theatre BldgFAirfx 7-4348

(See Advertisement This Page)

(Continued on next page)

FUR STORAGE

REPAIRS - CLEANING

CALL

FAirfax 7-3645

TODAY

FREE PICKUP AND DELIVERY



& LADIES' WEAR LTD. (LETH.)
321 - 7th Street South

Furriers—(Cont'd)

LETHBRIDGE FURRIERS 514 3 Av S ..FAirfx 7-2209
(See Advertisement This Page)
NEW YORK FUR & DRESS SHOP
604a 3 Av SFAirfx 7-3276
(See Advertisement Opposite Page)

Garages

Alex Tire Shop 332 4 St SFAirfx 7-6606
Archibald Motors 139 13 St NFAirfx 7-6363
BENY CHEVROLET OLDSMOBILE LTD

GENERAL MOTORS

Wholesale

Parts Distributors

Cor 2 Av & 8 St SFAirfx 7-3147

Borderline Service Coutts HwyFAirfx 7-8800
Car City 320 3 St SFAirfx 7-1545

DOWNTOWN WHITE ROSE SERVICE STATION

REPAIRS TO ALL
MAKES OF CARS

Complete Lubrication Service

Cor 3 Av & 9 St SFAirfx 7-4940

Enerson Motors Ltd 817 4 Av SFAirfx 7-5705
(See Advertisement This Page)

Ernie & Ed's Service Garage 315 4 St S ..FAirfx 7-8962

FLEMING MOTORS LTD

DEALER

CHRYSLER, PLYMOUTH & FARGO
AUTOMOBILES & TRUCKS

PURITY 99 PRODUCTS

7 St & 1 Av SFAirfx 7-1591

Green Acres Service Coutts HwyFAirfx 7-6336
Hi-Way Service Station

Mayor Magrath DrFAirfx 7-5255
Hopp Bros Cor 4 St & 6 Av SFAirfx 7-5030
(See Advertisement This Page)

Imperial Motors Ltd Cor 2 Av & 7 St S FAirfx 7-2887
(See Advertisement This Page)

International Harvester Co of Canada Ltd
Cor 3 Av & 9 St NFAirfx 7-5977

John's Motor Clinic 402 4 Av SFAirfx 7-2369

Karl's Speed Shop 311 4 St SFAirfx 7-8693
(See Advertisement This Page)

KING FRED MOTORS LTD

DODGE & DE SOTO CARS
DODGE TRUCKS

FAirfx 7-1566

After 5:30 p.m. call following numbers

Sales & OfficeFAirfx 7-1566

Parts & ServiceFAirfx 7-1567

Used Car LotFAirfx 7-1569

Night & Emergency

CallsFAirfx 7-1041

Cor. 11 St. & 3 Av. S.

(Continued Next Page)

Enerson Motors Ltd.

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

FAirfx 7-5705

After Business Hours Call the Following
Numbers

SALES OFFICEFAirfx 7-5190

MAIN OFFICEFAirfx 7-5793

SERVICE DEPT.FAirfx 7-5745

PARTS DEPT.FAirfx 7-5266

USED CAR LOTFAirfx 7-5750

TOWING SERVICE 24 HrsFAirfx 7-6269

817 - 4th Ave S

Lethbridge

HOPP BROS. GARAGE

FRIENDLY AND
EFFICIENT SERVICE

TIRES & ACCESSORIES

"A Complete Garage Service"

FAirfx 7-5030

Corner 4th St & 6th Ave South

Imperial Motors Ltd.

A SPECIALIZED SERVICES GARAGE

SERVICE

FAirfx 7-2887

PARTS

FAirfx 7-3650

GENERAL OFFICE

FAirfx 7-3049

AUTO LAUNDRY

FAirfx 7-3622

Cor. 2nd Ave & 7th St. South

KARL'S SPEED SHOP

AUTOMOTIVE REPAIRS
CUSTOM ACCESSORIES

Phone FAirfx 7-8693

311 - 4 St. South — LETHBRIDGE

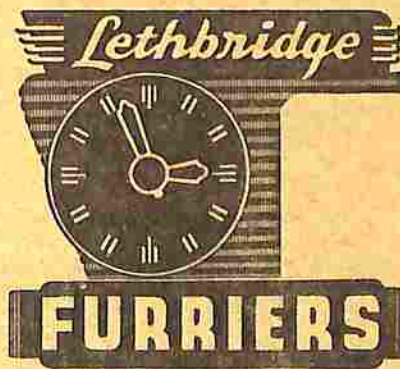
The Lethbridge Furriers Fur Storage

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

FAirfx 7-
2209

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

FAirfx 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 30 Years in Lethbridge

FAirfx 7-2209

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.

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

Garages—(Cont'd)

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
Main Service Centre Cor 3 Av & 9 St S .. FAirfx 7-6698
McLaughlin Garage & Auto Wreckers
Cor 4 Av & 3 St S FAirfx 7-2918

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
Cor 5 Av & 5 St S FAirfx 7-1581
(See Advertisement This Page)

Riverview Garage 616 4 St S FAirfx 7-3881

SEVENTY SEVEN SERVICE STATIONS

77 GASOLINES
REPAIRS and SERVICE

320 9 St S FAirfx 7-2823

Skyline Garage 43 St & Coutts Hwy FAirfx 7-0231
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)
Sunny Service Station 505 13 St N FAirfx 7-5224
Terry's Tire & Auto Shop
201 13 St N FAirfx 7-2648

PYRAMID MOTOR SALES LTD.

— CARS —

Ford - Edsel & Ford Trucks
FAirfax 7-1581

After Hours Before 9 a.m. After 5 p.m.

Call the following Numbers:

PARTS DEPT. FAirfx 7-1581
SERVICE DEPT. FAirfx 7-1582
SALES DEPT. FAirfx 7-1583
USED CAR LOT FAirfx 7-1584

Cor 5 Ave & 5 St S Lethbridge

Garages—(Cont'd)

TIP TOP SERVICE

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

UNITED SERVICE GARAGE LETHBRIDGE LTD

Rambler Sales & Service
Batteries - Tires - Accessories
Day & Night Towing Service
302 3 Av S FAirfx 7-2750—FAirfx 7-1105

Volkswagen Bay Service 320 3 St S FAirfx 7-1545

Gas Companies

Canadian Western Natural Gas Co Ltd
420 6 St S FAirfx 7-3101

Gasoline & Oil—Bulk Stations

Ellis R W & Son 21 St & 2 Av S FAirfx 8-1876
TYSSELAND OSCAR 2910 1 Av S FAirfx 7-7785

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
Peacock Plate Glass Mirrors
Twindow
PC Glass Blocks
Foamglas
Pattern Glass - Auto Safety Glass - Store Fronts
Glass - Paint - Pittco Metal

GLASS  PAINT

"For Information Call"

CANADIAN PITTSBURGH INDUSTRIES LTD
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 &
Store Fronts
5 Av S & 4 St FAirfx 7-3755

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
Pioneer Grain Co Ltd 920 21 St S FAirfx 7-8927
Richardson James & Sons Ltd
709 4 Av S FAirfx 7-5757

Gravel, Rock & Sand

Atlas Transit Mix
Plant Cor 12 St & 2 Av NFAirfx 7-7262
Engineer's OfcFAirfx 7-8282
JARVIE J A SAND & GRAVEL

Washed Sand & Gravel
Mortar & Plaster Sand - Road Gravel
MOBILE CRUSHING UNIT
(One of the J. A. Jarvie Enterprises)
9 Av & 6 St NFAirfx 7-8755

LETHBRIDGE SAND & GRAVEL CO (1953) LTD

WASHED SAND & GRAVEL
AND ROAD GRAVEL

RiverbottomFAirfx 7-3610

McNEELY BROS CONSTRUCTION (LETHBRIDGE) LTD

Roy McNeely, Mgr.
EXCAVATING CONTRACTORS
DITCHING — SAND & GRAVEL
General Trucking & Hauling
Res FAirfx 7-4923
518 3 St SFAirfx 7-2520

SUPERIOR MASONRY PRODUCTS LTD

9 Av & 6 St NFAirfx 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 SFAirfx 7-3219
Bonnydale Food 1406 17 St SFAirfx 7-3394
Danny's Grocery 431 18 St NFAirfx 7-2418
Frank's Grocery & Meat Market
407 2 Av SFAirfx 7-2737
George's Grocery & Meat Market
707 9 Av NFAirfx 7-3935
Gordie's Grocery & Confectionery
1015 Mayor Magrath DrFAirfx 7-5041
Heefer & Wood Ltd 538 13 St SFAirfx 7-3297
Ing's Groceteria 902 9 St SFAirfx 7-2113
Jim's Grocery 711 6 Av SFAirfx 7-3466
Kobal's Grocery 320 13 St NFAirfx 7-3951
Mihalik A 642 13 St NFAirfx 7-4064
Mon-Lee Co 311 2 Av SFAirfx 7-7606
Myrle's Grocery & Confectionery
1315 9 Av SFAirfx 7-5172
New Confectionery 630 13 St NFAirfx 7-1470
Parkside Grocery 2801 7 Av SFAirfx 7-5581
Pete's Grocery & Confect 418 16 St N ..FAirfx 7-5195
Sarakoski M I 544 13 St NFAirfx 7-3922
Southern Grocery 1111 3 Av SFAirfx 7-4606
Wilson's Food Stores 1112 6 Av SFAirfx 7-3657
Store No 2 910 7 Av SFAirfx 7-3026
Wing Lee Grocery 314 2 Av SFAirfx 7-5341
York Grocery 728 6 St SFAirfx 7-5127

Grocers—Wholesale

HORNE & PITFIELD LTD 3 Av SFAirfx 7-3321
Macdonalds Consolidated Ltd
2925 2 Av-A SFAirfx 7-4266
Groc Order DeskFAirfx 7-4366
Mgr & BuyerFAirfx 7-4754
Acctng DeptFAirfx 7-4753
Fruit Order DeskFAirfx 7-4355
Fruit DeptFAirfx 7-7396
Shipper & ReceiverFAirfx 7-4369

Grocers—Wholesale—(Cont'd)

SCOTT FRUIT CO
Consolidated Fruit BldgFAirfx 7-3353
WESTERN GROCERS LTD
Cor 2 Av & 9 St SFAirfx 7-2434

Gunsmiths

BLENNER-HASSETT & SMITH

GUN REPAIRS

Sporting Goods & Fishing Tackle
309 6 St SFAirfx 7-2260

Handicrafts

Heirloom Needlecraft 329 5 St SFAirfx 7-5054

Hardware—Retail

BARRETT-FORREST HARDWARE CO

GIFTS - PAINTS - LUGGAGE
SPORTING GOODS

Next to Safeways — Free Delivery
318 6 St SFAirfx 7-2383—FAirfx 7-6727

Bowns Supply Centre 1710 2 Av SFAirfx 7-1320

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 SFAirfx 7-4122

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

HOYT HARDWARE LTD

606-608 3 Av SFAirfx 7-5767

LAKEVIEW HARDWARE

1013 Mayor Magrath DrFAirfx 7-7960

MACLEOD'S LIMITED 426 6 St SFAirfx 7-4240

MORRISON HARDWARE & APPLIANCES

TV & Appliances
Paint & General Hardware

416 13 St NFAirfx 7-4967

NORTH LETHBRIDGE HARDWARE

Hardware Dept 324 13 St NFAirfx 7-4198
OfficeFAirfx 7-4148

PARSONS HARDWARE & APPLIANCES LTD

Franchised Dealers for
FRIGIDAIRE — WESTINGHOUSE
LEONARD & TAPPAN
COMPLETE APPLIANCE SERVICE

Shoppers' WorldFAirfx 7-7066

SEVENTY SEVEN HARDWARE

GENERAL HARDWARE
AND ALL LINES OF
ELECTRICAL APPLIANCES

324 9 St SFAirfx 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

EMCO LTD

1282 2 Av-A NFAirfx 7-4151

1282 2 Av-A NFAirfx 7-5522

MARSHALL-WELLS OF CANADA LTD [FAirfx 7-4324

3 Av & 10 St NFAirfx 7-3744

WESTERN CANADA HARDWARE LTD

WHOLESALE MERCHANTS

Hardware — Mine — Mill — Builders
and Sporting Goods

907-915 2 Av SFAirfx 7-5711

Harness & Saddlery

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

Hatcheries

CO-OP HATCHERIES

(FARMER OWNED)

Chicks & Turkey Poults

525 4 St SFAirfx 7-3679

Swift Canadian Co Ltd 12 St & 3 Av N FAirfx 8-1982

Hats & Caps

Albert's Men's Apparel 331 5 St SFAirfx 7-2620
Roxy Hat Shop 328 5 St SFAirfx 7-8640

Hay, Grain & Feed

Ellison Milling & Elevator Co Ltd
2 Av SFAirfx 7-5751
Southern Alberta Co-operative Assn Ltd
1221 2 Av SFAirfx 7-3777

Health Food Products

Canadian Elemin Distributors Ltd
907 3 Av SFAirfx 7-4994
Health Food Centre 907 3 Av SFAirfx 7-4994
WEY-RITE CANADIAN DISTRIBUTORS—
HEALTH FOOD CENTRE 907 3 Av S ..FAirfx 7-4994

Superior Masonry Products Ltd.

(One of the J. A. Jarvie Enterprises)

WASHED SAND & GRAVEL

MORTAR SAND

ROAD GRAVEL

Light Weight & Concrete Building Units
Split Rock — Transit-Mix Concrete
Norman Brick

FAirfax 7-4875

FAirfax 7-8103

Hearing Aids

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

ZENITH HEARING AIDS

Enjoyed by more people than any other aid in the world. Highest quality, sensibly priced transistor models include eyeglass type and a tiny aid worn entirely at the ear. By makers of Zenith TV, radios. 10-DAY MONEY-BACK GUARANTEE.



"Where To Buy Them"

LEISTER'S
Paramount Theatre BldgFAirfx 7-2272

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

PARAMOUNT THEATRE BLDG.

Heaters—Water

(See Water Heaters)

Heating Apparatus

CRANE LIMITED 2815 2 Av-A SFAirfx 7-1577
LENNOX HEATING SYSTEMS

More families buy Lennox warm air heating systems. Installed and serviced by factory trained Lennox Comfort Craftsmen.



"Where To Call"

CHARLTON & HILL LTD
208 13 St SFAirfx 7-6466

LETHBRIDGE SHEET METAL
121 13 St NFAirfx 7-6633

Palmer A D Products Ltd 3 Hwy EFAirfx 7-1872
WESTERN CANADA HARDWARE LTD
1004 1 Av SFAirfx 7-5711

Heating Contractors—Hot Water & Steam

Barry Plumbing 1253 5 Av-A SFAirfx 7-5008
CAPITAL HEATING LTD 1271 3 Av S ..FAirfx 7-1630
CHARLTON & HILL LTD 208 13 St S ..FAirfx 7-6466
Lethbridge Sheet Metal 121 13 St NFAirfx 7-6353
Paul's Plumbing Contractor 252 13 St N FAirfx 7-8123
Pyke & Holberton 1285 3 Av SFAirfx 7-7994
WHITTICK BROS LTD 910 3 Av SFAirfx 7-3014

Herbalists

Alvau N 806 2 Av SFAirfx 7-2074

Hides, Raw Furs & Skins

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

Hobby Supplies**SOUTHERN STATIONERS LTD**

HOBBY CRAFT SHOP
ARTIST SUPPLIES
COPPER CRAFT
FOAM RUBBER, ETC.

316 7 St SFAirfx 7-4116

Hoists—Dump Truck—Hydraulic

BELL'S WELDING LTD 317 4 St SFAirfx 7-4528
WESTEND HYDRAULIC JACK REPAIRS

FLOOR & BOTTLE JACKS
COMPLETELY OVERHAULED

301 4 Av SFAirfx 7-1125

Hose—Flexible & Metal

Oliver-Champion Coupling Co
Cor 3 Av & 9 St NFAirfx 7-1573

Hosiery—Retail

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

Hospitals & Homes

Galt Rehabilitation Centre (FAirfx 7-4983)
5 Av S(FAirfx 7-7033)
Lethbridge Municipal Hospital
9 Av & 18 St SFAirfx 7-8591
St Michael's General Hospital
13 St & 9 Av SFAirfx 7-1531
Staff Residence 1224 7 Av SFAirfx 8-9120
St Michael's School of NursingFAirfx 8-9130

Hotels

Alexandra Hotel 332 5 St SFAirfx 7-3142
Arlington Hotel 1 Av & 4 St SFAirfx 7-2278
DALLAS HOTEL CO LTD 312 5 St S ..FAirfx 7-5754
GARDEN HOTEL

Wm. Hudema, Mgr.

"The Garden is a Friendly Spot"

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

510 3 Av SFAirfx 7-3104

LETHBRIDGE HOTEL

Private Branch Exchange
Connecting All
Guest Rooms
J. Stella, Manager

Cor 5 St S & 2 AvFAirfx 7-3151

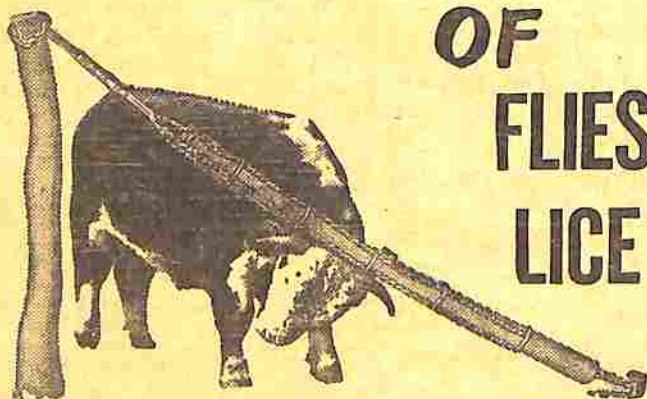
LINCOLN HOTEL

REASONABLE RATES
CLEAN AND COMFORTABLE
Fred Steiner & K. Haas, Props.

411 3 Av SFAirfx 7-2095

(Continued Next Page)

**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**

Hotels—(Cont'd)

MARQUIS HOTEL LTD

**SOUTHERN ALBERTA'S
LEADING HOTEL**

Private Branch Exchange
Connecting All Rooms
N. H. Dyer, Mgr.

Cor 4 Av & 7 St SFAirfx 7-3191

YORK HOTEL

Modern Conveniences
Hot and Cold Water

Cor 3 Av & 13 St NFAirfx 7-4201

Hydraulic Machinery

Westend Hydraulic Jack Repairs

301 4 Av SFAirfx 7-1125

Ice Cream Manufacturers

CRYSTAL DAIRY LTD 434 8 St SFAirfx 7-2576

Dairy Bar (Lethbridge) Shoppers' World...FAirfx 8-1387

Dairy Queen Store No 1 516 13 St N ...FAirfx 7-4748

Store No 2 Mayor Magrath DrFAirfx 7-3953

Palm Dairies Ltd 543 4 St SFAirfx 7-4030

PURITY DAIRY 516 5 Av SFAirfx 7-1525

Insecticides

HOYT HARDWARE LTD

Green Cross CIL & Niagara

606-608 3 Av SFAirfx 7-5767

Oliver Chemical Co (Lethbridge) Ltd

Cor 3 Av & 9 St NFAirfx 7-1571

Wik Applicator Co of Canada 528 6 St S FAirfx 7-4489

(See Advertisement Opposite Page)

Insulation

ALBERTA HOME INSULATION CO

INSULATION & ROOFING

Franchised Contract for
Canadian Johns-Manville
Blown Rock Wool Insulation

324 14 St SFAirfx 7-6386

CANADA ROCK WOOL SALES

A. L. Terry, Mgr.

Approved Applicators
ROCK WOOL INSULATION

ALUMINUM WINDOWS
ALUMINUM DOORS

527 6 St SFAirfx 7-8791

FIBERGLAS BUILDING INSULATION

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



"Where To Buy It"

ATLAS LUMBER CO LTD

3 Av & 16 St SFAirfx 7-5777

DAVIDSON-ENMAN LUMBER (ALTA) LTD

1902-4 3 Av SFAirfx 7-1501

Insulation—(Cont'd)

FIBERGLAS INDUSTRIAL INSULATION

Insulation for low tempera-
ture 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 SFAirfx 7-8561

INSULATION INDUSTRIES (LETHBRIDGE) LTD



INSULATION PRODUCTS

3003 Leaside AvFAirfx 7-3313
.....FAirfx 7-3200

PRIMCO (WESTERN) LTD

806 2 Av-A NFAirfx 7-3131

Terry A L 529 23 St SFAirfx 7-7239

**Insurance Business—Accident, Sickness
& Casualty**

Haagenson O W E-Metcalf BldgFAirfx 8-2007

Insurance Business—Agents & Brokers

Aldous Agency 11 Stafford BldgFAirfx 7-3712

Anderson Insurance Agencies

5 Metropolitan BldgFAirfx 7-1657

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Campbell & Haliburton (Southern) Ltd

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(See Advertisement This Page)

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Fay's Apparel Shop McIntyre BldgFAirfx 7-5176
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(Continued Next Page)

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Livingstone John A 6 Ryland BldgFAirfx 7-2928

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CRANKSHAFT GRINDING
A SPECIALTY

PHONE

FAirfax 7-2323

1116 - 2nd Ave S Lethbridge

Manufacturers' Agents

Berkhaug Sigurd 807 5 St S FAirfx 7-4260
Gallant A 1248 5 Av S FAirfx 7-8722

Massage

Bain & Albro Health Centre
2609 10 Av-A S FAirfx 7-4677
Hisaoka I 911 9 Av N FAirfx 7-5060
Life Massage of Southern Alta Ltd
493 Shoppers' World FAirfx 8-1997
(See Advertisement This Page)

REFLEXOLOGY CLINIC

Evapulating Heat Electric Treatment,
Foot Massage, Back Massage, Etc.
1118 12 St-B S FAirfx 7-8903

Massaging Equipment

Life Massage of Southern Alta Ltd
493 Shoppers' World FAirfx 8-1997
(See Advertisement Following Page)
Niagara Massage of Lethbridge Ltd {FAirfx 7-4747
705 3 Av S FAirfx 7-4984
(See Advertisement This Page)

Meat Markets

Alberta Meat Market 510 6 Av S FAirfx 7-3492
Bonnydale Meats 1406 17 St S FAirfx 7-6050
Curly's Meat Market 310 13 St N FAirfx 8-2403
Economy Meat Market 904 7 Av S FAirfx 7-3855
Hofer & Wood Ltd 538 13 St S FAirfx 7-5295
Independent Meat Market 405 5 St S FAirfx 7-3328
Lee's Food Market 708 3 Av S FAirfx 7-1812
Mihalik A 642 13 St N FAirfx 7-4057
Mueller Hugo 430 13 St N FAirfx 7-5049
Star Meat Market & Bakery 401 2 Av S FAirfx 7-4393
(See Advertisement This Page)

Meats—Wholesale

Adams Merlin A 934 16 St S FAirfx 7-3831
City Abattoir 419 7 Av S FAirfx 7-2426
Hearne H 419 7 Av S FAirfx 7-2426
Lethbridge Packers (Arbo) 1712 2 Av S FAirfx 7-3997

Men's Clothing & Furnishings

Albert's Mens Apparel 331 5 St S FAirfx 7-2620

BLACK & WALKER

MEN'S SHOP

Warren K. Cook & Fashion Craft Clothes
Importers of Fine English Woollens
"Be Proud of the Clothes You Wear"
Opposite Marquis Hotel on 4 Ave.
619 4 Av S FAirfx 7-3551

Buy-Rite Men's Wear 318 5 St S FAirfx 7-4230
Christie Grant Co 308 5 St S FAirfx 8-2334
Gelfond's Men's Wear 309 5 St S FAirfx 7-3484
Klinger's Men's & Boys' Wear 108 5 St S FAirfx 7-3003
McGuire's Men's Wear Ltd 310 5 St S .. FAirfx 7-3761
Progress Clothing 114 5 St S FAirfx 7-2717
Reno's Men's Wear 327 5 St S FAirfx 7-3869
SAAN STORES LTD 322 5 St S FAirfx 7-7331
Singer's Men's & Boy's Wear 214 5 St S .. FAirfx 7-3958
Stan's Men's Shop 321 5 St S FAirfx 7-3730
Towne Hall Shop 701 3 Av S FAirfx 7-2568
Vic's Men's & Boy's Wear
Shoppers' World FAirfx 7-0353
(See Advertisement This Page)

Metals

(See Advertisement This Page)

Milliners

Darling Hat Shop 326 5 St S FAirfx 7-2102
Marie-Louise 713 4 Av S FAirfx 7-2965



FOR A FREE HOME DEMONSTRATION
Phone
FAirfax 7-4747
FAirfax 7-4984
If it isn't NIAGARA ...
It isn't Cyclo-Massage
NIAGARA MASSAGE OF LETHBRIDGE LTD.
705 - 3rd Ave. South

MUELLER HUGO SAUSAGE

DELICATESSEN

HOME MADE
COUNTRY SAUSAGE

PHONE

FAirfax 7-5049

430 - 13th Street North

VIC'S MEN'S and BOYS' WEAR

Agents for:

- GREB BOOTS
- HOUSE OF HOBBERLIN
- BILTMORE & STETSON HATS
- TOOKE, B.V.D. SHIRTS
- TURNBULL & STANFIELD UNDERWEAR

CLOTHING OF DISTINCTION

SHOPPERS' WORLD

FAirfax 7-0353



Call Long Distance and Ask For (Toll Charge)
Calgary AMhrst 9-2451
INTERNATIONAL NICKEL RESEARCH &
TECHNICAL SERVICES LTD.
114 - 7th Ave. W. — CALGARY

Life Massage

WHY!

Is Life's Heat and Massage Method such an important aid to you?

BECAUSE:

Only Life can produce the correct physiological action due to its 8-point suspension method all movements are circular. NEVER any danger in conditioning anybody at home.

MAKE RELAXATION A HABIT

DO NOT SUFFER NEEDLESS PAIN — USE LIFE MESSAGE

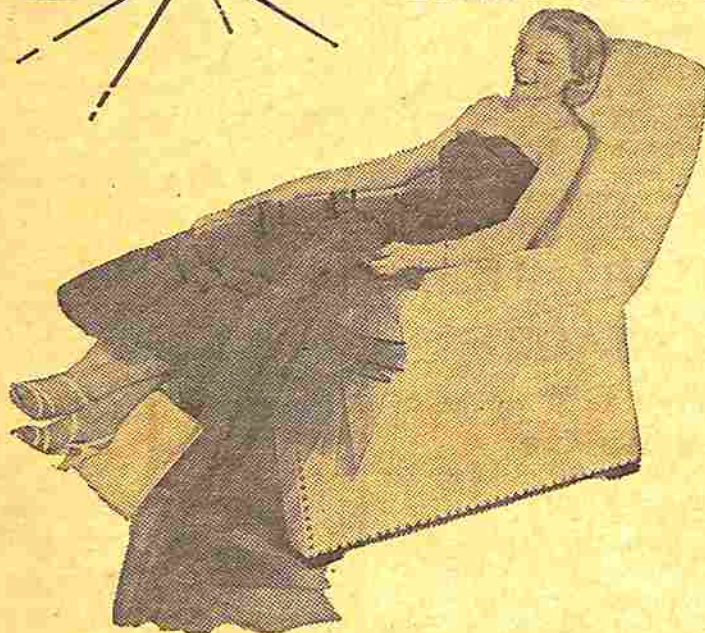
PERSONAL SATISFACTION

LIFE MESSAGE OF SOUTHERN ALBERTA LTD.

493 Shoppers' World — FAirfax 8-1997

LIFE

LIFE MASSAGE
OF
SOUTHERN ALBERTA LTD.

MASSAGE

The Worlds Greatest Massage Unit

MULTI-CIRCLOID METHOD

Life's research is headed by the first medical doctor to make detailed studies of mechanical massage applications on his patients in the hospital or at home.

LIFE'S CONTOUR UNIT

Is a masterpiece of utility and precision and can be obtained for home use in CASED UNITS or FURNITURE designed for your particular need.

AT HOME YOU CAN NOW PROMOTE SAFELY

BETTER CIRCULATION — SOOTH SORE TIRED MUSCLES AND JOINTS — DECREASE NERVE TENSION — ENCOURAGE RESTFUL SLEEP

MAKE RELAXATION A HABIT

Life Massage is where your New Life Begins

493 Shoppers' World — Phone FAirfax 8-1997

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Complete line of crawler tractors, tractor shovels, bulldozers, pull scrapers, motor scrapers, motor wagons, motor graders—plus matched equipment. Factory parts and service.



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CANADIAN PITTSBURGH INDUSTRIES LTD

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SCOTCH GRANITE &
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Tiles for Fire Hearths, Floors, Bathrooms,
and Tile Kitchen Sinks

325 8 St S FAirfx 7-3920

Mortgages

British Canadian Trust Co

Cor 3 Av & 7 St S FAirfx 7-8581

Motels

(See Motor Courts)

Motion Picture Business

National Film Board

318-319 Post Office Bldg FAirfx 7-2475

Motor Courts

Blue Bird Motel & Auto Court Ltd

17 St & 3 Av S FAirfx 7-3903

CHINOOK MOTEL

YOUR HOME AWAY

FROM HOME

New - Spacious - Modern

FREE RADIO & TV

1245 Mayor Magrath Dr FAirfx 8-1443

(Continued Next Page)

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

Motor Courts—(Cont'd)

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

GOLDEN WEST MOTEL

"Where Old Friends Meet"

GOLDEN WEST MOTEL

UNITS WITH OR WITHOUT
HOUSEKEEPING FACILITIES

1142 Mayor Magrath DrFAirfx 7-5900

Kenyon Terrace Motel

Mayor Magrath Dr & 10 Av SFAirfx 7-8515
Lakeside Cabins Henderson LakeFAirfx 7-4207

MITCHELL'S HOLIDAY MOTEL

When in Lethbridge
STOP AT
**MITCHELL'S
HOLIDAY MOTEL**

NEW - MODERN - COMFORTABLE

1025 Mayor Magrath DrFAirfx 7-2400

Old Chief Motel LethbridgeFAirfx 8-9178
SKYLINE SERVICE STATION

43 St & Coutts HwyFAirfx 7-5565

Motor Cycles

KANE'S MOTOR CYCLE SHOP LTD

HARLEY-DAVIDSON

B.S.A. - N.S.U. & Triumph

MOTORCYCLE SALES & SERVICE

1222 - 3rd Av SFAirfx 7-8889

Motor Truck Dealers

BENY CHEVROLET OLDSMOBILE LTD

Cor 2 Av & 8 St SFAirfx 7-3147
Enerson Motors Ltd 817 4 Av SFAirfx 7-5705

SMITH MOTORS LTD

**MERCURY — LINCOLN
and METEOR**
Sales and Service

Cor 6 Av & 6 St SFAirfx 7-5763

Movers

McLean Transfer Ltd 640 6 St SFAirfx 7-2097
(See Advertisement This Page)

Owen Distributing Ltd 1233 2 Av SFAirfx 7-3011
(See Advertisement This Page)

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

UNITED VAN LINES

PRE-PLANNED
LONG DISTANCE

MOVING IN
"SANITIZED" VANS

MOVING WITH CARE EVERYWHERE

"For Information Call"

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



Music Colleges & Teachers

Pruegger's Accordion College
530 5 St SFAirfx 7-7524

Music & Musical Instruments

Bert & Mac's Radio-TV LtdFAirfx 7-3232
315 7 St SFAirfx 7-5560

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

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Foothills Music Co 420 7 Av SFAirfx 7-4417

Naturopathic Practitioners

Clancy L D 116 McFarland BlkFAirfx 7-2231
Kuipers Ralph 1023 3 Av SFAirfx 7-1118

Newspapers & Periodicals

Albertan Publishing Co Ltd
816 12 St-A SFAirfx 7-3626
Herald Cor 7 St & 5 Av SFAirfx 7-5781

Nitrogen

LINDE AIR PRODUCTS CO

5 Av & 28 St NFAirfx 7-7265

Nurserymen

Parkdale Nursery 506 Dieppe BlvdFAirfx 7-5868
West F H 1108 12 St-B SFAirfx 7-7407

Nurses

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

Office Furniture & Equipment

COMMERCIAL PRINTERS & OFFICE OUTFITTERS LTD

Office Supplies — Steel Filing Cabinets
Office Furniture — Royal Typewriters
Standard Liquid Duplicators

326 7 St SFAirfx 7-6464—FAirfx 7-6161

PATRICK STATIONERS

COMPLETE
OFFICE SUPPLIES
&
PRINTING

306 9 St SFAirfx 7-2077

SOUTHERN STATIONERS LTD

316 7 St SFAirfx 7-4116

McLean Transfer Ltd.

Agents for

**NORTH AMERICAN
VAN LINES CANADA LTD.**

Local & Long Distance Moving
Storage, Packing & Shipping

640 - 6th STREET SOUTH

FAirfax 7-2097

Night Phone FAirfax 7-3473

OWEN DISTRIBUTING LTD.

**FAirfax 7-3011
FAirfax 7-2904**

STORAGE & DISTRIBUTION

Specialists in Local and
Long Distance Moving

AGENTS FOR ALLIED VAN LINES LTD.

1233 - 2nd AVENUE SOUTH Lethbridge

SPEEDY STORAGE & CARTAGE LTD.

AGENTS FOR

UNITED VAN LINES

Local & Long Distance Moving

STORAGE — PACKING & SHIPPING

PHONES

FAirfax 7-5734 — FAirfax 7-5735

Night Phone FAirfax 7-3021

327 - 3rd St. South



98 LUXURIOUS UNITS

Phones — Room Service

- RADIO & TV IN ALL ROOMS
- COFFEE SHOP — DINING ROOM
- BARBER SHOP — BEAUTY PARLOR
- DRUG STORE — POST OFFICE

EL RANCHO MOTOR HOTEL LTD.

FAirfax 7-2660

FAirfax 7-5701

Mayor Magrath Drive

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Ledger & Synoptic Sheets — Legal Forms

Blank Books and

Bookkeeping Machine Supplies

326 7 St SFAirfx 7-6464—FAirfx 7-6161

SOUTHERN STATIONERS LTD

316 7 St SFAirfx 7-4116

Oil Companies**ANGLO AMERICAN EXPLORATION LTD**

1119 2 Av SFAirfx 7-2417

British American Oil Co Ltd

17 St & 2 Av SFAirfx 7-2585

T W MacDougal Mgr resFAirfx 7-6212

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

GREAT WEST DISTRIBUTORS LTD

Bulk Plant 3 Av & 10 St NFAirfx 7-6082

IMPERIAL OIL LIMITED 1705 2 Av SFAirfx 7-3535

J. Lucco Rural AgtFAirfx 7-3707

Maple Leaf Petroleum Ltd 1604 2 Av SFAirfx 7-5867

McColl-Frontenac Oil Co Ltd Bulk Stn

1915 2 Av SFAirfx 7-2762

Zone OfcFAirfx 7-4370

North Star Oil Ltd 2 Av & 18 St SFAirfx 7-2884

Royalite Oil Co Ltd 320 B C Trust BldgFAirfx 7-0154

SEVENTY SEVEN OIL CO LTDFAirfx 7-7777

1804 3 Av SFAirfx 7-7775

Truck Garage POW CampFAirfx 7-7763

SHELL OIL CO OF CANADA LTD

2910 1 Av SFAirfx 8-2335

Sturdie Oils Ltd 923 2 Av SFAirfx 7-3770

Oil & Gas Well Supplies & Equipment**CRANE LIMITED** 2815 2 Av-A SFAirfx 7-1577**WESTERN CANADA HARDWARE LTD**

907-915 2 Av SFAirfx 7-5711

WILKINSON & McCLEAN LTD

253 12 St NFAirfx 7-5428

Oil Well Chemical Service

Dowell Inc 1801 20 St SFAirfx 7-1212

Oil Well Drilling—Mud**MILWHITE DRILLING MUD**

FIRST in mud service. A complete line of drilling muds and chemicals. 24 hour service. Mud engineers and stock available immediately.

**"For Service Call"****PACIFIC WESTERN MUD CO LTD**

Call Long Distance and ask for

(Toll Charge)Fort Macleod 112

OPTICAL**PRESCRIPTION CO. (LETHBRIDGE) LTD.**Ophthalmologists Prescriptions
Accurately Dispensed

DISPENSING OPTICIANS

S. Hall, President & Manager

FAirfax 7-5949

405 B.C. Trust Building

Oil Well Services

Halliburton Oil Well Cementing Co Ltd

523 Dieppe BlvdFAirfx 7-4120

Madison Earl L Coutts HwyFAirfx 7-2148

Oils—Vegetable

Western Canadian Seed Processors Ltd

Bank of Nova Scotia BldgFAirfx 8-2321

Opticians—Dispensing

Optical Prescription Co (Lethbridge) Ltd

405 B C Trust BldgFAirfx 7-5949

(See Advertisement This Page)

Opticians—Manufacturing & Wholesale

American Optical Co Canada Ltd

408a 5 St SFAirfx 7-5987

Imperial Optical Co Ltd 505 7 St SFAirfx 7-3619

Optometrists

Grigg R D Dwnstrs McFarland BldgFAirfx 7-5035

Millar Angus G 201 Medical Dental Bldg FAirfx 7-2566

Mitson W L 325 7 St SFAirfx 7-7555

Palmer Clifford A 407 5 St SFAirfx 7-4222

Wilkins & Nuttall 319a 6 St SFAirfx 7-2959

Outboard Motors**BOAT HOUSE** 1515 3 Av SFAirfx 7-7508**CHARLTON & HILL LTD** 208 13 St SFAirfx 7-6466**EVINRUDE OUTBOARD MOTORS**

Made by Outboard Marine Corporation of Canada Ltd., also manufacturers of Lawn-Boy and Lawn Cruiser power mowers, Snow-Boy and Snow-Cruiser snow blowers, Iron-Horse gasoline engines.

EVINRUDE MOTORS
Peterborough Canada**"Where To Buy Them"**

DISTRIBUTOR

Taylor Pearson & Carson (Lethbridge) Ltd

2 Av & 11 St SFAirfx 7-3155

DEALER

HEPP'S INDUSTRIES LTD

612 4 St SFAirfx 7-4242

Fortier M C 1008 17 St SFAirfx 7-7562

HUTTON'S LTD**OUTBOARD MOTORS**

Factory Authorized

Parts and Service Distributor for

ELTO - EVINRUDE - JOHNSON

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

JOHNSON OUTBOARD MOTORS

Made by Outboard Marine Corporation of Canada Ltd., also manufacturers of Lawn-Boy and Lawn Cruiser power mowers, Snow-Boy and Snow-Cruiser snow blowers, Iron-Horse gasoline engines.

JOHNSON MOTORS
Peterborough Canada**"Where To Buy Them"**

DISTRIBUTOR

Marshall-Wellis of Canada Ltd

3 Av & 10 St NFAirfx 7-4324

DEALER

Consumers Hardware & Supply

516-518 3 Av SFAirfx 7-4902

Outboard Motors—(Cont'd)**MERCURY OUTBOARD MOTORS SALES & SERVICE—**

FORTIER M C 1008 17 St SFAirfx 7-7562

SCOTT-ATWATER OUTBOARD MOTORS

... Pace Setting
Performance
New 40 H.P.
Ball-a-matic balls
your boat



Unconditionally the finest outboards ever built

"For Sales & Service Call"

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Call Long Distance and ask for

(Toll Charge)Edmonton 796269

DEALER

GENERAL FARM SUPPLIES LTD

Coutts HwyFAirfx 7-3165

Oxygen**LINDE AIR PRODUCTS CO**

5 Av & 28 St NFAirfx 7-7265

WESTERN CANADA HARDWARE LTD

Western Canada Distributors for
CANADIAN LIQUID AIR CO. LTD.
Gases & Welding Products

912 1 Av SFAirfx 7-5711

Paint Dealers—Retail**BAPCO PAINTS**

BAPTONE,
SATIN-GLO,
BAPCO PORCH
& FLOOR
ENAMEL, BAPROK

**"Where To Buy Them"**

LETHBRIDGE CITY DEALERS

Hoyt Hardware Ltd

606-608 3 Av SFAirfx 7-5767

Mihalik A 642 13 St NFAirfx 7-4057

North Lethbridge Hardware

324 13 St NFAirfx 7-4198

LETHBRIDGE DISTRICT DEALERS

Home & Farm SupplyBarons 62

Kubik StoresBlairmore 2118

Sommerfeldt DarrelCardston R1724

Spencer's HardwareCardston 6

McIntyre & CoChampion 6

Del Monte StoresCoaldale Dikns 5-3274

Coleman Hardware CoColeman 3639

Phillips HardwareForemost 16

Archibald VernGlenwood 25

Galvin's Groc Hdwr VarietyGrassy Lake 315

Stachofski E AIron Springs 2

Trofanenko MichaelIron Springs X1002

Revelstoke Sawmill Co LtdLomond 13

Magrath Trading Co LtdMagrath 34

Atlas Lumber Co LtdPicture Butte 412

Stone's Service StoreRaymond 6

Henderson HardwareTaber 2414

Atlas Lumber Co LtdVauxhall 381

Enchant MercantileVauxhall 912-11

Larsons HardwareVauxhall 920-12

Glynn John Cash StoreWarner 8

Grover's General StoreWrentham 8r2

(Continued Next Page)

Paint Dealers—Retail—(Cont'd)

BARRETT-FORREST HARDWARE CO

HARDWARE

"HOME OF C-I-L PAINTS"

318 6 St SFAirfx 7-2383—FAirfx 7-6727

CANADA PAINT & WALLPAPER STORE

424 7 St SFAirfx 7-2513
(See Advertisement This Page)

CONSUMERS HARDWARE & SUPPLY

EXCLUSIVE AGENTS FOR

B. H. PAINTS

Retail and Wholesale

516-518 3 Av SFAirfx 7-2919
9th Av StoreFAirfx 7-4122

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

1013 Mayor Magrath DrFAirfx 7-7960

Martin-Senour Paint & Wallpaper Store

Shoppers' WorldFAirfx 8-2525
(See Advertisement This Page)

PITTSBURGH PAINTS

LOOK
BETTER
LONGER

**PITTSBURGH
PAINTS**
MADE IN CANADA

"Where To Buy Them"

DISTRIBUTOR

CANADIAN PITTSBURGH INDUSTRIES LTD
252 12 St NFAirfx 7-1508

CITY DEALERS

ATLAS LUMBER CO LTD
3 Av & 16 St SFAirfx 7-5777

KITAGAWA MOULDING & BUILDING SUPPLIES
249 12 Av-A NFAirfx 7-8343

COUNTRY DEALERS

NEUFELDT WELDING Coaldale ...DIkns 5-3288

ATLAS LUMBER CO LTD
5434 - 48 AvTaber 2424

FRANK'S CAFE Waterton Park15r3

(Continued Next Page)



**Seventy Seven Oil
Company Ltd.**

Hardware Division
SEVENTY SEVEN HARDWARE

FAirfax 7-7777 FAirfax 7-7775 FAirfax 7-2775

1804 - 3rd Ave. S.

**Canada Paint &
Wallpaper Store**

WHOLESALE & RETAIL

Paints - Oils - Varnishes
Wallpaper
Artist's Supplies
& Sundries

See Us
For All
Your
Decorating
Requirements



FAirfax 7-2513

424 - 7th Street South



WHOLESALE — RETAIL

COMPLETE HOME DECORATING
is
OUR SPECIALTY

**MARTIN-SENOUR
Paint & Wallpaper Store**

Farmer's Paint Headquarters

FAirfax 8-2525

— SHOPPERS' WORLD —



COVER
THE
EARTH

**SHERWIN-WILLIAMS
Paint and Wallpaper Store**

321 - 6th Street South

**— PAINT —
SHERWIN-WILLIAMS**

"YOUR LETHBRIDGE COLOR STYLE CENTRE"

Before Decorating—see our
"Style Guide"

AND

Kem Color Harmonizer

FAirfax 7-8321

FAirfax 7-0211

PAINTS — VARNISHES
WALLPAPERS

Painters & Sign Writers Supplies

(Opp. downtown Safeway)

SCOTT FRUIT CO.

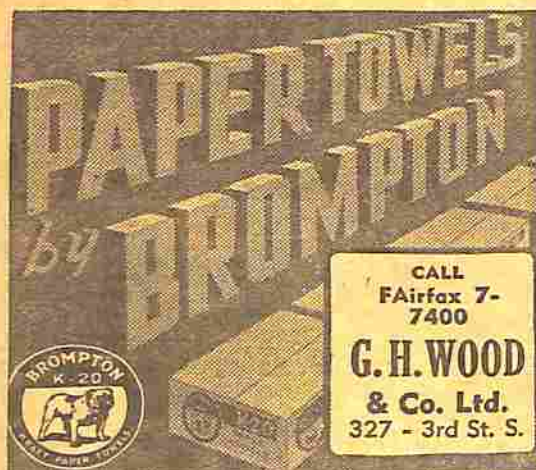
Wrapping Paper, Waxed Kraft, Twines,
Toilet Tissue, Towels, Napkins, Gummed
Tape, Bags of all types, Paper Plates,
Locker Supplies, Christmas lines, etc.

Distributors for
WESTMINSTER PAPER, PACIFIC MILLS,
DRYDEN PAPER MILLS, LILY CUPS, MONO CUPS,
JOHN DICKINSON, BARTRAM PAPER,
AND OTHERS.

PHONE

FAirfax 7-3420

Consolidated Fruit Bldg—4th Street South



PAPER TOWELS
by **BROMPTON**

CALL
FAirfax 7-7400

G. H. WOOD
& Co. Ltd.
327 - 3rd St. S.

Mid-West Paper Limited

PAPER & ASSOCIATED
LINES OUR BUSINESS
FOR OVER 40 YEARS.

Phone

FAirfax 7-5731

"From the Lakehead
to the Rockies"

1415 2nd Ave S

Lethbridge

Paint Dealers—Retail—(Cont'd)

Progressive Roofing & Supplies
1610 2 Av-A NFAirfx 7-6679

ROXATONE PAINTS

MULTI-COLOUR
PLASTIC DECORATOR
FINISH

ROXATONE
(Reg'd TM)

"Where To Buy It"

DEALERS

Canada Paint & Wallpaper Store
424 7 St SFAirfx 7-2513
Hoyt Hardware Ltd
606-608 3 Av SFAirfx 7-5767
North Lethbridge Hardware
324 13 St NFAirfx 7-4198
Parson's Hardware & Appliances Ltd
Shoppers' WorldFAirfx 7-7066
Sherwin-Williams Paint & Wallpaper Store
321 6 St SFAirfx 7-8321

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

Seventy Seven Oil Co Ltd
1804 3 Av SFAirfx 7-7777
(See Advertisement Preceding Page)

SHERWIN-WILLIAMS PAINT & WALLPAPER STORE
321 6 St SFAirfx 7-8321
FAirfx 7-0211
(See Advertisement Preceding Page)

TANNER BUILDING SUPPLIES LTD

Distributors for

BENJAMIN MOORE PAINTS

1601 3 Av SFAirfx 7-5161

WEST CANADIAN MACHINERY CO LTD

GLIDDEN TIME TESTED PAINTS
VARNISHES — ENAMELS
SPRED SATIN & SPRED LUSTER

231 9 St NFAirfx 7-2026—FAirfx 7-3556

Paint Dealers—Wholesale**BLENNER-HASSETT & SMITH**

Distributors for

PRATT & LAMBERT
PAINTS

309 6 St SFAirfx 7-2260

HOYT HARDWARE LTD 606-608 3 Av S FAirfx 7-5767
Martin-Senour Paint & Wallpaper Store
Shoppers' WorldFAirfx 8-2525
Sherwin-Williams Paint & Wallpaper Store
321 6 St SFAirfx 7-8321

TANNER BUILDING SUPPLIES LTD
1601 3 Av SFAirfx 7-5161

TREMCO MANUFACTURING CO LTD
1308 20 St SFAirfx 7-8485

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

Paint Manufacturers

CANADIAN PITTSBURGH INDUSTRIES LTD
252 12 St NFAirfx 7-1508

Painters & Paperhangers

Bruchet Bros 102 Dieppe BlvdFAirfx 7-4152
Bruchet Irvine A 2401 5 Av SFAirfx 7-3257
Jake's Painting & Decorating
1015 27 St SFAirfx 7-5974
John's Painting & Decorating
539 14 St SFAirfx 8-2422

KOENIG WILLIAM

PAINTING - DECORATING
PAPERHANGING

Imitation of all kind of
Wood and Marble

1510 15 Av SFAirfx 7-2831

Lipinski Paul 811 21 St SFAirfx 7-7237
McMullin D W 116 Dieppe BlvdFAirfx 7-6870

MICHALOVSKY EDWARD

PAINTER, DECORATOR
& PAPERHANGER

Free Estimates

1706 14 Av SFAirfx 7-4402

PALMER GRANT B

CONTACT US
FOR ALL YOUR
PAINTING PROBLEMS

2703 4 Av SFAirfx 7-5647

Riethman & Hudson 1275 3 Av SFAirfx 7-5141
Schulz H U 1613 13 Av SFAirfx 7-6986
Senda Y 934 20 St SFAirfx 7-7275
Wellington Bros 611 10 St SFAirfx 7-2472
Whittaker H 634 9 St SFAirfx 7-7570

Paper Dealers—Wholesale

Hudson Paper Co Ltd 1811 8 Av NFAirfx 7-8744
Mid-West Paper Ltd 1415 2 Av SFAirfx 7-5731
(See Advertisement This Page)
Scott Fruit Co Consolidated Fruit Bldg ..FAirfx 7-3420
(See Advertisement This Page)

Paper Towels

WOOD G H & CO LTD 327 3 St SFAirfx 7-7400
(See Advertisement This Page)

Phonograph Records

DOUG'S RADIO & RECORD BAR
322 7 St SFAirfx 7-7936

LEISTER'S**PHONOGRAPH RECORDS**

ALL LABELS

HI-FIDELITY — FREE DELIVERY

Paramount Theatre BldgFAirfx 7-2272

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Dr J K Bigelow res FAirfx 7-3885

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Dr E R Poulsen res FAirfx 7-2363

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(See Alphabetical Section Under Government of
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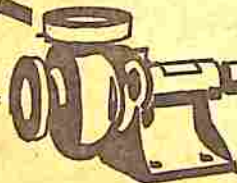


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(See Advertisement This Page)

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419 Mayor Magrath DrFAirfx 7-2787

(See Advertisement Opposite Page)

Galt Home Appliances 309 7 St SFAirfx 7-3889

(See Advertisement Opposite Page)

Jack's Radio & TV Sales & Service

302 13 St NFAirfx 7-4979

(See Advertisement Opposite Page)

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(Continued Next Page)

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(See Advertisement This Page)

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Empire Furniture Store Hull BldgFAirfx 7-3980

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**MOST FAMOUS
HAMBURGERS
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2002 3 Av SFAirfx 7-0222

Dunlop's Coffee Shop 1606 2 Av SFAirfx 7-1166

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Mayor Magrath DrFAirfx 7-2355
(See Advertisement This Page)

Greyhound Grill 411 5 St SFAirfx 8-1802

Jack's Coffee Shop 3 Av & 13 St SFAirfx 7-5383

K & P Cafe 1217 3 Av SFAirfx 7-3713

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Lin Kue Chop Suey 405 2 Av SFAirfx 7-2712

Lotus Inn 102 8 St SFAirfx 7-2297
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Marquis Coffee Shop Marquis Hotel ... FAirfx 7-4441

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ALBERTA DISTRIBUTORS

1520 - THIRD AVE. SOUTH

Where Dining Out Is A Real Pleasure

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COFFEE SHOP and DINING ROOM
MARQUIS HOTEL
Catering Facilities for All Occasions
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Coffee Shop, Dining Room and
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El Rancho Motel

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RESTAURANT LTD.

"THE RIGHT PLACE TO EAT"

FAMOUS FOR FINE FOODS

Enjoy Delicious

CHICKEN

and

STEAK DINNERS

TAKE HOME SERVICE

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FAirfax 8-1677

1011 Mayor Magrath Drive

Restaurants—(Cont'd)

Molly's Coffee Bar 1406 2 Av SFAirfx 7-6049
Nee Coffee Shop 820 3 Av SFAirfx 7-3620
New China Chop Suey House
318 2 Av SFAirfx 7-3262
New Moon Cafe 3 Av SFAirfx 7-3298

NEW WORLD CAFE

(Formerly Commercial Cafe)

"THE HOME OF GOOD
EATS"

329 5 St SFAirfx 7-4025

Paramount Coffee Shop
Paramount Theatre BldgFAirfx 7-5476
Park's Chicken Inn 322 4 St SFAirfx 7-4430

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BONDED TAR & GRAVEL

PHONE

FAirfax 7-6466

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ROOFING



and RE-ROOFING

ASPHALT SHINGLES
INSULATED SIDINGS
FLOOR TILES

BONDED
FLINTKOTE COLD PROCESS
BUILT-UP ROOFING

**Jones Roofing
& Siding**

FAirfax 7-4550

636 - 21st Street South



PHONE

FAirfax 7-6679

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BONDED ROOFERS
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ALL TYPES
SHINGLES & SIDINGS

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ONE YEAR GUARANTEE

WE SPECIALIZE IN REPAIRING
LEAKY ROOFS

1610 - 2nd Ave-A N

Restaurants—(Cont'd)

Ritz Cafe 328 5 St SFAirfx 7-2844
Shanghai Chop Suey 610 3 Av SFAirfx 7-3552

SHANGRI LA CAFE

Specializing in Delicious Foods
GOOD FOOD — GOOD SERVICE
PLEASANT SURROUNDINGS

Plan an Evening and Bring Your Friends

323 5 St SFAirfx 7-2485

Snappee Snax Bar Cor 11 St & 4 Av S ..FAirfx 8-9146

Spudnut & Ice Cream Bar 1102 5 Av S ..FAirfx 7-4990

Stockman's Inn StockyardsFAirfx 7-5858

Wagon Wheel Restaurant Ltd

1011 Mayor Magrath DrFAirfx 8-1677
(See Advertisement This Page)

Willie's Restaurant 320 5 St SFAirfx 7-2149

Wimpy Coffee Shop 412 5 St SFAirfx 7-4245

Wonder Cafe 432 13 St NFAirfx 7-2155

Yale Chop Suey House 212 5 St SFAirfx 7-3963

Yip's Soda Bar 543 13 St SFAirfx 7-5057

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• TRACK-TYPE TRACTORS
• WHEEL-TYPE TRACTORS
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• MOTOR GRADERS
• TRAXCAVATORS, DOZERS
• DIESEL ENGINES, GENERATORS

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CAT

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MACHINERY
EQUIPMENT
SUPPLIES

1201 2 Av-A NFAirfx 7-6385

Waterous Equipment LtdFAirfx 7-4722
249 12 St NFAirfx 8-1873

WILKINSON & McCLEAN LTD

253 12 St NFAirfx 7-5428

Roofing Contractors

CAPITAL HEATING LTD

1271 3 Av SFAirfx 7-1630

Charlton & Hill Ltd

208 13 St SFAirfx 7-6466
(See Advertisement This Page)

Hiebert N 604 6 St SFAirfx 7-5983

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

Lethbridge Sheet Metal 121 13 St N ...FAirfx 7-6633

Progressive Roofing & Supplies

1610 2 Av-A NFAirfx 7-6679
(See Advertisement This Page)

(Continued Next Page)

People may wish to deal with you personally,
but may not remember the name of your
firm. An extra listing in the Telephone
Directory will insure those calls for you.

Roofing Contractors—(Cont'd)

Southern Home Improvements
313 13 St NFAirfx 8-2365
(See Advertisement This Page)

Roofing Materials & Supplies— Wholesale

TREMCO MANUFACTURING CO LTD
1308 20 St SFAirfx 7-8485

WESTERN CANADA HARDWARE LTD

Western Canada Distributors for
ALEXANDER MURRAY ROOFING MATERIALS

907-915 2 Av SFAirfx 7-5711

Roto-Tilling

Bergman D 240 14 St NFAirfx 8-1388

Rubber Goods—Wholesale

OLIVER CHEMICAL CO (LETHBRIDGE) LTD

GATES MECHANICAL RUBBER GOODS
WORTHINGTON SHEAVES
Cor 3 Av & 9 St NFAirfx 7-1571

WESTERN CANADA HARDWARE LTD

Western Canada Distributors for DOMINION
& GUTTA PERCHA Mechanical Rubber Goods
907-915 2 Av SFAirfx 7-5711

Rugs & Carpets—Retail

Jones-Brown (Lethbridge) Ltd
Shoppers' WorldFAirfx 7-4826
(See Advertisement This Page)

JORDANS LTD

BROADLOOMS
ORIENTAL RUGS

WESTERN CANADA'S
LARGEST RUG MERCHANTS

WUNDA-CRAFT FURNITURE

405 5 St SFAirfx 7-1103

Safes—Vaults & Vault Trucks

Remington Rand Ltd McIntyre BldgFAirfx 7-3966

Safety Appliances

Welders Supplies Ltd 1513 3 Av SFAirfx 7-7249
.....FAirfx 7-7258

Sales Books

(See Counter Sales Check Books)

Salvage

National Salvage CoFAirfx 7-8138
Cor 12 St & 2 Av NFAirfx 8-2419
(See Advertisement This Page)

Sand & Gravel

(See Gravel Rock & Sand)

Sash, Doors & Frames

Atlas Lumber Co Ltd 3 Av & 16 St S ...FAirfx 7-5777
Balbi Sash & Door 245 12 St-A NFAirfx 8-1704
BUILTMORE MILL WORK & HARDWARE
COFAirfx 9-5111

Sash, Doors & Frames—(Cont'd)

Lethbridge Sash & Door Factory
Ofc 5 Av S & 4 StFAirfx 7-3755
MgrFAirfx 7-3848

TANNER BUILDING SUPPLIES LTD

SASH & DOORS

Manufacturers & Distributors of
Awn-Top, R.O.W., Silentite &
Humphry Aluminum Window Units
Lethbridge—1601 3 Av SFAirfx 7-5161
Magrath—Office & Factory196

Saws—Power

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GUARANTEED

Outcuts, Outproduces
Outlasts all Others



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Factory Selected Applicators
BONDED ROOFING
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ALL TYPES OF ASPHALT SHINGLES
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WE FINANCE AT 5%

2 - 5 - 10 Years to Pay

GUARANTEE WITH EVERY JOB

FAirfax 8-2365

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Guaranteed Work



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(LETHBRIDGE) LTD.

Alex Salahor, Mgr.

PHONE

FAirfax 7-4826

SHOPPERS' WORLD
Night Phone FAirfx 8-1559

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WE BUY SCRAP STEEL — CAST
IRON AND ALL TYPES OF
SCRAP METALS

GET OUR QUOTATIONS

WE SELL USED PIPE, WIPING RAGS,
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FAirfax 8-2419

Corner 12th St. & 2nd Ave. North
After Hours FAirfax 7-7383

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New & Used
FURNITURE

Furnishings of All Descriptions
For the Home

Dining & Kitchen Sets
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Stoves

BUY AND SELL WITH CONFIDENCE
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FAirfax 7-2805

250 - 13th Street North

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WE BUY
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Night Phone FAirfax 7-8837

FAirfax 7-1114

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TOM'S TRADING POST

NEW & USED
FURNITURE & APPLIANCES
BUYING — SELLING — TRADING
& RENTING
COME IN AND SEE US

FAirfax 8-2114

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SEPTIC TANK PUMPING SERVICE



Our Trucks are Working in Your District

DUNKLEY BROS. LIMITED

SPECIAL EQUIPMENT FOR PUMPING FIELDS

24 HOUR SERVICE

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DOMINION BRIDGE CO LTD

DB
STEEL FRAME
SCAFFOLDING

Quickly Erected - No Loose Parts
FOR SALE OR RENT

Call Long Distance and ask for (Toll Charge)
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For every Scaffolding
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"Steel" Scaffold. Low
cost, strong, fireproof,
light weight. Quickly
erected, saves time,
lives, work, money.
For Painters, Plasterers, construction, mainten-
ance, etc.

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SAFWAY**

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ALLIED EQUIPMENT RENTALS LTD
1201 2 Av-A N FAirfx 7-6877

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Lethbridge School District No 51 (City)
Supt L H Bussard 5 Av & 15 St S .. FAirfx 7-4256
Asst Supt 433 15 St S FAirfx 7-3883
Secty-Treas A J Watson FAirfx 7-3548
Wilson Junior High School Principal's Ofc
5 Av & 18 St N FAirfx 7-8947
Hamilton Junior High School
Principal's Ofc FAirfx 7-3465
Collegiate Institute Principal's Ofc ... FAirfx 7-5526
Paterson Junior High School
12 Av & 21 St S FAirfx 7-4977
Lethbridge Junior College
5 Av & 18 St S FAirfx 7-4731
Lethbridge School Division No 7 (Rural)
214 13 St S FAirfx 7-2628
Lethbridge Separate School District No 9
425 18 St S FAirfx 7-4133
St Francis Boys' School
4 Av & 18 St S FAirfx 7-6545

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VARZARI IRON & METAL

Dealers & Exporters of
SCRAP METALS - PIPE
STRUCTURAL STEEL
ANGLE PLATE, Etc.

2 Av & 12 St-B N FAirfx 7-1296
FAirfx 8-1913

Second Hand Dealers

D & D Second Hand Store 314 1 Av S .. FAirfx 8-1954
Kerrison's Second Hand Store 250 13th St N FAirfx 7-2805
(See Advertisement This Page)
Mart (Leth) Ltd 1260 3 Av N FAirfx 7-1114
(See Advertisement This Page)
Tom's Trading Post 248 13 St N FAirfx 8-2114
(See Advertisement This Page)

Seed Cleaners

Ellison Milling & Elevator Co Ltd
1405 2 Av S FAirfx 7-4090
O'Loane Kiely & Co Ltd FAirfx 7-2313
2 Av S FAirfx 8-1819
WESTERN CANADIAN SEED PROCESSORS LTD
Bank of Nova Scotia Bldg FAirfx 8-2321

Seed Growers

CHINOOK SEED LTD 310 9 St S FAirfx 7-2516
O'Loane Kiely & Co Ltd 2 Av S FAirfx 7-2313

Seedsman

Chinook Seed Ltd 310 9 St SFAirfx 7-2516

Seismographic Supplies

EXPLOSIVES LTD 907-915 2 Av SFAirfx 7-5715

Night Calls F H Art Jones resFAirfx 7-6733

Night Calls Gordon Black resFAirfx 7-4347

Septic Tanks

Dunkley Bros Ltd 908 9 St SFAirfx 7-4681

(See Advertisement Opposite Page)

MIDWEST SEPTIC TANK CLEANERS

TOWN & COUNTRY SEPTIC TANK CLEANERS

OUR RATES ARE REASONABLE

404 6 Av SFAirfx 8-2374

WESTERN CANADA HARDWARE LTD

1004 1 Av SFAirfx 7-5711

Service Stations

BENY CHEVROLET OLDSMOBILE LTD

Cor 2 Av & 8 St SFAirfx 7-3147

Bert's Maple Leaf Service

Cor 3 Av & 12 St-A SFAirfx 7-5467

Canadian Oil Companies Ltd

1811 2 Av SFAirfx 7-3208

Central Service Station

4 Av & 5 St SFAirfx 7-3749

City Service Station 13 St & 8 Av NFAirfx 7-5967

Commercial Service 1903 3 Av SFAirfx 7-2087

Dieppe Service Station 2 Av & 28 St SFAirfx 7-7411

Downtown White Rose Service Station

Cor 3 Av & 9 St SFAirfx 7-4940

El Rancho Service Station

6 Av & Mayor Magrath DrFAirfx 7-5406

Firestone Stores Cor 3 Av & 8 St SFAirfx 7-8548

Four Corner Service Station 334 4 St SFAirfx 7-6886

Glendale Royalite Service

Cor 21 St & 2 Av SFAirfx 8-1839

Hilltop Service Station LethbridgeFAirfx 7-5089

IMPERIAL MOTORS LTD

Cor 2 Av & 7 St SFAirfx 7-2887

King Fred Motors Ltd Cor 11 St & 3 Av SFAirfx 7-1566

Len's Bridgeview Service No 3 Hwy WestFAirfx 7-5682

Lethbridge Watson MotorsFAirfx 7-4477

Cor 5 St & 6 Av SFAirfx 7-7567

Madsen's Shell Service 2910 1 Av SFAirfx 8-2380

MAIN SERVICE CENTRE

Cor 3 Av & 9 St SFAirfx 7-6698

Mayor Magrath (Shell) Service

Cor 3 Av & 20 St SFAirfx 7-0313

Myers Artic Service 3 Av & 13 St SFAirfx 7-4162

North Lethbridge Motors & Auto Wreckers

301-317 13 St NFAirfx 7-3181

Park Service Station

7 Av & Magrath HwyFAirfx 7-2219

RED HEAD SERVICE STATIONS



"Where To Buy It"

LEASED SERVICE STATIONS & DEALERS
Hi-Way Service Mayor Magrath Dr. FAirfx 7-5255
Lethbridge Watson Motors
Cor 5 St & 6 Av SFAirfx 7-4477
Old Chief Motel LethbridgeFAirfx 8-9178
Riverview Garage 616 4 St SFAirfx 7-3881

Service Stations—(Cont'd)

Rollingson H 2103 2 Av SFAirfx 7-3581

Seventy Seven Service StationsFAirfx 7-2823

320 9 St SFAirfx 7-4645

1804 3 Av SFAirfx 7-4645

Short Stop Service Station

Cor 4 Av & 8 St SFAirfx 7-4167

Skyline Service Station

43 St & Coutts HwyFAirfx 7-5565

Spotlite Service Station Cor 3 Av & 8 St SFAirfx 7-2970

Steve's North Star Service 428 5 St SFAirfx 7-7260

Thompson's Shell Service 321 13 St NFAirfx 8-2407

Tip Top Service 1119 2 Av SFAirfx 7-2417

Vic's Shell Service Station 206 9 St SFAirfx 7-1967

Westminster Service Station 335 13 St NFAirfx 7-4194

WHITE ROSE SERVICE STATIONS

THE PICK
OF
THEM ALL



"Where to Buy It"

DISTRIBUTOR

Coutts HighwayFAirfx 7-6336

2 Av & 28 St SFAirfx 7-7411

No 3 Highway WestFAirfx 7-5682

Cor 3 Av & 3 St SFAirfx 7-2750

Cor 3 Av & 9 St SFAirfx 7-4940

Cor 4 Av & 4 St SFAirfx 7-2369

Wilkins Super Service 2021 3 Av SFAirfx 7-3252

Sewer Pipe

JEFFERIES CONCRETE PRODUCTS

(LETHBRIDGE) LTD

Reinforced Concrete Sewer Pipe

5 Av & 28 St NFAirfx 7-7027

Sewing Machines

Comrie Sewing Machine Co

Shoppers' WorldFAirfx 7-1070

Elna Sewing Centre 903a 3 Av SFAirfx 7-7240

(See Advertisement Following Page)

HUSQVARNA SEWING MACHINES

For 3-in-1
Versatility
Straight Stitching
Zigzag Work
Automatic Decorative Stitching

HUSQVARNA

"Where to Call"

COMRIE SEWING MACHINE CO

Shoppers' WorldFAirfx 7-1070

(Continued Next Page)

Save Hours of Window Shopping
by

Consulting the **YELLOW PAGES**

PFAFF SEWING MACHINES

— SINCE 1862 —

HOUSEHOLD — COMMERCIAL — INDUSTRIAL
SPEED-O-KNIT KNITTING MACHINES

SO AUTOMATIC—
YOU JUST DIAL FOR STYLE

No Discs—No Wheels
No Cams
Built-in Automatic
Needle Threader
Fingertip Lifts
In Cabinet Models
Also in Free-Arm Models



Without Attachments You Can Blind Hem - Overcast - Embroider
Monogram - Buttonhole - Darn - and Many Others
"ONCE YOU HAVE SEWN PFAFF - NOTHING ELSE WILL DO!"
RENTALS - SERVICE - REPAIRS



PFAFF Sewing Centre of Lethbridge
420 - 5th Street South
FAirfax 7-1000



Choisissez et Insérez

The Miracle Machine

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FAirfax 7-7240

for Free demonstration

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Phone ★
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THE OLDEST SIGN FIRM IN THE SOUTH

**LETHBRIDGE
SHEET METAL**HOT AIR HEATING
EAVESTROUGHING
BONDED ROOFERS
LENNOX FURNACESALL TYPES OF
COMMERCIAL &
INDUSTRIAL WORK

PHONE

FAirfax 7-6633**FAirfax 7-6353**

121 - 13th Street North

CITY SIGN CO."LETHBRIDGE'S
LEADING
SIGN
ARTISTS"

PHONE

FAirfax 7-4204N. S. HALL
Res
FAirfax 7-4906M. PISKO
Res
FAirfax 7-7153

527 - 6th St. S.

Lethbridge

Sewing Machines—(Cont'd)Pfaff Sewing Centre of Lethbridge
420 5 St S FAirfx 7-1000
(See Advertisement Preceding Page)
Singer Sewing Machine Co 613 4 Av S .. FAirfx 7-2243**Sheet Metal Workers**CAPITAL HEATING LTD 1271 3 Av S .. FAirfx 7-1630
CHARLTON & HILL LTD 208 13 St S .. FAirfx 7-6466
FREEL SHEET METAL WORKSTHE HOT AIR MAN
HEATING &
SHEET METAL
WORK

405a 4 St S FAirfx 7-2713

Lethbridge Sheet Metal 121 13 St N FAirfx 7-6633
(See Advertisement This Page)
Zemp Bros Sheet Metal 1234 3 Av S ... FAirfx 7-7397**Shoemakers & Repairers**

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

Shoes

(See Boots & Shoes)

SignsArt Sign Co 333 4 Av S FAirfx 7-2203
(See Advertisement This Page)
City Sign Co 527 6 St S FAirfx 7-4204
(See Advertisement This Page)
Commercial Signs 518 3 St S FAirfx 7-7633
Dysigns rear 508 5 Av S FAirfx 7-3510
(See Advertisement This Page)

(Continued Next Page)



by

Dysigns

- Gold Leaf Lettering
- Cut Out Letters
- Window Signs
- Truck Signs
- Designs

PHONE

FAirfax 7-3510

508 - 5th Ave. S. (Rear)

GILBERT DYS, PROP.

Signs—(Cont'd)

HOOK SIGNS LETHBRIDGE LTD

Outdoor Sign Advertising
and
Sign Studios

271 7 Av S FAirfx 7-3686

Jay Signs 611 6 Av S FAirfx 7-8794
(See Advertisement This Page)

National Neon Displays Ltd 1922 2 Av S FAirfx 7-4215
(See Advertisement This Page)

Neon Products of Canada Ltd
1252 3 Av S FAirfx 7-5237
(See Advertisement This Page)

Snow Removal Equipment CONSTRUCTION EQUIPMENT CO LTD

1313 20 St S FAirfx 7-8415

Soaps—Liquid

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

Social Service Organizations

Welfare Mission City Hall FAirfx 7-2233

Soft Water Equipment

(See Water Softening Equipment)

Sound Systems & Equipment

MODERN ELECTRONICS

SOUND SYSTEMS
AND
EQUIPMENT

SALES & SERVICE

818 3 Av S FAirfx 7-6150

Speedometers

HUTTON'S LTD

AUTHORIZED FACTORY SERVICE
A.C. - Auto Lite
King Seely - Stewart Warner
Smith

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

Sporting Goods—Wholesale & Retail

Barrett-Forrest Hardware Co {FAirfx 7-2383
318 6 St S {FAirfx 7-6727

BLENNER-HASSETT & SMITH

SPORTING GOODS

Fishing Tackle & Gun Repairs

309 6 St S FAirfx 7-2260

CONSUMERS HARDWARE & SUPPLY

2nd Floor Sports Dept
TOYS - LUGGAGE - SPORTS EQUIPMENT
HUNTING SUPPLIES

516-518 3 Av S FAirfx 7-4902
9th Av Store FAirfx 7-4122

Sporting Goods—Wholesale & Retail—(Cont'd)

Dan's Repair Shop 1117 3 Av S FAirfx 7-3905

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

MOTOR CAR SUPPLY CO OF CANADA LTD
1218 2 Av S FAirfx 7-3111

WESTERN CANADA HARDWARE LTD
907-915 2 Av S FAirfx 7-5711

Sprinkler Contractors

Major Aluminum Products (Canada) Ltd
2125 2 Av S FAirfx 7-5525

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

SAY IT WITH
JAY SIGNS

JOE TARNAVA

SIGNS
OF ALL KINDS

"Quick As A Wink Service"

PHONE

FAirfax 7-8794

611 - 6th Avenue South

THE ORIGINAL NEON COMPANY (SINCE 1928)

NEON

NEON PRODUCTS OF CANADA LTD.

1252 3RD AVE. S. LETHBRIDGE

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COLD CATHODE LIGHTING
CUSTOM ENGINEERED

PHONES

DAY

FAirfax 7-5237

NIGHT

FAirfax 7-4503

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1922 - 2nd AVE. SOUTH — LETHBRIDGE

A LETHBRIDGE INDUSTRY

DESIGNERS — MANUFACTURERS

**ELECTRICAL ADVERTISING
AND INTERIOR LIGHTING**

PHONE

FAirfax 7-4215

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BUD CARTER FAirfax 7-6785