

**Furniture Movers**

Lethbridge Moving & Storage Ltd  
312 4 St S .....FAirfx 7-1288  
(See Advertisement This Page)

McLean Transfer Ltd 640 6 St S .....FAirfx 7-2097  
(See Advertisement This Page)

**NORTH AMERICAN VAN LINES CANADA LTD**

AGENTS McLEAN TRANSFER LTD.

640 6 St S .....FAirfx 7-2097

Owen Distributing Ltd 1233 2 Av S ....FAirfx 7-3011  
(See Advertisement This Page)

Soo-Security Motorways Ltd  
725 2 Av-A N .....FAirfx 7-5532

## 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



1221 - 2nd Avenue A N.

PROFESSIONAL FURNITURE  
& PIANO REFINISHERS

**FAirfax 7-4333**

## 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

## LETHBRIDGE MOVING & STORAGE LTD.

*"Moving With Care Everywhere"*

ACROSS THE CITY OR ACROSS THE NATION

AGENTS FOR

UNITED VAN LINES CANADA LTD.

312 - 4th STREET SOUTH

**PHONE FAirfax 7-1288**

— 21,600 SQUARE FEET STORAGE SPACE —

CITY PICK UP AND DELIVERY SERVICE

**Furniture Repairing & Refinishing**

Triangle Modern Wood Products  
1221 2 Av-A N .....FAirfx 7-4333  
(See Advertisement This Page)

VAN REE'S UPHOLSTERY & WOODWORK  
304 13 St N .....FAirfx 8-2628

**Furriers**

CANADIAN FURRIERS  
Paramount Theatre Bldg .....FAirfx 7-4348  
(See Advertisement This Page)

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

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

Have the right number when you call — but when memory plays tricks with a telephone number, you're delayed. When you are not sure of a number —won't you look it up in the telephone directory?

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

### Garages

Archibald Motors Ltd {FAirfx 7-6363  
Cor 6 Av & 5 St S ..... {FAirfx 8-3131  
Beny Chevrolet Oldsmobile (1959) Ltd  
Cor 2 Av & 8 St S ..... FAirfx 7-3147  
(See Advertisement This Page)  
Dick's General Repairs 612a 4 St S ..... FAirfx 8-2049

#### DOWNTOWN WHITE ROSE SERVICE STATION

REPAIRS TO ALL  
MAKES OF CARS

Complete Lubrication Service

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

Ellis Autodrome Cor 3 Av & 14 St S ... FAirfx 8-3025  
(See Advertisement This Page)

## BENY CHEVROLET OLDSMOBILE (1959) LTD.

CHEVROLET - OLDSMOBILE  
CADILLAC CARS  
CHEVROLET TRUCKS

**FAirfax 7-3147**

Before 8 a.m. & After 5 p.m. Call —

Sales—New Cars ..... FAirfx 7-3154  
Sales—Used Cars ..... FAirfx 7-3150  
Parts & Service ..... FAirfx 7-3147  
Towing Service ..... FAirfx 7-3147

Corner 2 Ave. & 8 St. S.

### Garages—(Cont'd)

Enerson Motors Ltd 817 4 Av S ..... FAirfx 7-5705  
(See Advertisement This Page)  
Ernie's Service Garage 315 4 St S ..... FAirfx 7-8962  
(See Advertisement This Page)

#### FLEMING MOTORS LTD

DEALER

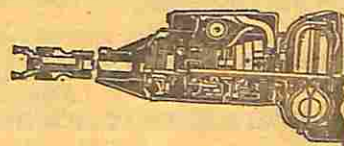
CHRYSLER - PLYMOUTH - VALIANT  
SIMCA & FARGO TRUCKS  
PURITY 99 PRODUCTS

7 St & 1 Av S ..... FAirfx 7-1591  
After Hours Towing Service:  
437 Dieppe Blvd ..... FAirfx 7-8143

Green Acres Service Courtts Hwy ..... FAirfx 7-6336  
Hi-Way Service Station

Mayor Magrath Dr ..... FAirfx 7-5255  
(Continued Next Page)

## Ellis Autodrome



SPECIALISTS IN

AUTOMOBILE TRANSMISSIONS  
STEAM CLEANING  
MAJOR OVERHAULS

**FAirfax 8-3025**

Cor. 3rd Ave. & 14th St. S.

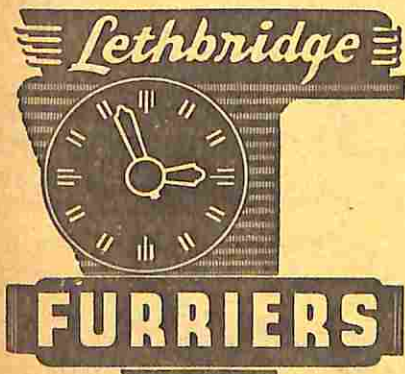
# The Lethbridge Furriers Fur Storage

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 32 Years in Lethbridge **FAirfax 7-2209**

## Enerson Motors Ltd.

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

**FAirfx 7-5705**

After Business Hours Call the Following  
Numbers

SALES OFFICE ..... FAirfx 7-5190  
MAIN OFFICE ..... FAirfx 7-5726  
SERVICE DEPT. .... FAirfx 7-5745  
PARTS DEPT. .... FAirfx 7-5266  
USED CAR LOT ..... FAirfx 7-5750  
TOWING SERVICE 24 Hrs ... FAirfx 7-6269

817 - 4th Ave S

Lethbridge

## ERNIE'S SERVICE GARAGE



Specialists in —  
MAJOR OVERHAULS  
& TUNE UPS

**FAirfax 7-8962**

315 - 4th St. South

**Garages—(Cont'd)**

Hopp John Service Garage  
 Cor 4 St & 6 Av S ..... FAirfx 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 N ..... FAirfx 7-5977  
 John's Motor Clinic 402 4 Av S ..... FAirfx 7-2369

**KING FRED MOTORS LTD**

**DODGE, DE SOTO, SIMCA CARS  
 DODGE TRUCKS**

**FAirfx 7-1566**

After 5:30 p.m. call following numbers  
 Sales & Office ..... FAirfx 7-1566  
 Parts & Service ..... FAirfx 7-1567  
 Used Car Lot ..... FAirfx 7-1569  
 Night & Emergency Calls FAirfx 7-7740

Cor. 11 St. & 3 Av. S.

**LETHBRIDGE WATSON MOTORS**

DISTRIBUTORS FOR

**HILLMAN & SUNBEAM CARS**  
 and

**ROYALITE PETROLEUM PRODUCTS**

2019 2 Av S ..... FAirfx 7-4477

Lyle's Auto Repairs 311 4 St 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  
 MERCEDES BENZ**

Gas & Diesel Models  
**SALES & SERVICE**

REPAIRS TO ALL MAKES OF CARS

307 11 St S ..... FAirfx 7-3933  
 Parts Dept ..... FAirfx 7-2622  
 ..... FAirfx 8-3215

Mel's Service Garage 237 12 St-A N ... FAirfx 8-2528  
 Modern Motors 1519 3 Av S ..... FAirfx 7-4498  
 Pro-Motors 518 3 St S ..... FAirfx 8-4021  
 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 Service Station  
 43 St & Coutts Hwy ..... FAirfx 7-5565  
 Southern Service Garage 2 Av & 3 St S .. FAirfx 7-2045  
**STONE'S AUTO REPAIRS** 610 4 St S .. FAirfx 7-4825  
 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

**Garages—(Cont'd)**

**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

**Gas Companies**

Canadian Western Natural Gas Co Ltd  
 420 6 St S ..... FAirfx 7-3101  
 Stewart Petroleum Ltd 2103 2 Av S ... FAirfx 7-5443  
 Sturdie Propane Ltd 3321 3 Hwy E .... FAirfx 7-5721

**John Hopp  
 Service Garage**

**"A Complete Garage Service"**

**NEW OR USED CAR SALES**

**FAirfax 7-5030**

After Hours Res. FAirfx 7-4738

Corner 4th St & 6th Ave South

**Imperial Motors Ltd.**

A SPECIALIZED SERVICES GARAGE

SERVICE

**FAirfax 7-2887**

PARTS

**FAirfax 7-3650**

GENERAL OFFICE

**FAirfax 7-3049**

AUTO LAUNDRY

**FAirfax 7-3622**

Cor. 2nd Ave & 7th St. South

**PYRAMID MOTOR  
 SALES LTD.**

— CARS —

**Ford - Monarch - Falcon -  
 Thunderbird & Ford Trucks**  
**FAirfax 7-1581**

After Hours Before 8 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

**Gas Fitters**

City Plumbing 531 14 St S ..... FAirfx 8-1341  
 Karl's Plumbing & Heating Ltd  
 546 13 St N ..... FAirfx 7-6079

**Gasoline & Oil—Bulk Stations**

Brennen M J 21 St & 2 Av S ..... FAirfx 8-1876

**RED HEAD PRODUCTS—**

GREAT WEST DISTRIBUTORS LTD  
 Bulk Plant 3 Av & 10 St N ..... FAirfx 7-6082

TYSELAND OSCAR 2910 1 Av S ..... FAirfx 7-7785

**Gasoline & Oil—Service Stations**

(See Service Stations)

**Gears**

**RENOLD CHAINS CANADA LTD**

All Types of Gearing and Speed Reducers  
 — Full Range Power Transmission Equipment—  
 Oliver Chemical Company (Lethbridge) Ltd.  
 Cor 3 Av & 9 St N ..... FAirfx 7-1571

**Generator Repairs**

Bissett Electric 1515 3 Av S ..... FAirfx 7-7508

**HUTTON'S LTD**

**AUTHORIZED GENERATOR**

Sales & Service Distributors

American Bosch - Delco Remy - Auto-Lite  
 Leece Neville - Lucas - CAV - Ford

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

**Generators—Electric**

**WILKINSON & McCLEAN LIMITED**

253 12 St N ..... FAirfx 7-5428

**Gift Shops**

Hallifax Gift Shop Shoppers' World .... FAirfx 7-5200  
 Reed's China & Gift Shop 323 6 St S ... FAirfx 7-1193  
 (See Advertisement This Page)

**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



**"For Information Call"**

**CANADIAN PITTSBURGH INDUSTRIES LTD**  
 252 12 St N ..... FAirfx 7-1508

(Continued Next Page)

**Reed's China & Gift Shop**

SPECIALIZING IN DINNERWARE  
 Minton - Royal Doulton - Wedgwood  
 and many others  
**ENGLISH & EUROPEAN  
 CRYSTAL & GIFTS**



**"The Dinnerware House of Alberta"**

323 - 6th Street S. FAirfx 7-1193

**Glass—Auto, Plate & Window—(Cont'd)**

Lethbridge Glass Co Ltd 1267 3 Av S . . . FAirfx 8-3391  
(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

**Golf Courses**

Fairways Golf Range Airport Rd . . . . . FAirfx 8-3681

**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  
1301 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 and Plaster Sand - Road Gravel  
MOBILE CRUSHING UNIT

(One of the J. A. Jarvie Enterprises)

9 Av & 6 St N . . . . . FAirfx 7-8755

**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  
TRACTOR CABS &  
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 8-3391**

1267 - 3rd Ave. South

**Gravel, Rock & Sand—(Cont'd)**

**LETHBRIDGE SAND & GRAVEL CO (1953) LTD**

WASHED SAND & GRAVEL  
AND 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  
1101 4 Av S . . . . . FAirfx 8-3069

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

Gordie's Grocery & Confectionery  
1015 Mayor Magrath Dr . . . . . FAirfx 7-5041

Hoefler & Wood Ltd 538 13 St S . . . . . FAirfx 7-3297  
FAirfx 7-4297  
FAirfx 7-4871

Ing's Groceteria 902 9 St S . . . . . FAirfx 7-2113

Jim's Grocery 711 6 Av S . . . . . FAirfx 7-3466

Kobal's Grocery 320 13 St N . . . . . FAirfx 7-3951

LEE'S FOOD MARKET 708 3 Av S . . . . . FAirfx 7-5431  
FAirfx 7-5434

Mihalik A 642 13 St N . . . . . FAirfx 7-4064

Mon-Lee Company 311 2 Av S . . . . . FAirfx 7-7606

New Confectionery 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

Southern Grocery 1111 3 Av S . . . . . FAirfx 7-4606

Wilson's Food Stores 1112 6 Av S . . . . . FAirfx 7-3657  
Store No 2 910 7 Av S . . . . . FAirfx 7-3026  
FAirfx 7-3995

Wing Lee Grocery 314 2 Av S . . . . . FAirfx 7-5341

York Grocery 728 6 St S . . . . . FAirfx 7-5127

**Superior Masonry  
Products Ltd.**

(One of the J. A. Jarvie Enterprises)

WASHED SAND & GRAVEL

MORTAR AND PLASTER SAND

ROAD GRAVEL

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

FAirfax 7-4875

FAirfax 7-8755

FAirfax 7-8103

**Grocers—Wholesale**

HORNE & PITFIELD LIMITED 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  
3 Av & 4 St S . . . . . FAirfx 8-3361

WESTERN GROCERS LTD  
Cor 2 Av & 9 St S . . . . . FAirfx 7-2434

**Gunsmiths**

**BLENNER-HASSETT & SMITH**

GUN REPAIRS

Sporting Goods & Fishing Tackle

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

**Gymnasiums**

Slender-Ama Health Salon 1234 3 Av S FAirfx 7-0293

**Handicrafts**

Wylie's Tartan Shop 329 5 St S . . . . FAirfx 7-5054

**Hardware—Retail**

**BARRETT-FORREST HARDWARE CO**

GIFTS - PAINTS - LUGGAGE  
SPORTING GOODS

Next to Safeways — Free Delivery

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

Bowns Supply Centre Ltd 1710 2 Av S . FAirfx 8-3326

**CONSUMERS HARDWARE & SUPPLY**

B.H. Paint - Power Tools - Kyanize Paint - 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 LTD**

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

Appliance Dept . . . . . FAirfx 8-4441

**PARSONS HARDWARE & APPLIANCES LTD**

WESTINGHOUSE — BEN HUR

LEONARD — FAIRBANKS-MORSE

KITCHEN AID

"COMPLETE APPLIANCE SERVICE"

Shoppers World . . . . . FAirfx 7-7066

(Continued Next Page)

**Hardware—Retail—(Cont'd)****SEVENTY SEVEN HARDWARE**

GENERAL HARDWARE  
AND ALL LINES OF  
ELECTRICAL APPLIANCES

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

**SOUTHERN ALBERTA CO-OPERATIVE ASSN LTD**

Dealers in

HARDWARE, FARM SUPPLIES  
MARTIN-SENOUR PAINTS  
FEED, SEED & INSECTICIDES  
LIVESTOCK COMMISSION AGENTS

1221 2 Av S ..... FAirfx 7-3777  
..... FAirfx 7-4010

**Southwest Hardware & Machine Ltd**

533 13 St N ..... FAirfx 7-8741

**Hardware—Wholesale****Ashdown J H Hardware Co Ltd**

Cor 1 Av & 11 St S ..... FAirfx 7-3762  
City & Country Orders ..... FAirfx 7-4809  
Shipper ..... FAirfx 7-2310  
..... FAirfx 7-4211

**MARSHALL-WELLS OF CANADA LTD**

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

**Southern Alberta Co-operative Assn Ltd**

1221 2 Av S ..... FAirfx 7-3777

**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

FRONTIER SHOP 441 Shoppers' World FAirfx 8-3087

**Hatcheries****CO-OP HATCHERIES**

(FARMER OWNED)

**Chicks & Turkey Poults**

525 4 St S ..... FAirfx 7-3679

**SWIFT CANADIAN CO LTD**

Buyers Ofc CPR Stockyard ..... FAirfx 7-2423  
Hatchery Dept 12 St & 3 Av N ..... FAirfx 8-1982

**Hats & Caps**

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

Roxy Hat Shop 320 5 St S ..... FAirfx 7-8640

**Health Food Products****Canadian Elemin Distributors Ltd**

907 3 Av S ..... FAirfx 7-4994  
Health Food Centre 907 3 Av S ..... FAirfx 7-4994

**Health Studios****SLENDER-AMA HEALTH SALON**

1234 3 Av S ..... FAirfx 7-0293

**Hearing Aids****AUDIVOX HEARING AIDS**

Now hear with your  
inner ear. No wires -  
No Tubes - No Ear  
Buttons - No Molds  
No Headbands

**AUDIVOX****"Where To Call"**

OXENBURY CECIL 307 6 St S ... FAirfx 7-7152

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

**ZENITH HEARING AIDS**

• Choose from a complete  
line of transistor models,  
including latest eyeglass  
aids and at-the-ear type.  
An instrument for any elec-  
tronically correctable hearing loss • 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 7-1577  
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 S ..... FAirfx 8-3388

LETHBRIDGE SHEET METAL LTD  
121 13 St N ..... FAirfx 7-6633

**Lethbridge Iron Works Co Ltd**

Cor 1 Av & 2 St S ..... FAirfx 7-3576

**WESTERN CANADA HARDWARE LTD**

1004 1 Av S ..... FAirfx 7-5711

**LEISTER'S**

715 - 4th Avenue South

FREE DEMONSTRATIONS IN STORE OR HOME

**HEARING AIDS**

Batteries &amp; Repairs for all Makes

Located in

**BROWN'S MUSICAL SUPPLIES****FAirfax 7-2272**

PARAMOUNT THEATRE BLDG.

**Heating Contractors—Hot Water,****Warm Air & 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 8-3388  
Lethbridge Sheet Metal Ltd 121 13 St N FAirfx 7-6353  
PAUL'S PLUMBING & HEATING LTD  
252 13 St N ..... FAirfx 7-8123  
Pyke & Holberton 1285 3 Av S ..... FAirfx 7-7994  
WHITTICKS' MECHANICAL CONTRACTORS LTD  
910 3 Av S ..... FAirfx 7-3014

**Herbalists**

Alvau N 806 2 Av S ..... FAirfx 7-2074

**High Fidelity Equipment****LEISTER'S**

HI-FIDELITY SPECIALISTS  
CUSTOM HI-FI-STEREO INSTALLATIONS  
Paramount Theatre Bldg ..... FAirfx 7-2272

**Hobby Supplies****SOUTHERN STATIONERS LTD**

HOBBY CRAFT SHOP  
ARTIST SUPPLIES  
COPPER CRAFT  
FOAM RUBBER — RIBBON CRAFT  
..... FAirfx 7-4316  
316 7 St S ..... FAirfx 7-4116

**Hoists—Dump Truck—Hydraulic**

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

**CASCADE MFG & DISTRIBUTING LTD**

STEEL GRAIN BOXES  
HYDRAULIC HOISTS  
HIGHEST QUALITY

Cor 6 Av & 6 St S ..... FAirfx 7-5763

**Hose—Flexible & Metal****AEROQUIP FLEXIBLE HOSE LINES**

With detachable, reusable fittings  
for all types of fluid-carrying  
lines. Wide range of sizes for  
low, medium, high pressures.

**"Where To Buy Them"**

FERGUSON SUPPLY ALBERTA LTD  
1201 2 Av-A N ..... FAirfx 7-6385

**OLIVER-CHAMPION COUPLING CO**

Cor 3 Av & 9 St N ..... FAirfx 7-1573

**Hosiery—Retail**

Tracy's Smart Apparel 307 5 St S ..... FAirfx 7-8778

**Hospitals & Homes**

Galt Rehabilitation Centre 5 Av S ..... FAirfx 8-3351

**Lethbridge Municipal Hospital**

9 Av & 18 St S ..... FAirfx 7-8591

**St Michael's General Hospital**

13 St & 9 Av S ..... FAirfx 7-1531

Wiebe P 9 Av & 18 St S ..... FAirfx 7-8342

**Hotels**

**ALEXANDRA HOTEL**

AIR CONDITIONED —  
— CENTRALLY LOCATED  
PARKING SPACE AVAILABLE  
332 5 St S .....FAirfx 7-3142

Arlington Hotel (1958) Ltd 1 Av & 4 St S FAirfx 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 S .....FAirfx 7-3104

**LETHBRIDGE HOTEL**

Private Branch Exchange  
Connecting All  
Guest Rooms

G. R. Regnier, Manager

Cor 5 St & 2 Av S .....FAirfx 7-3151

**LINCOLN HOTEL**

REASONABLE RATES  
CLEAN AND COMFORTABLE

Fred Steiner & K. Haas, Props.

411 3 Av S .....FAirfx 7-2095

**Hotels—(Cont'd)**

**MARQUIS HOTEL LTD**

**SOUTHERN ALBERTA'S  
LEADING HOTEL**

Private Branch Exchange  
Connecting All Rooms  
Frank Currie, Mgr.

Cor 4 Av & 7 St S .....FAirfx 7-3191

**YORK HOTEL**

PRIVATE BRANCH EXCHANGE  
Modern Conveniences  
Hot and Cold Water

WEEKLY RATES

Cor 3 Av & 13 St N .....FAirfx 8-4406

**Hydraulic Machinery**

**KIRCHNER MACHINE CO** 2005 2 Av S .FAirfx 7-3678

Westend Hydraulic Jack Repairs  
409 5 St S .....FAirfx 7-1125

**Ice Cream Manufacturers**

**CRYSTAL DAIRY LTD** 434 8 St S ....FAirfx 7-2576

Dairy Queen No 1 516 13 St N .....FAirfx 8-2657

No 2 Mayor Magrath Dr .....FAirfx 8-3610

Palm Dairies Ltd 543 4 St S .....FAirfx 7-4030

**PURITY DAIRY** 516 5 Av S .....FAirfx 7-1525

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.

**Ice Making Equipment**

**CARRIER AUTOMATIC ICEMAKERS**

New trouble-free units  
maintain a ready supply  
of either chips, flakes or  
solid cubes. Capacities  
for any business or institution using ice in  
quantity.



*"For Information Call"*

DISTRIBUTOR

**CARRIER ENGINEERING LTD** 8 Howie Bldg  
Call Long Distance and ask for  
Calgary ATias 3-2277

DEALER

**FEDOR-HARRIS-REICH REFRIGERATION  
LTD** 1276 2 Av S .....FAirfx 7-0203

**Insecticides**

**HOYT HARDWARE LTD**

Green Cross OIL & Niagara

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

**OLIVER CHEMICAL CO (LETHBRIDGE) LTD**

Cor 3 Av & 9 St N .....FAirfx 7-1571

**WIK APPLICATOR CO OF CANADA**

517 3 St S .....FAirfx 7-4489

**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

527 6 St S .....FAirfx 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"*

**MONARCH LUMBER CO LTD**

1902 3 Av S .....FAirfx 7-1501

(Continued Next Page)

**HOTEL ROYAL**

BERT MOZLEY, Mgr.

2nd Street S.W. & 8th Avenue — CALGARY, ALBERTA

FAMILY HOTEL — REASONABLE RATES

featuring

*Calgary's Finest Dining Lounge*

ROOMS WITH OR WITHOUT BATH OR SHOWERS

TV IN ALL ROOMS — FULLY LICENSED

*In The Heart of Downtown Calgary*

PHONE

**AMhrst 2-9595**

**USE LONG DISTANCE**

**Insulation—(Cont'd)**

**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**  
1108 1 Av S .....FAirfx 7-8561

**GRANT INDUSTRIES (LETHBRIDGE) LTD**

**ZONOLITE**  
INSULATION PRODUCTS

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

**NORTHERN ASBESTOS & BUILDING SUPPLIES LTD**

**JOHNS-MANVILLE**

- ★ ROCK WOOL
- ★ WALLBOARD
- ★ ROOF INSUL

**D O W**

STYROFOAM & STYROSPAN  
CORK

FAirfx 7-6166 — FAirfx 7-5428  
253 12 St N .....FAirfx 7-6166

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

**FOOTHILLS  
ROCK  
WOOL**

CO. LTD.

MANUFACTURERS OF

- ROCK WOOL BATTS
- ROCK WOOL BLANKETS
- INDUSTRIAL INSULATION
- ROCK WOOL CEMENT
- GRANULATED ROCK WOOL
- & OTHER ROCK WOOL PRODUCTS

*"What Alberta Makes—Makes Alberta"*

SEE YOUR LOCAL DEALER FOR FULL  
INFORMATION OR PHONE  
4030 - 7 St. S. E.

**CHstnt 3-7012**

**CHstnt 3-7224**

CALGARY — ALBERTA

**Insurance Business—Accident  
Sickness & Casualty**

Allstate Insurance 329 7 St S .....FAirfx 7-7325

**Insurance Business—Agents & Brokers**

Aldous Agency 11 Stafford Blk .....FAirfx 7-3712  
Anderson Insurance Agencies

5 Metropolitan Bldg .....FAirfx 7-1657  
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

Campbell & Haliburton (Southern) Ltd  
418 5 St S .....FAirfx 7-5761

Cledenan Insurance 122 McFarland Blk FAirfx 7-4014  
**COLLEY & COMPANY** 317 8 St S .....FAirfx 8-4481  
(See Advertisement This Page)

Cox Insurance Agencies Ltd Call Long Distance  
and ask for (No Toll Charge) .....Zenith 41100

**FEDERATED MUTUAL INSURANCE**  
322 25 St S .....FAirfx 7-8706

**FORSTER AGENCY LTD** 306 7 St S ...FAirfx 7-2793  
.....FAirfx 7-2353

**HUNT INSURANCE AGENCIES LTD**

"Insurance at Lowest Cost"  
FIRE — AUTO — CASUALTY  
LIFE — HOSPITAL  
MEDICAL

1021 3 Av S .....FAirfx 7-4927

**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



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—(Cont'd)**

**KIRKHAM DON INSURANCE AGENCIES**

**GENERAL INSURANCE  
REAL ESTATE**

308 9 St S .....FAirfx 8-1228

Lethbridge Agencies B Metcalfe Bldg ...FAirfx 7-2861

**McKILLOP AGENCIES**  
E Metcalfe Bldg .....FAirfx 7-7464

**MEDHURST REALTY**

GENERAL INSURANCE

301 19 St S .....FAirfx 8-2593

**MERRILL DON AGENCIES LTD**

**WE INSURE EVERYTHING**  
AUTO INSURANCE — PAY AS YOU  
DRIVE

After Hours Res FAirfx 7-5502  
1269 6 Av S .....FAirfx 7-4474  
.....FAirfx 7-1490

**NICOL HUGH M**

ALL CLASSES OF  
INSURANCE

"SAVE WITH SAFECO"

PHONE TABER 2505

4811 53 St .....Taber 2505

**PERKINSON McKAGUE & CO**

BONDED REALTORS  
INSURANCE & PROPERTY SALES

415 Mayor Magrath Dr .....FAirfx 7-7444

**RELIANCE AGENCIES** 706 3 Av S ...FAirfx 7-1116  
.....FAirfx 7-6101

**RINGLAND MEREDITH & CO LTD**

STOCKS — BONDS  
INSURANCE

422 7 St S .....FAirfx 7-4255

Rossiter Agencies Bsmt McFarland Bldg ...FAirfx 7-1541  
**SANFORD INSURANCE AGENCY**

INSURANCE

LIFE - FIRE - AUTO - HAIL

Rex Tennant Bldg 811 3 Av S ...FAirfx 7-5558

(Continued Next Page)



ALL LINES OF  
INSURANCE

"OUR SERVICE SAFEGUARDS  
YOUR SECURITY"

**FAirfax 8-4481**

317 - 8th Street South

**Insurance Business—Agents & Brokers—(Cont'd)**

Schwartz Henry & Sons Agencies Ltd  
222 5 St S ..... FAirfx 7-2151  
(See Advertisement This Page)  
SPENCE J N T 322 25 St S ..... FAirfx 7-8706  
Webster of Fifth Ave 320 3 St S ..... FAirfx 7-1545  
WILLIAMS AGENCIES 321a 6 St S ..... FAirfx 7-3937  
Young R L & Co 325 6 St S ..... FAirfx 7-5523  
Farm & Ranch Dept ..... FAirfx 7-7975

SEE AN "H. S. & S. MAN"  
FOR ALL YOUR  
 INSURANCE  
REQUIREMENTS  
**HENRY SCHWARTZ & SONS AGENCIES LTD.**  
222 - 5th Street South  
PHONES  
FAirfx 7-2151 — FAirfx 7-2152

**Insurance Business—Automobile**

Aldous Agency 11 Stafford Blk ..... FAirfx 7-3712  
ALLSTATE INSURANCE

Auto and Home Protection  
Top Quality at low cost.  
Famous for fast, fair  
claim settlements through-  
out Canada and the U.S.  
Easy Payment Plan.



*"For Information Call"*

ALLSTATE INSURANCE  
329 7 St S ..... FAirfx 7-7325  
E B Ferguson Agt res ..... FAirfx 7-4723

CO-OPERATIVE FIRE & CASUALTY COMPANY  
818a 3 Av S ..... FAirfx 8-4333  
FEDERATED MUTUAL INSURANCE  
322 25 St S ..... FAirfx 7-8706  
JEACOCK R H & ASSOCIATES  
210 13 St S ..... FAirfx 7-4016  
MERIT INSURANCE COMPANY  
424 7 St S ..... FAirfx 8-3877  
RINGLAND MEREDITH & CO LTD  
422 7 St S ..... FAirfx 7-4255  
SAFECO AUTO INSURANCE

A  
General of America  
Company  
SAVE WITH SAFECO



*"Where To Call"*

DEALERS  
FORSTER AGENCY 306 7 St S ..... FAirfx 7-2793  
JEACOCK R H & ASSOCIATES  
210 13 St S ..... FAirfx 7-4016  
DISTRICT DEALER  
NICOL HUGH M 4811 53 St ..... Taber 2505

**Insurance Business—Automobile—(Cont'd)**

SAFECO INSURANCE CO OF AMERICA  
306 7 St S ..... FAirfx 7-2793  
Webster of Fifth Av 320 3 St S ..... FAirfx 7-1545  
WILLIAMS AGENCIES 321a 6 St S ..... FAirfx 7-3937

**Insurance Business—Fire**

Aldous Agency 11 Stafford Blk ..... FAirfx 7-3712  
Allstate Insurance 329 7 St S ..... FAirfx 7-7325  
Bowman Wallace Co Ltd Acadia Bldg ..... FAirfx 7-2325  
Colley & Company 317 8 St S ..... FAirfx 8-4481  
Forster Agency Ltd 306 7 St S ..... FAirfx 7-2793

**GENERAL INSURANCE OF AMERICA**

General Insurance Co.  
SAFECO Insurance Co.  
General LIFECO  
First National Insurance Co.  
of America  
FIRE — AUTO — CASUALTY — LIFE  
BONDS — MARINE



*"Where To Call"*

DEALERS  
FORSTER AGENCY LTD  
306 7 St S ..... FAirfx 7-2793  
JEACOCK R H & ASSOCIATES  
210 13 St S ..... FAirfx 7-4016

Halsted Owen F 818a 3 Av S ..... FAirfx 8-4333  
Hunt Insurance Agencies Ltd 1021 3 Av S FAirfx 7-4927  
JEACOCK R H & ASSOCIATES  
210 13 St S ..... FAirfx 7-4016  
Medhurst Realty 301 19 St S ..... FAirfx 8-2593  
MERIT INSURANCE COMPANY  
424 7 St S ..... FAirfx 8-3877  
Perkinson McKague & Co  
415 Mayor Magrath Dr ..... FAirfx 7-7444  
415 Mayor Magrath Dr ..... FAirfx 7-6222  
RINGLAND MEREDITH & CO LTD  
422 7 St S ..... FAirfx 7-4255  
Sanford Insurance Agency 811 3 Av S ..... FAirfx 7-5558  
Schwartz Henry & Sons Agencies Ltd  
222 5 St S ..... FAirfx 7-2151  
Spence J N T 322 25 St S ..... FAirfx 7-8706  
WILLIAMS AGENCIES  
321a 6 St S ..... FAirfx 7-3937

**Insurance Business—Hail**

ALBERTA HAIL INSURANCE BOARD  
811 3 Av S ..... FAirfx 7-5558  
JEACOCK R H & ASSOCIATES  
210 13 St S ..... FAirfx 7-4016  
WILLIAMS AGENCIES  
321a 6 St S ..... FAirfx 7-3937

**Insurance Business—Life**

Aldous Agency 11 Stafford Blk ..... FAirfx 7-3712  
Canada Life Assurance Co  
301 B C Trust Bldg ..... FAirfx 7-2816  
DOMINION LIFE ASSURANCE CO  
1054 33 St S ..... FAirfx 7-4908  
Excelsior Life Insurance Co 6 Cooper Bldg FAirfx 7-4948  
Godkin J H 818a 3 Av S ..... FAirfx 8-3207  
Great West Life Assurance Co Ltd  
203 B C Trust Bldg ..... FAirfx 7-7225  
London Life Insurance Co  
208 Financial Bldg ..... FAirfx 7-2389  
208 Financial Bldg ..... FAirfx 7-3709  
MANUFACTURERS LIFE INSURANCE  
CO 110-112 McFarland Bldg ..... FAirfx 7-4358  
FAirfx 7-5514  
McKillop Agencies E Metcalfe Bldg ..... FAirfx 7-7464  
Merrill Don Agencies Ltd 1269 6 Av S ..... FAirfx 7-4474  
Monarch Life Assurance Co  
1-311 1/2 5 St S ..... FAirfx 7-2985  
FAirfx 7-2933  
MUTUAL LIFE ASSURANCE CO OF CANADA  
415 B C Trust Bldg ..... FAirfx 8-3306

**Insurance Business—Life—(Cont'd)**

National Life Assurance Co of Canada  
8-9 McKenzie Blk ..... FAirfx 7-6035  
New York Life Insurance Co  
305 B C Trust Bldg ..... FAirfx 7-1330  
FAirfx 7-1377

**NEW YORK LIFE INSURANCE**

LIFE INSURANCE,  
GROUP INSURANCE,  
ACCIDENT & SICKNESS,  
PENSION PLANS,  
ANNUITIES



*"For Information Call"*

New York Life Insurance Co  
305 B C Trust Bldg ..... FAirfx 7-1330  
FAirfx 7-1377

North American Life & Casualty Co  
405 Mayor Magrath Dr ..... FAirfx 7-0263  
Northern Life Assurance Co  
4-424 7 St S ..... FAirfx 7-8818

**OCCIDENTAL LIFE INSURANCE COMPANY OF CALIFORNIA**

Life - Accident & Sickness - Group  
Lethbridge Agent: JOHN H. GODKIN  
P.O. Box 205, Lethbridge FAirfx 8-3207  
Coaldale Agent: R. G. FALLWELL  
Coaldale Dikns 5-3559

Prudential Insurance Co of America  
101 B C Trust Bldg ..... FAirfx 7-3594  
SUN LIFE ASSURANCE CO OF CANADA  
507a 7 St S ..... FAirfx 7-3815  
FAirfx 8-2410

TALBOTT A C  
Rep Mutual Life Assurance Co of Canada  
415 B C Trust Bldg ..... FAirfx 8-3306

**Intercommunicating Systems  
MODERN ELECTRONICS**

INTERCOMMUNICATION SYSTEMS  
SALES & SERVICE

818 3 Av S ..... FAirfx 7-6150

Pittman Electric Ltd 2217 2 Av N ..... FAirfx 7-4546

**Investments**

ALSAMA INDUSTRIALS LTD  
Bank of Nova Scotia Bldg ..... FAirfx 8-2338  
Associated Investors of Canada Ltd  
4-303 5 St S ..... FAirfx 7-5952  
COMMONWEALTH SAVINGS PLAN LTD  
1109 18 St N ..... FAirfx 8-2983  
DIVERSIFIED INCOME SECURITIES LTD  
1109 18 St N ..... FAirfx 8-2983  
First Investors Corporation Ltd  
1 Rylands Blk ..... FAirfx 7-7110  
Goode Donald C 1254 9Av-A S ..... FAirfx 8-3043  
Imperial Investment Corporation Ltd  
505 7 St S ..... FAirfx 7-5791  
Investors Syndicate of Canada Ltd  
1420 11 Av S ..... FAirfx 7-4015  
RINGLAND MEREDITH & CO LTD  
422 7 St S ..... FAirfx 7-4255  
Rogers D P 2154 9 Av-B S ..... FAirfx 7-8166  
Sakamoto Wayne 1109 18 St N ..... FAirfx 8-2983  
Thomas W A 917 7 Av S ..... FAirfx 7-8491  
United Investment Services Ltd  
811 3 Av S ..... FAirfx 8-3634  
Western Savings & Loan Association  
325 6 St S ..... FAirfx 7-4755



**Iron & Steel**

Alberta Steel Products Ltd 1505 2 Av S FAirfx 7-4035  
**BELL'S WELDING LTD** 317 4 St S ... FAirfx 7-4528  
 Davis Enterprises (Alberta) Ltd  
 1505 2 Av S ..... FAirfx 7-2318  
 Lethbridge Iron Works Co Ltd  
 Cor 1 Av & 2 St S ..... FAirfx 7-3332  
 Scandia Iron Works 6 Miriam Mnsns ... FAirfx 8-3040  
 See advertising under Ornamental Metal Work  
**WESTERN CANADA HARDWARE LTD**  
 907-915 2 Av S ..... FAirfx 7-5711

**WESTERN METAL FABRICATORS LTD**

**STEEL STOCKS  
 OF ALL SHAPES & SIZES  
 Manufacture & Repair**

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

**Irrigation Systems & Equipment**

Lethbridge Iron Works Co Ltd  
 Cor 1 Av & 2 St S ..... FAirfx 7-3576  
 Lethbridge Northern Irrigation Dist  
 207 7 St S ..... FAirfx 7-3302

**MAJOR IRRIGATION LTD**

**VERMEER P.T.O. DRIVES  
 FOR IRRIGATION PUMPS**

**ALUMINUM TUBING**  
 Pumps - Sprinklers - Plastic Pipe  
 Irrigation Equipment  
 2125 2 Av S ..... FAirfx 7-5525

**OLIVER CHEMICAL CO (LETHBRIDGE) LTD**

**BERKLEY PUMPS  
 OLIVER SPRINKLER EQUIP.**

Cor 3 Av & 9 St N ..... FAirfx 7-1571

**SPRINKLER IRRIGATION & EQUIPMENT CO LTD**

AGRICULTURAL SPRINKLER IRRIGATION EQUIPMENT  
 UNDERGROUND TURF IRRIGATION SPECIALISTS  
 1923 2 Av S ..... FAirfx 8-2857

**Janitor Service**

**EASY-WAY CLEANING SUPPLIES & SERVICES**  
 221 12 St-B S ..... FAirfx 8-4144

**SOUTHERN WINDOW & OFFICE CLEANERS**

A Service to fit your Cleaning  
 Requirements by Specialists  
**WINDOWS REPLACED AND  
 REPAIRED**  
 Reasonable Rates  
 632 12 St S ..... FAirfx 7-0126

**Janitors' Supplies**

**CANADIAN LINEN SUPPLY CO LTD**

- ★ DUST CONTROL MOPS
- ★ WIPING CLOTH
- ★ CONTINUOUS TOWELS

"IT PAYS TO KEEP CLEAN"

818a 3 Av S ..... FAirfx 8-4121

**Janitors' Supplies—(Cont'd)**

Chidlow Dougans Industrial Supply Ltd  
 314 3 Av S ..... FAirfx 7-1320  
 (See Advertisement This Page)

**EASY-WAY CLEANING SUPPLIES & SERVICES**

**SPECIALIZED  
 CARETAKING SERVICE  
 FURNITURE & CARPET CLEANERS**

Commercial Buildings — Schools  
 Offices and Hotels

**JANITOR SUPPLIES**

No Job Too Large or Too Small  
 FREE ESTIMATES

221 12 St-B S ..... FAirfx 8-4144

**MATHISON S A AGENCIES LTD**

LESSEE DEALER FOR

**DUSTBANE PRODUCTS**

DB SANITARY SWEEPING COMPOUNDS  
 DB LIQUID TOILET & FLOOR SOAPS  
 DB INDUSTRIAL HAND SOAP & CLEANERS  
 DB DISINFECTANTS - INSECTICIDES -  
 BROOMS - BRUSHES - MOPS - ETC.

Res. Phone FAirfx 8-4360

1231 2 Av N ..... FAirfx 7-7293

**Jewellery & Watches—Retail**

Ericksen's Jewellery 710a 3Av S ..... FAirfx 8-4308  
 Foster's Jewellery 513 4 Av S ..... FAirfx 7-4429  
 Higa's Jewellery & Men's Wear  
 316 13 St N ..... FAirfx 7-7610  
 Kerr's Jewellery 409 5 St S ..... FAirfx 7-7533  
**NITZ PETER CREDIT JEWELLER**  
 317 7 St S ..... FAirfx 7-6377  
 Peoples Credit Jewellers Ltd  
 2-506 4 Av S ..... FAirfx 7-1303  
 Pisko J R McFarland Bldg ..... FAirfx 7-3525  
 Raworth D A 303 5 St S ..... FAirfx 7-2727  
 Sandy's Jewellery 320a 7 St S ..... FAirfx 7-4625  
 Seeman's Jewellery Ltd 604 3 Av S ... FAirfx 7-4985  
**SKELTON'S JEWELLERY** 325 5 St S FAirfx 7-4627  
 Wheeler Harry & Son Ltd 516 4 Av S ... FAirfx 7-3288  
 Zemplak A F 308 7 St S ..... FAirfx 7-2324

**Junk Dealers**

**DAVIS ENTERPRISES (ALBERTA) LTD**

Buyers of

**HIDES — METALS — SCRAP  
 USED PIPE & PLATE**

1505 2 Av S ..... FAirfx 7-2318

National Salvage Co Cor 12 St & 2 Av N FAirfx 7-8138  
 (See Advertisement This Page)

**CHIDLOW DOUGANS  
 Industrial Supply Ltd.**

(Formerly Industrial Sanitation Supply Co.)

WAXES - SOAPS - MOPS - BROOMS  
 — JANITOR SUPPLIES —  
 DEODORANTS — DISINFECTANTS  
 Mop Treatments — Paper Towels  
 Fire Extinguisher Service  
 Safety Supplies

JANITOR SERVICE ARRANGED

**FAirfx 7-1320**

314 - 3rd Avenue S. Lethbridge  
 P. J. Dougans, Mgr.

**Kennels**

**BAE-RUN KENNELS**

Regd. C.K.C.

**BOARDING and TRAINING**

"It's Always Fun at Bae-Run"

1510 13 St N ..... FAirfx 7-7063

**Kitchen Equipment**

National Domestic Wares Ltd  
 106 Schwartz Bldg ..... FAirfx 7-7570

**Knitwear**

Logan Garment Ltd 314 8 St S ..... FAirfx 7-4225

**Laboratories**

**MATERIALS TESTING LABORATORIES LTD**  
 Cor 6 Av & 4 St S ..... FAirfx 7-7474

**Ladies' Wear—Retail**

Belgium Stores Ltd 607 4 Av S ..... FAirfx 7-7676  
 Cameron L & Co 312 6 St S ..... FAirfx 7-2850  
 Carol Ann Shop 506 3 Av S ..... FAirfx 8-2734  
 Fashion Shop 618 3 Av S ..... FAirfx 7-3039  
 Fay's Apparel Shop McIntyre Blk ..... FAirfx 7-5176  
 Frontier Shop 441 Shoppers' World ... FAirfx 8-3087  
 Imperial Women's Wear McFarland Bldg FAirfx 7-2277  
 La Kay's Ladies' & Children's Wear  
 312 13 St N ..... FAirfx 7-5077  
 Store No 2 Shoppers' World ..... FAirfx 8-1651  
 Mayfair-Vogue Ltd 311 5 St S ..... FAirfx 7-3682  
**McARTHUR LADIES' WEAR**

"Where Style Conscious Women  
 Like to Shop"

**COATS — SUITS — DRESSES  
 LINGERIE — HOSIERY — BLOUSES**  
 Credit Dept ..... FAirfx 8-3625  
 509 4 Av S ..... FAirfx 7-2655

(Continued Next Page)

**NATIONAL  
 SALVAGE CO.**

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

GET OUR QUOTATIONS

**WE SELL USED PIPE, WIPING RAGS,  
 USED TRACTOR PARTS, and ALL  
 USEABLE SALVAGE**

**BUILDING WRECKING &  
 PLANT DEMOLITION**

Truck Scales for your Convenience

**Phone FAirfax 7-8138  
 FAirfax 8-2419**

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

**Ladies' Wear—Retail—(Cont'd)**

Model Dress Shop 309a 5 St S ..... FAirfx 7-5598  
 Petite Shop Woolworth Bldg ..... FAirfx 7-7566  
 Primrose Shop 313 6 St S ..... FAirfx 7-2244  
**REITMAN'S (ALBERTA) LTD**  
 506 4 Av S ..... FAirfx 8-2653  
 Sally Shops Ltd 514 4 Av S ..... FAirfx 7-5943  
 Sobie's Silk Shop 513 4 Av S ..... FAirfx 7-6131

**TRACY'S SMART APPAREL**

"The Heart of Fashion"  
 COATS — SUITS — DRESSES  
 HOSIERY  
 WEDDING GOWNS & ACCESSORIES  
 307 5 St S ..... FAirfx 7-8778

**WILKS & CRANSTOUN**

**LADIES'  
 WEAR**  
 302 5 St S ..... FAirfx 7-2251

**Lamps**

Barrett-Jamieson TV & Appliances  
 310 6 St S ..... FAirfx 7-4554

**GALT HOME APPLIANCES**

Doug Robison . . . Winter Royer  
 A Complete Selection  
 of LAMPS  
 TRI-LIGHTS & SHADES  
 LAMP FITTINGS & ADAPTORS  
 309 7 St S ..... FAirfx 7-3889

Graham & Jelfs Upholstering 411 3 Av S FAirfx 7-3470

**Landscape Gardeners**

**HAMILTON HANDIMAN SERVICE**

LANDSCAPING SPECIALIST  
 SEEDING — SODDING — TREES & SHRUBS  
 Free Estimates  
 1817 12 Av N ..... FAirfx 7-5940

**Laundries—Self Service**

King Koin Launderette 1263 3 Av S ..... FAirfx 8-9115  
 (See Advertisement This Page)

**Laundries—Steam Power**

Lethbridge Laundry & Dry Cleaners Ltd  
 542 4 St S ..... FAirfx 7-3451  
 (See Advertisement This Page)  
 Sparkle Cleaners & Launderers  
 1818 3 Av S ..... FAirfx 7-1234  
 (See Advertisement This Page)

**KING KOIN  
 LAUNDERETTE**

★SELF SERVICE★



UNATTENDED  
 COIN OPERATED  
 PHILCO — BENDIX  
 COMMERCIAL

DOUBLE LOAD WASHERS  
 50 lb. DRYERS

LOTS OF HOT SOFT WATER  
 OPEN 24 HOURS

**FAirfax 8-9115**

If no answer call Janitor FAirfx 7-0284  
 1263 - 3rd Avenue South

**Lethbridge Laundry  
 & Dry Cleaners Ltd.**

542 - 4th STREET SOUTH

DIAL

**FAirfx 7-3451 or FAirfx 7-3452**

FOR THE FINEST IN LAUNDRY SERVICE

Over 50 years of Know How and continuous service to Lethbridge  
 and Southern Alberta

There is an approved Laundry Service for every family budget.

**SPARKLE**

**Cleaners & Launderers**

1818 - 3rd AVENUE SOUTH

**THE QUALITY LAUNDERERS  
 OF LETHBRIDGE**

For Commercial, Household and  
 Bachelor service

PHONE

**FAirfx 7-1233 or FAirfx 7-1234**

**Lawn Mowers—Sales & Service****DAN'S REPAIR SHOP****SALES & SERVICE**

**Skates & Lawn Mowers**  
**Machine Sharpened**

1117 3 Av S ..... FAirfx 7-3905

**HUTTON'S LTD**

Authorized Service

**POWER LAWN MOWERS**

BRIGGS &amp; STRATTON - LAWN BOY

POWER PRODUCTS CORP. - REO

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

**LAWN-BOY POWER MOWERS**

Quality products of Outboard Marine Corp. of Canada Ltd., also manufacturers of Johnson, Evinrude, Gale Buccaneer outboard motors. Iron Horse gasoline engines. Pioneer chain saws.

**LAWN-BOY**  
 POWER LAWN MOWERS  
**SNOW-BOY**  
 POWER SNOW BLOWERS

**"Where To Call"**

DISTRIBUTOR

Marshall-Wells Ltd  
 3 Av & 10 St N ..... FAirfx 7-4324  
 WHOLESALE DISTRIBUTOR  
 Taylor Pearson & Carson (Lethbridge)  
 Ltd 2 Av & 11 St S ..... FAirfx 7-3155

**LAWN-CRUISER POWER MOWER**

Dependable products of Outboard Marine Corp. of Canada Ltd., also manufacturers of Johnson, Evinrude, Gale Buccaneer outboard motors; Iron-Horse Tillers; Iron-Horse gasoline engines; Pioneer chain saws.

**LAWN-CRUISER**  
 POWER MOWERS  
**SNOW-BOY**  
 SNOW BLOWERS

**"Where To Buy Them"**

DISTRIBUTOR

Motor Car Supply Co of Canada Ltd  
 1218 2 Av S ..... FAirfx 7-5741

**SPRINKLER IRRIGATION & EQUIPMENT CO LTD**

JACOBSEN - WORTHINGTON DISTRIBUTORS  
 PARTS — SERVICE — SALES

1923 2 Av S ..... FAirfx 8-2857

**TORO POWER LAWN MOWERS**

America's most complete line of Reel and Rotary Power Mowers for Homes, Estates, Parks, Golf Courses, Schools, Cemeteries. Also Tillers, Edge-Trimmers, Snowplows, Tractors and Gang Mowers.

**TORO**  
 POWER LAWN MOWERS

**"Where To Buy Them"**

**BURGESS BUILDING & PLUMBING SUPPLIES**  
 LTD 725 8 Av SW ... Calgary AMhrst 6-1061  
**HOYT HARDWARE LTD**  
 606-608 3 Av S ..... FAirfx 7-5767

**Lawyers**

Byrne Pritchard & Higa ..... {FAirfx 7-4331  
 Bank of Nova Scotia Bldg ..... {FAirfx 7-4031  
 Cameron C E C Metcalfe Bldg ..... FAirfx 7-3559  
 Davidson Davidson & Williams

315 6 St S ..... FAirfx 7-3711  
 Hogg & Menzie 101-103 McFarland Bldg FAirfx 7-2656  
**HUCKVALE W E** Acadia Blk ..... FAirfx 7-2171  
 Livingstone John A 6 Ryland Blk ..... FAirfx 7-2928  
 Mahoney & Co 104 Schwartz Bldg ..... {FAirfx 7-2222  
 {FAirfx 7-3055

**MOSCOVICH MOSCOVICH SPANOS MATISZ & YANOSIK** 1 Oliver Blk ..... FAirfx 7-1555

**PROWSE & PROWSE**

105 B C Trust Bldg ..... FAirfx 7-2901  
 Rice Paterson Cullen Ives Paterson & MacLean  
 331 7 St S ..... FAirfx 7-5716  
 Snowdon T W 1804 3 Av S ..... FAirfx 7-7641  
 Stringam & Steele 309 B C Trust Bldg .. FAirfx 7-6262  
 Vaselenak & Vaselenak D Metcalfe Bldg. FAirfx 7-3487  
 Virtue Russell Morgan & Virtue  
 McFarland Bldg ..... FAirfx 7-8525

**Leather Goods****FRONTIER SHOP** 441 Shoppers World .. FAirfx 8-3087**Libraries**

Lethbridge Public Library 3 Av S ..... FAirfx 7-3977  
 Miners' Library 733 13 St N ..... FAirfx 7-2708

**Linen Supply Service**

Canadian Linen Supply Co Ltd  
 818a 3 Av S ..... FAirfx 8-4121  
 (See Advertisement This Page)

**Linens**

Linen Shoppe 215 7 St S ..... FAirfx 8-3640  
 Southern Alberta Linen Supply Co  
 542 4 St S ..... FAirfx 7-1201  
 (See Advertisement This Page)

*"It Pays To Keep Clean"***CANADIAN LINEN SUPPLY CO. LTD.**

- \* LINEN SUPPLY SERVICE
- \* CONTINUOUS TOWEL SERVICE
- \* LINEN SUPPLIED AND LAUNDERED FOR ALL PROFESSIONAL AND COMMERCIAL REQUIREMENTS

Lethbridge  
Phone**FAirfx 8-4121***"Your Best Buy**Is Linen Supply"***Linen Supply Rental Service****PROFESSIONAL:**

DOCTORS, DENTISTS, NURSES

**BUSINESS HOUSES:**

OFFICES, STORES, BARBER SHOPS, BEAUTY PARLORS, COFFEE SHOPS, RESTAURANTS, HOTELS, MOTELS, GROCERY STORES, BUTCHER STORES

**INDUSTRIAL:**

GARAGES, SERVICE STATIONS, METAL SHOPS, FACTORIES, BAKERIES, FOOD PROCESSING PLANTS

**DIAL FAirfax 7-1201**

FOR LINEN RENTAL SERVICE AT COMPETITIVE PRICES  
 BUY IN THE SOUTH AND SUPPORT LOCAL  
 INDUSTRY AND PAYROLLS

**SOUTHERN ALBERTA LINEN SUPPLY COMPANY**

542 - 4th STREET SOUTH

LETHBRIDGE, ALBERTA

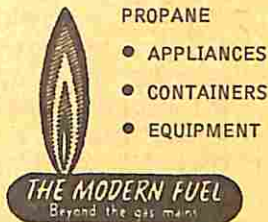
**Linoleums—Wholesale & Retail**

**CAPITOL FURNITURE (LETHBRIDGE) LTD**  
404 5 St S ..... FAirfx 7-8578  
**FASHION FLOORS LTD** 1279 3 Av S .. FAirfx 7-4694  
Hamilton's Floor Coverings Ltd  
909 3 Av S ..... FAirfx 7-5454

**Liquified Petroleum Gases & Equipment**

**SEVENTY SEVEN OIL CO LTD**  
1804 3 Av S ..... FAirfx 7-7777  
**STEWART PETROLEUMS LTD**  
2103 2 Av S ..... FAirfx 7-5443  
Sturdie Propane Ltd 3321 3 Hwy E .... FAirfx 7-5721

**STURDIGAS**



- PROPANE
- APPLIANCES
- CONTAINERS
- EQUIPMENT

**"For Information Call"**

CITY DEALER

**STURDIE PROPANE LTD**  
3321 3 Hwy E ..... FAirfx 7-5721

DISTRICT DEALERS

**STURDIE PROPANE LTD** ..... Cardston 516  
**STURDIE PROPANE LTD**  
367 14 St ..... Fort MacLeod 507r2

**Lithographers & Embossers**

**ROBINS PRINTING CO LTD**  
1269 3 Av S ..... FAirfx 7-2491

**Live Stock Dealers**

Alberta Stockyards Co Ltd Stockyards .. FAirfx 7-3390  
Burke V L 205 Alberta Stockyards ..... FAirfx 7-6077  
Burns & Co Limited Alberta Stockyards .. FAirfx 7-5194  
Canada Packers Ltd Stockyards ..... FAirfx 7-2164  
Dogterom Livestock Ltd Stockyards ..... FAirfx 7-2915  
**HAYS & EARL LTD** Stockyards ..... FAirfx 7-5048  
Hill W T Opposite Stockyards ..... FAirfx 7-3395  
Kline S Stockyards ..... FAirfx 7-5370  
Lethbridge Central Feeders Association (FAirfx 7-3253  
Ltd Alberta Stockyards ..... FAirfx 7-2891  
Nicholls A E Stockyards ..... FAirfx 7-8607  
Southern Alberta Co-operative Assn Ltd  
Livestk & Stockyards Ofc ..... FAirfx 7-4010

**Loaders—Portable**

**WILKINSON & McCLEAN LIMITED**  
253 12 St N ..... FAirfx 7-5428

**EXTRA CASH WHEN YOU NEED IT**

Loans up to \$2500, Sometimes more



LIFE INSURANCE AVAILABLE

LARGEST ALL-CANADIAN LOAN CO. SPECIALISTS IN CONSUMER LENDING  
2 - 424 - 7th Street S.

FAirfax 7-8545

**NIAGARA FINANCE CO. LTD.**  
THE LARGEST ALL-CANADIAN LOAN COMPANY

**Loans**

(See Also Mortgages)  
**BENEFICIAL FINANCE CO OF CANADA**  
New Woolworth Bldg ..... FAirfx 7-8565  
(See Advertisement This Page)  
Bowman Wallace Co Ltd Acadia Bldg .. FAirfx 7-2325  
**HOUSEHOLD FINANCE CORP OF CANADA**  
506 4 Av S ..... FAirfx 7-1511  
(See Advertisement This Page)  
**LAURENTIDE FINANCE COMPANY**  
505 7 St S ..... FAirfx 7-5791  
Niagara Finance Co Ltd 2-424 7 St S .. FAirfx 7-8545  
(See Advertisement This Page)

**Locker Service—Cold Storage**

(See Cold Storage)

**Locksmiths**

Dan's Repair Shop 1117 3 Av S ..... FAirfx 7-3905  
(See Advertisement This Page)

**Logging Equipment**

**ALLIS-CHALMERS LOGGING EQUIPMENT**

Crawler tractors with special guards, bulldozers, lift tongs and forks, matched winches, arches, carts, motor graders. Diesel and gasoline power units. Factory parts and service.



**"For Information Call"**

**WATEROUS EQUIPMENT LTD**  
249 12 St N ..... FAirfx. 8-3356

**LOCKSMITH**

**DAN'S REPAIR SHOP**

Phone

**FAirfax 7-3905**

**KEYS**

Made for all Types of Locks

**SAFE WORK**

Door Checks Repaired

1117 - 3rd Avenue South

Get your

**CASH**

from

**BENEFICIAL**

It's just like 1-2-3

1. CALL UP...
2. COME IN...
3. PICK UP YOUR LOAN!

**PHONE NOW!**—Tell the Manager how much cash you want and when! You'll like **BENEFICIAL's** prompt, friendly, 1-2-3 service—**BENEFICIAL likes to say "YES!"** Your loan can be life-insured at **BENEFICIAL**. No bankable security required. Call up or come in today!

**FAirfax 7-8565**

Personal loans up to \$5000  
36-Month contracts on loans over \$1500 and up to \$5000  
Cor. 4th Ave. & 6th St.

Woolworth Bldg., Room 206, 2nd Floor  
**FAirfax 7-8565** Lethbridge, Alberta  
Branch offices Coast to Coast.

**BENEFICIAL FINANCE CO.**  
OF CANADA



Phone for fast, one-day loan service

**up to \$2500**

Loans are made for any helpful purpose.

You may choose from a wide variety of repayment plans with up to 36 months to repay.

Life Insurance available on all loans

**HOUSEHOLD FINANCE CORPORATION OF CANADA**

506 - 4th AVENUE SOUTH

**FAirfax 7-1511**

Household Finance Corp. Ltd.

**Luggage**

Baird's Shoes & Leather Goods  
306 5 St S .....FAirfx 7-3764  
**HOYT HARDWARE LTD**  
606-608 3 Av S .....FAirfx 7-5767

**Lumber Dealers—Retail****ADVANCE LUMBER CO LTD**

Complete Stocks of  
Building Materials—Paints  
Builders Hardware

13 St & 2 Av S .....FAirfx 8-3301

**ALLAN BUILDERS SUPPLIES LTD**

PHONE THE LUMBER  
NUMBER

1301 1 Av N ...FAirfx 7-3421—FAirfx 7-3887

**ATLAS LUMBER CO LTD**

ALL KINDS OF  
BUILDING MATERIALS

3 Av & 16 St S .....FAirfx 7-5777

**BEAVER (ALBERTA) LUMBER LTD**

Chris Plomp, Mgr.  
BUILDING MATERIALS  
OF ALL KINDS

3 Av & 17 St S .....FAirfx 7-3516  
FAirfx 7-5576

**BIRD BUILDING SUPPLIES 202 13 St N FAirfx 8-2050****CRESTLINE BUILDERS MARKET LTD**

BUILDING MATERIALS  
PAINTS & BUILDERS HARDWARE

Cor 30 St & 2 Av N .....FAirfx 7-5444  
FAirfx 7-5110

**MONARCH LUMBER CO LTD**

"HOME IMPROVEMENT  
HEADQUARTERS"

1902 3 Av S .....FAirfx 7-1501

**Rollag Lumber Co 24 Av & 30 St S ...FAirfx 7-7323****WESTWOOD LUMBER**

Complete Line of  
BUILDING MATERIALS & SUPPLIES  
FREE ESTIMATES

1246 3 Av N .....FAirfx 7-8378

**Lumber Dealers—Wholesale**

**RELIABLE BUILDING SUPPLIES & HARDWARE  
LTD 241 12 St-A N .....FAirfx 8-1704**

**Macaroni Manufacturers**

Catelli Food Products Ltd 104 13 St N FAirfx 7-3236

**Machinery**

**PIONEER MACHINERY LTD 517 12 St S FAirfx 7-2930**

**Machinery Rentals**

Allied Equipment Rentals Ltd  
1201 2 Av-A N .....FAirfx 7-6877  
(See Advertisement This Page)

**CONSTRUCTION EQUIPMENT CO LTD**  
1313 20 St S .....FAirfx 7-8415  
**WILKINSON & McCLEAN LIMITED**  
253 12 St N .....FAirfx 7-5428

**Machinery Repairing**

(See Machinists)

**Machinery & Supplies****BLACKWOOD HODGE WESTERN LTD**

Distributors for

Michigan and Koehring Products  
Joy Compressors & Air Tools  
Austin Western Crushers  
C. S. Johnson Cement Machinery  
Parsons Ditch Diggers

Calgary Phone ALpin 5-7716

1132 29 St-A S .....FAirfx 8-2443

**CONSTRUCTION EQUIPMENT CO LTD**

1313 20 St S .....FAirfx 7-8415

**DELTA POWER TOOLS**

Complete line of wood and  
metalworking power tools  
& accessories for Industry,  
Schools, Home Workshops.  
Saws, Drill Presses, Grinders,  
Metals & Wood Lathes,  
Cut-Off Machines, Abrasive  
Saws, Jointers, Shapers, etc.



Machines, Radial

"Where To Buy Them"

INDUSTRIAL & HOMECRAFT TOOLS

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

England R G 517 12 St S .....FAirfx 7-2930

**FERGUSON SUPPLY ALBERTA LTD**

MACHINERY  
EQUIPMENT  
SUPPLIES

1201 2 Av-A N .....FAirfx 7-6385

**LETHBRIDGE MACHINERY CO LTD**

231 9 St N .....FAirfx 7-3556  
Victory Equipment Ltd 920 2 Av-A N ..FAirfx 7-4389  
**WILKINSON & McCLEAN LIMITED**  
253 12 St N .....FAirfx 7-5428

**Machinists**

George's Service 1210 1 Av S .....FAirfx 7-1753  
Hunt Welding Service Ltd 1422 2 Av S ..FAirfx 7-5575  
Lethbridge Industries Ltd .....FAirfx 7-2323  
1117 2 Av-A N .....FAirfx 7-2606

(See Advertisement This Page)

Lethbridge Iron Works Co Ltd .....FAirfx 7-3332  
Cor 1 Av & 2 St S .....FAirfx 7-3576  
Niven Bros 216 1 Av S .....FAirfx 7-2732

**WESTERN METAL FABRICATORS LTD**

MACHINING — WELDING  
MANUFACTURERS  
REPAIRS — STEEL SUPPLIES

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

# Allied Equipment Rentals Ltd.

RENTAL OF

- AIR COMPRESSORS & TOOLS
- PUMPS
- MIXERS
- VIBRATORS
- CHAIN HOISTS
- FINISHERS
- WHEELBARROWS
- DUMP-OVER CARTS
- GARDEN TILLERS
- TRACTORS
- FRONT END LOADERS
- WOBBLES
- ELECTRIC TOOLS
- SHEEPSFOOT PACKERS
- LIGHT PLANTS
- SPACE HEATERS
- ELECTRIC HAMMERS

PHONE

## FAirfax 7-6877

1201 - 2 Av-A N.

# LETHBRIDGE INDUSTRIES

LTD.

MACHINISTS  
& WELDERS

CRANKSHAFT GRINDING  
MOTOR REBUILDING

Manufacturers of  
HIGH GRADE ROLLER  
CHAIN SPROCKETS

PHONE

## FAirfax 7-2323 FAirfax 7-2606

1117 - 2nd Ave. A-N. Lethbridge

**Magazines & Newspapers**

Boyer S K & Son 305 5 St S ..... FAirfx 7-4277  
Club Cigar Store 3 Av & 5 St S ..... FAirfx 8-2710  
General News Co 1518 3 Av S ..... FAirfx 7-4220

**Magnetos & Repairs**

ELECTRO SERVICE LTD 817 3 Av S ... FAirfx 7-2669  
Hutton's Ltd 321 8 St S ..... FAirfx 7-2586  
(See Advertisement This Page)

**Manufacturers' Agents**

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

**Marine Equipment & Supplies**

ELECTRO SERVICE LTD 817 3 Av S .. FAirfx 7-2669

**HEPP'S INDUSTRIES LTD**

Wholesale & Retail Distributors for  
MARINE ACCESSORIES & EQUIPMENT  
Fairview Sub ..... FAirfx 7-4242

**MARINE LAND SPORTING EQUIPMENT**

481 Shoppers World ..... FAirfx 8-3616

**Market Gardeners**

Lethbridge Farmers' Market 111 7 St S . FAirfx 8-2428

**Masonry & Brick Work**

(See Contractors Cement)

**Massage**

**GENUINE SWEDISH MASSAGE**

Mr. and Mrs. John Andriashyk

**PHYSIOTHERAPISTS**

4 Oliver Blk ..... FAirfx 8-4171

Hisaoka I 911 9 Av N ..... FAirfx 7-5060

**REFLEXOLOGY CLINIC**

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

**Massaging Equipment**

Niagara Massage of Lethbridge Ltd  
705 3 Av S ..... FAirfx 7-4747

**Authorized Magneto  
Sales & Service Distributors**

American Bosch      Scintilla  
Eisemann              Wico  
Splitdorf              Phelon  
Fairbanks-Morse

**HUTTON'S LTD.**

FAirfax 7-2586  
FAirfax 7-5566  
FAirfax 7-5158

321 - 8th STREET SOUTH

**Meat Markets**

Alberta Meat Market 510 6 Av S ..... FAirfx 7-3492  
Bonnydale Meats 1406 17 St S ..... FAirfx 7-6050  
Currie's Frozen Food & Locker Service  
1516 9 Av S ..... FAirfx 7-2044  
Economy Meat Market 904 7 Av S ..... FAirfx 7-3855  
Hoefler & 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  
  FAirfx 7-4344  
  FAirfx 7-5049  
Mueller Hugo 430 13 St N ..... FAirfx 7-5049  
(See Advertisement This Page)  
Star Meat Market & Bakery 401 2 Av S . FAirfx 7-4393

**Meats—Wholesale**

Adams Merlin A 1010 32 St S ..... FAirfx 7-3831  
City Packers Ltd 419 7 Av S ..... FAirfx 7-2426  
Currie's Frozen Food & Locker Service  
1516 9 Av S ..... FAirfx 7-2044  
Hearne H 419 7 Av S ..... FAirfx 7-2426

**Men's Clothing & Furnishings**

Albert's Mens Apparel 331 5 St S ..... FAirfx 7-2620  
**BLACK'S JOHN MEN'S SHOP**  
619 4 Av S ..... FAirfx 7-3551  
Buy-Rite Men's Wear 318 5 St S ..... FAirfx 7-4210  
Christie Grant Co 308 5 St S ..... FAirfx 8-2334  
**FRONTIER SHOP** 441 Shoppers World .. FAirfx 8-3087  
Gelfond's Men's Wear 309 5 St S ..... FAirfx 7-3484  
Higa's Men's & Boys' Wear 316 13 St N FAirfx 7-7610  
Klinger's Men's & Boys' Wear 108 5 St S FAirfx 7-3003  
Lads & Grads Style Shop  
Cor 3 Av & 6 St S ..... FAirfx 7-0281  
**MCGUIRE'S MEN'S WEAR LTD**  
310 5 St S ..... FAirfx 7-3761  
**PROGRESS CLOTHING** 114 5 St S ..... FAirfx 7-2717  
**ROXY HAT SHOP** 320 5 St S ..... FAirfx 7-8640  
**SINGER'S MEN'S & BOYS' WEAR**  
214 5 St S ..... FAirfx 7-3958  
**STAN'S MEN'S WEAR** 321 5 St S ..... FAirfx 7-3730  
**TIP TOP TAILORS LTD** 333 5 St S ..... FAirfx 7-2232  
Towne Hall Shop 701 3 Av S ..... FAirfx 7-2568  
**WALKER FRANK MEN'S CLOTHES**

**IT'S A SAMUELSOHN ALL RIGHT!**  
The Clothes with the Tailored Fit

321 7 St S ..... FAirfx 7-2073

**Messenger Service**

**LETHBRIDGE MESSENGER SERVICE**  
1-229 2 Av-A N ..... FAirfx 7-4776

**Metals**

International Nickel Research & Technical Services Ltd.  
1200 West Pender St. ..Vancouver MUTual 2-4148  
(See Advertisement This Page)

**Milk Companies**

(See Dairies)

**Milliners**

Marie-Louise 713 4 Av S ..... FAirfx 7-2965  
Priscilla's Millinery 220 5 St S ..... FAirfx 8-3701

**Mining Machinery & Equipment**

Waterous Equipment Ltd 249 12 St N .. FAirfx 8-3356

**Mirrors—Wholesale & Manufacturers**

**CANADIAN PITTSBURGH INDUSTRIES LTD**  
252 12 St N ..... FAirfx 7-1508

**Monuments, Mausoleums, Etc.**

**CAPRI MARBLE & TILE CO**  
544 13 St N ..... FAirfx 8-2537

**GLENDALE MONUMENT CO**

HOME PERSONALIZED MEMORIALS  
Scotch Granites — Canadian Marbles  
1226 3 Av S ..... FAirfx 8-4112

**LETHBRIDGE MONUMENTAL & TILE WORKS LTD**

SCOTCH GRANITE &  
CANADIAN MARBLES  
Tiles for Fire Hearths, Floors, Bathrooms,  
and Tile Kitchen Sinks  
325 8 St S ..... FAirfx 7-3920

Parkland Memorials 1238 3Av S ..... FAirfx 8-4206

**Mortgages**

**BOWMAN WALLACE CO LTD**  
Acadia Bldg ..... FAirfx 7-2325  
British Canadian Trust Co  
Cor 3 Av & 7 St S ..... FAirfx 7-8581  
**COLLEY & COMPANY** 317 8 St S ..... FAirfx 8-4481  
L H C Real Estate Ltd  
1013 Mayor Magrath Dr ..... FAirfx 7-1505  
**PERKINSON MCKAGUE & CO**  
415 Mayor Magrath Dr ..... FAirfx 7-4444  
Schwartz Henry & Sons Agencies Ltd  
222 5 St S ..... FAirfx 7-2151  
Sonalta Real Estate 811 3 Av S ..... FAirfx 8-1503

CONSULT these pages for a quick answer to any buying problem. It pays to make frequent use of the **YELLOW PAGES**. It lists service, stores, products and professional people — all classified for your convenience.

**MUELLER HUGO**  
**SAUSAGE**  
DELICATESSEN  
HOME MADE  
COUNTRY SAUSAGE  
PHONE  
FAirfax 7-5049  
430 - 13th Street North

is just as near  
as your  
telephone

**INCO**  
CUSTOMER  
SERVICE

can help  
solve your  
metal problems

Involving corrosion, fabrication,  
foundry practice, high and low  
temperature service. Inco's  
engineering staff stands ready to  
help you.

**INCO**

Call Long Distance and ask for (Toll Charge)  
Vancouver MUTual 2-4148  
**INTERNATIONAL NICKEL RESEARCH &  
TECHNICAL SERVICES LTD.**  
1200 West Pender St., Vancouver

**Motels**

Bluebird Motel 17 St &amp; 3 Av S .....FAirfx 7-3903

**CHINOOK MOTEL**

1245 Mayor Magrath Dr .....FAirfx 8-1443

El Rancho Motor Hotel Ltd (FAirfx 7-5701)

526 Mayor Magrath Dr .....FAirfx 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 Dr .....FAirfx 8-4436

Lakeside Cabins Henderson Lake .....FAirfx 7-4207

**MITCHELL'S HOLIDAY MOTEL**

A.A.A.

When in Lethbridge

STOP AT

**MITCHELL'S  
HOLIDAY MOTEL**

NEW - MODERN - COMFORTABLE

1025 Mayor Magrath Dr .....FAirfx 7-2400

**OLD CHIEF MOTEL** Lethbridge .....FAirfx 8-9178**STAR LITE MOTEL**

19 LUXURIOUS UNITS

10 Units Overlooking Henderson Lake  
Golf Course**"BEST WESTERN"**Baths & Showers - Wall-to-Wall Carpeting  
Telephones & TV - Commercial Cards Honored**"A REST ASSURED"**

Mayor Magrath Dr &amp; 10 Av ....FAirfx 7-8515

**Motion Picture Business**

National Film Board

318-319 Post Office Bldg .....FAirfx 7-2475

**Motor Courts**

(See Motels)

**Motor Cycles**

KANE'S MOTOR CYCLE SHOP

HARLEY-DAVIDSON

B.S.A. - N.S.U. &amp; Honda

MOTORCYCLE SALES &amp; SERVICE

1222 - 3rd Av S .....FAirfx 7-8889

**McLean Transfer  
Ltd.**

Agents for

NORTH AMERICAN  
VAN LINES CANADA LTD.

Local &amp; Long Distance Moving

Storage, Packing &amp; Shipping

640 - 6th STREET SOUTH

**FAirfax 7-2097**

Night Phone FAirfax 7-3473

**Motor Truck Dealers****BENY CHEVROLET OLDSMOBILE (1959) LTD**

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

Emerson Motors Ltd 817 4 Av S .....FAirfx 7-5705

**SMITH MOTORS LTD**

MERCURY — LINCOLN

and METEOR

Sales and Service

Cor 6 Av &amp; 6 St S .....FAirfx 7-5763

**Movers****ALLIED VAN LINES**LONG  
DISTANCE  
MOVING

SPECIALISTS FOR HOUSEHOLD FURNITURE

**"For Information Call"**

AGENTS FOR CANADA

Owen Distributing Ltd 1233 2 Av S FAirfx 7-3011

**HEMMING'S DELIVERY** 1012 11 St S ..FAirfx 7-3911

Lethbridge Moving &amp; Storage Ltd

312 4 St S .....FAirfx 7-1288

(See Advertisement This Page)

McLean Transfer Ltd 640 6 St S .....FAirfx 7-2097

(See Advertisement This Page)

(Continued Next Page)



98 LUXURIOUS UNITS

24 Hour Telephone Service

- Soft Water in Every Room
- 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

**LETHBRIDGE MOVING & STORAGE LTD.****"Moving With Care Everywhere"**

ACROSS THE CITY OR ACROSS THE NATION

AGENTS FOR

UNITED VAN LINES CANADA LTD.

312 - 4th STREET SOUTH

**PHONE FAirfax 7-1288**

——— 21,600 SQUARE FEET STORAGE SPACE ———

CITY PICK UP AND DELIVERY SERVICE

**Movers—(Cont'd)**

Owen Distributing Ltd 1233 2 Av S ..... FAirfx 7-3011  
 (See Advertisement This Page)  
 Speedy Storage & Cartage Ltd  
 327 3 St S ..... FAirfx 7-5734  
**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 S ..... FAirfx 7-5734

**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

**Music Colleges & Teachers**

Pruegger's Accordion College Ltd  
 530 5 St S ..... FAirfx 7-7524  
 North Lethbridge Branch 430a 13 St N FAirfx 8-2403  
 (See Advertisement This Page)

**Music & Musical Instruments**

Bert & Mac's Radio-TV Ltd {FAirfx 7-3232  
 315 7 St S ..... FAirfx 7-5560

**BROWN'S MUSICAL SUPPLIES**

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

Paramount Theatre Bldg ..... FAirfx 7-2272

Foothills Music Co 420 7 Av S ..... FAirfx 7-4417  
 Pruegger's Accordion College Ltd  
 530 5 St S ..... FAirfx 7-7524

**Mutual Funds**

**UNITED INVESTMENT SERVICES LTD**

Exclusive Distributor

United Accumulative Fund Ltd.  
 United Periodic Investment Plans  
 United Retirement Savings Plan

Robert D. Rimington, Manager

Residence FAirfx 7-7544

811 3 Av S ..... FAirfx 8-3634

**Naturopathic Practitioners**

Ciancy L D 116 McFarland Blk ..... FAirfx 7-2231  
 KUIPERS RALPH 1019 3 Av S ..... FAirfx 7-1118

**Newspapers & Periodicals**

Albertan Publishing Co Ltd  
 816 12 St-A S ..... FAirfx 7-3626  
 Herald Cor 7 St & 5 Av S ..... FAirfx 8-4441

**Nitrogen**

LINDE COMPANY DIVISION OF UNION  
 CARBIDE CANADA LIMITED  
 5 Av & 28 St N ..... FAirfx 7-7265

**Nursery Schools**

Kradle Koop 502 5 Av S ..... FAirfx 8-2835  
 (See Advertisement This Page)  
 Lakeview Nursery 1027 29 St-A S ..... FAirfx 8-3678  
 (See Advertisement This Page)

**Nurserymen**

Archer Ralph 818a 3 Av S ..... FAirfx 8-2713

**PARKDALE NURSERIES**

TREES & SHRUBS - Sales Yard & Nursery  
 located 1 1/2 miles east of Drive-In Theatre  
 on Coutts Highway  
 Office 506 Dieppe Blvd ..... FAirfx 7-5868

West F H 1729 15 Av S ..... FAirfx 7-7407

**Nurses**

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

**KRADLE KOOP**

NIGHT & DAY NURSERY

*"Special Rates for  
 Shopping Mothers"*

**FAirfax 8-2835**

Res. FAirfax 7-8662

502 - 5th Avenue South

**Office Furniture & Equipment**

**COMMERCIAL PRINTERS & OFFICE OUTFITTERS  
 LTD**

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

326 7 St S ..... FAirfx 8-4431

**SOUTHERN STATIONERS LTD**

The Finest in Office Furniture

Sunshine - Standard - Office Specialty  
 Office Suites - File Cabinets & Safes

{FAirfx 7-4316  
 {FAirfx 7-4116  
 316 7 St S .....

**LAKEVIEW  
 NURSERY**

1027 - 29th Street-A South

**FAirfax 8-3678**

DAY & NIGHT NURSERY

for  
 THE UTMOST IN CARE  
 AND EFFICIENCY

**8 WEEK TRIAL COURSE**

to determine your capability, talent and  
 interest towards playing the piano-accordion.

**ACCORDION LOANED FREE —**

You do not have to buy an accordion — we  
 loan you an accordion free of charge for your  
 home practising during our 8-week Beginner's  
 Course.

**SPECIALIZED ACCORDION  
 COURSES FOR —**

ADULTS of all ages.  
 CHILDREN from ages of 7 years and up.

Remember . . . The music and piano-accordion are sup-  
 plied by Pruegger's Free of Charge with this 8-week  
 Beginner's Course. All you pay for are the lessons . . .  
 an inexpensive way to gain a musical education on the  
 piano-accordion.

Only experienced and qualified teachers are employed to  
 instruct each student. These accordion specialists are  
 ready to serve you with the most up-to-date teaching  
 methods at



*Play Your Way  
 TO POPULARITY*

**PRUEGGER'S ACCORDION COLLEGE LTD.**

**FA 7-7524**

530 Fifth St. S.  
 430a - 13th St. N.

**FA 8-2403**

Business Hours: 1 p.m. to 9 p.m. on Week Days and 9 a.m. to 5 p.m. Saturdays  
**LESSONS . . . ACCORDION SALES . . . SERVICE**



**Office Stationery & Supplies****COMMERCIAL PRINTERS & OFFICE OUTFITTERS LTD**

COMPLETE OFFICE STATIONERY  
Ledger & Synoptic Sheets  
Legal Forms — Blank Books and  
Bookkeeping Machine Supplies  
326 7 St S .....FAirfx 8-4431

Patrick Stationers Ltd 306 9 St S .....FAirfx 7-2077

**SOUTHERN STATIONERS LTD**

OFFICE SUPPLIES OF EVERY KIND  
LEGAL FORMS — LOOSE LEAF  
& BOUND ACCOUNT BOOKS  
A. B. DICK DUPLICATING MACHINES  
AND SUPPLIES  
(FAirfx 7-4116  
316 7 StS .....FAirfx 7-4316

**Oil Companies****ANGLO AMERICAN EXPLORATION LTD**

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

**British American Oil Co Ltd**

17 St & 2 Av S .....FAirfx 7-2585

C E Livingston Mgr res .....FAirfx 7-6142

**CANADIAN OIL COMPANIES LTD**

1811 2 Av S .....FAirfx 7-3208

**GREAT WEST DISTRIBUTORS LTD**

Bulk Plant 3 Av & 10 St N .....FAirfx 7-6082

**IMPERIAL OIL LIMITED**

1705 2 Av S .....FAirfx 7-3535

J Luco Agt .....FAirfx 7-3707

Maple Leaf Petroleum Ltd 1604 2 Av S .....FAirfx 7-5867

North Star Oil Ltd 2 Av & 18 St S .....FAirfx 7-2884

**SEVENTY SEVEN OIL CO LTD**

1804 3 Av S .....FAirfx 7-7777

Truck Garage POW Camp .....FAirfx 7-7775

.....FAirfx 7-2775

.....FAirfx 7-7763

**SHELL OIL CO OF CANADA LTD**

2910 1 Av S .....FAirfx 8-2335

Sturdie Oils Ltd 923 2 Av S .....FAirfx 7-3770

**TEXACO CANADA LIMITED Bulk Stn**

1915 2 Av S .....FAirfx 7-2762

Robert D Nelson Agt res .....FAirfx 8-1958

Lethbridge Sales Ofc 1915 2 Av S .....FAirfx 7-4370

**Oil & Gas Well Supplies & Equipment****CATERPILLAR OIL WELL EQUIPMENT**

- . ENGINES, GENERATORS
- . TRACK-TYPE TRACTORS
- . WHEEL-TYPE TRACTORS
- . BULLDOZERS, SCRAPERS
- . TWIN ARC-WELDERS
- . TRAXCAVATORS, MOTOR GRADERS

**CAT**  
REGISTERED TRADE MARK

—Backed by complete parts and service facilities

*"For Information Call"*

Street Robbins Morrow Ltd

1274 2 Av S .....FAirfx 8-3366

CRANE LIMITED 2815 2 Av-A S .....FAirfx 7-1577

EMCO LTD 1282 2 Av-A N .....FAirfx 8-3385

**Oils & Greases****LUBRIPLATE—**

OLIVER CHEMICAL CO (LETHBRIDGE) LTD

Cor 3 Av & 9 St N .....FAirfx 7-1571

**SHELL OIL PRODUCTS—**

OLIVER CHEMICAL CO (LETHBRIDGE) LTD

Cor 3 Av & 9 St N .....FAirfx 7-1571

**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"*

MILWHITE MUD SALES CO LTD 24 Hour Service  
Call Long Distance & ask for  
300 Royalite Bldg .....Calgary AMhrst 9-6971

**Oil Well Services**

Madison Earl L Coutts Hwy .....FAirfx 7-2148

**OPTICAL****PRESCRIPTION CO.  
(LETHBRIDGE) LTD.**

Ophthalmologists Prescriptions  
Accurately Dispensed

DISPENSING OPTICIANS

S. Hall, President & Manager

**FAirfax 7-5949**

405 B.C. Trust Building

**Oils—Vegetable**

Western Canadian Seed Processors Ltd Ofc  
Bank of Nova Scotia Bldg .....FAirfx 8-2321  
Processing Plant 2 Av-A & 28 St N FAirfx 7-0234

**Opticians—Dispensing**

Optical Prescription Co (Lethbridge) Ltd  
405 B C Trust Bldg .....FAirfx 7-5949  
(See Advertisement This Page)

**OXENBURY CECIL**

Your Ophthalmologist's Prescription  
Accurately Dispensed

We have the latest selection of frames.  
Custom Fittings on Monoplex Plastic Eyes  
Custom Fitting on Audivox Hearing Aid Glasses

Glasses Repaired & Serviced  
Quality & Service Outstanding

307 6 St S .....FAirfx 7-7152

**Opticians—Manufacturing & Wholesale**

Hudson Optical Laboratories Ltd  
408a 5 St S .....FAirfx 7-5987  
Imperial Optical Co Ltd 505 7 St S .....FAirfx 7-8575

**Optometrists**

Grigg R D Dwnstrs McFarland Bldg .....FAirfx 7-5035  
Millar Angus G 201 Medical Dental Bldg FAirfx 7-2566  
Mitson W L 325 7 St S .....FAirfx 7-7555  
Palmer Clifford A 407 5 St S .....FAirfx 7-4222  
Wilkins Nuttall & Batting 319a 6 St S ..FAirfx 7-2959

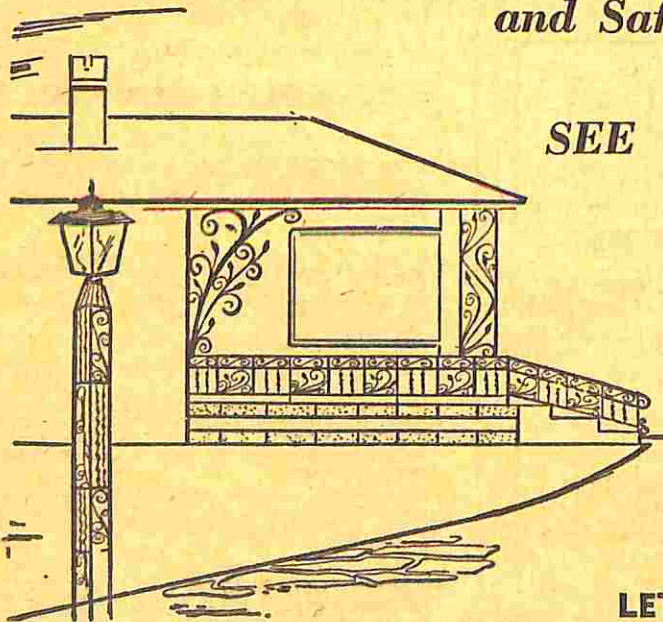
**Organs Tuning & Repairing**

Jordan's Radio TV & Refrigerator Service  
443 19 St N .....FAirfx 7-2593

**Ornamental Metal Work**

East End Welding Shop 1605 3 Av S ..FAirfx 7-2488  
Scandia Iron Works 6 Miriam Mnsns ...FAirfx 8-3040  
(See Advertisement This Page)

*Give Your Home A Finished Look . . .  
and Safety Too!*



SEE **Scandia  
Iron  
Works**

*Specialists in*

**ORNAMENTAL  
RAILINGS**

LETHBRIDGE

**FAirfax 8-3040**

*You Can Now Have The Best For Less*

**Outboard Motors**

**EVINRUDE OUTBOARD MOTORS**

Made by Outboard Marine Corporation of Canada Ltd. Manufacturers of Lawn-Boy and Lawn-Cruiser power mowers; Snow-Boy snow blowers; Iron-Horse Tillers, Iron-Horse gasoline engines. Pioneer chain saws.



*"Where To Buy Them"*

DEALERS

Hepp's Industries Ltd  
Fairview Subdiv .....FAirfx 7-4242  
Hoyt Hardware Ltd 606-608 3 Av FAirfx 7-5767

WHOLESALE DISTRIBUTORS

Taylor Pearson & Carson (Lethbridge) Ltd  
2 Av & 11 St S .....FAirfx 7-3155

**GALE BUCCANEER OUTBOARD MOTORS**

Made by Outboard Marine Corp. of Canada Ltd. Manufacturers of Gale, Sovereign & Buccaneer outboard motors; Lawn-Boy and Lawn-Cruiser power mowers; Snow-Boy snow blowers; Iron Horse Tillers; Iron-Horse gasoline engines; Pioneer chain saws.



*"Where To Buy Them"*

DEALER

Motor Car Supply Co of Canada Ltd  
1218 2 Av S .....FAirfx 7-5741

**HEPP'S INDUSTRIES LTD**

Factory Authorized Parts and Service for  
Gale Buccaneer - Evinrude - Johnson

One Mile East on Experimental Farm Road

Box 577 — Fairview Sub

FAirfx 7-4242 FAirfx 7-4242

**HUTTON'S LTD**

**OUTBOARD MOTORS**

Factory Authorized

Parts and Service Distributor for

ELTO - EVINRUDE - JOHNSON

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

**MARINE LAND SPORTING EQUIPMENT**

AUTHORIZED MERCURY OUTBOARD

SALES & SERVICE

SKAGIT BOATS

MARINE SUPPLIES

Res. Phones FAirfx 7-3315 or FAirfx 8-1580  
481 Shoppers World .....FAirfx 8-3616

**Outboard Motors—(Cont'd)**

**SCOTT OUTBOARD MOTORS**

Made in Canada

... Pace Setting

Performance

New 60 H.P.

Bail-a-matic balls

Leaves all other outboards years behind.



*"For Courteous Service Call"*

DISTRIBUTOR

McCULLOCH CO OF CANADA LTD 11925 73 St  
Call Long Distance and ask for  
(Toll Charge) .....Edmonton GR 9-6269

DEALER

ELECTRO SERVICE LTD  
817 3 Av S .....FAirfx 7-2669

**Oxygen**

LINDE COMPANY DIVISION OF UNION

CARBIDE CANADA LIMITED

5 Av & 28 St N .....FAirfx 7-7265

**WESTERN CANADA WELDING PRODUCTS LTD**

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

912 1 Av S .....FAirfx 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 S .....FAirfx 7-5767  
Mihalik A 642 13 St N .....FAirfx 7-4057  
Monarch Garage Monarch .....FAirfx 9-2523  
North Lethbridge Hardware  
324 13 St N .....FAirfx 7-4198

LETHBRIDGE DISTRICT DEALERS

Home & Farm Supply .....Barons 62  
Kubik Stores .....Blairmore 2118  
Sommerfeldt Darrel .....Cardston R1724  
Spencer's Hardware .....Cardston 6  
Collier Hardware .....Carmangay 21  
McIntyre & Co .....Champion 6  
Martens Supermarket Ltd Coaldale Dikns 5-3274  
Coleman Hardware Co .....Coleman 3639  
Bishop Lumber & Hardware .....Etzikom 11r2  
Phillips Hardware .....Foremost 16  
Galvin's Groc Hdwr Variety .....Grassy Lake 315  
Ed's Service .....Iron Springs REwd 8-4314  
Trofanenko Michael Turin  
Iron Springs .....REwd 8-4388  
Revelstoke Sawmill Co Ltd .....Lomond 13  
Magrath Trading Co Ltd .....Magrath 34  
Gorrill W H .....New Dayton 12  
Atlas Lumber Co Ltd Picture Butte REgnt 2-4412  
Stone's Service Store .....Raymond 23006  
Barnwell Farm Equipment .....Taber 911-33  
Henderson Hardware .....Taber 2414  
Atlas Lumber Co Ltd 111 5 St N ..Vauxhall 381  
Larsons Hardware Hays .....Vauxhall 920-12  
Glynn John Cash Store .....Warner 8  
Grover's General Store .....Wrentham 8r2

**Paint Dealers—Retail—(Cont'd)**

**BARRETT-FORREST HARDWARE CO**

HARDWARE

"HOME OF C-I-L PAINTS"

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

**BEAVER (ALBERTA) LUMBER LTD**

CIL PAINTS &  
ANDERSON WINDOWS

3 Av & 17 St S .....FAirfx 7-3516

**C-I-L PAINTS**

THE PREMIUM PAINTS

AT

REGULAR PRICES



*"Where To Buy It"*

Barrett-Forrest Hardware Co

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

Beaver (Alberta) Lumber Ltd

3 Av & 17 St S .....FAirfx 7-3516

**CANADA PAINT & WALLPAPER STORE**

424 7 St S .....FAirfx 7-2513

(See Advertisement This Page)

(Continued Next Page)

**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

Help is right at hand in these YELLOW PAGES. If you want to know where to get some product or service, consult them . . . and save time.

**Paint Dealers—Retail—(Cont'd)**

**CONSUMERS HARDWARE & SUPPLY**

EXCLUSIVE AGENTS FOR

**B. H. PAINTS**  
Also **KYANIZE PAINTS**

516-518 3 Av S .....FAirfx 7-2919  
9th Av Store .....FAirfx 7-4122

**HOYT HARDWARE LTD**

**BAPCO PAINT**

QUALIFIED COLOR CONSULTANT  
SERVICE PROVIDED FREE

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

**Martin-Senour Paint & Wallpaper Store**

Shoppers' World .....FAirfx 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 N .....FAirfx 7-1508

CITY DEALERS  
**ATLAS LUMBER CO LTD**  
3 Av & 16 St S .....FAirfx 7-5777

**KITAGAWA MOULDING & BUILDING SUPPLIES**  
249 12 St-A N .....FAirfx 7-8343

COUNTRY DEALERS  
**NEUFELDT INDUSTRIES LTD**  
.....Coaldale DIkns 5-3288

**ATLAS LUMBER CO LTD**  
5434 - 48 Av .....Taber 2424

**MILLHAM INDUSTRIES LTD**  
4710 51 St .....Taber 3107

**FRANK'S CAFE** .....Waterton Park 15r3

**Progressive Roofing & Heating**

330 27 St S .....FAirfx 7-6679

**RIETHMAN & HUDSON DECORATING LTD**

412 13 St N .....FAirfx 8-1333

**ROXATONE PAINTS**

MULTI-COLOUR  
PLASTIC DECORATOR  
FINISH

**ROXATONE**  
(Reg'd TM)

*"Where To Buy It"*

DEALERS  
Canada Paint & Wallpaper Store  
424 7 St S .....FAirfx 7-2513

Hoyt Hardware Ltd  
606-608 3 Av S .....FAirfx 7-5767

**MARTIN-SEYNOUR PAINT & WALLPAPER  
STORE** Shoppers' World .....FAirfx 8-2525  
North Lethbridge Hardware

324 13 St N .....FAirfx 7-4198

Parson's Hardware & Appliances Ltd  
Shoppers' World .....FAirfx 7-7066

Sherwin-Williams Paint & Wallpaper Store  
321 6 St S .....FAirfx 7-8321

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

**Paint Dealers—Retail—(Cont'd)**

**Seventy Seven Oil Co Ltd**

1804 3 Av S .....FAirfx 7-7777  
(See Advertisement This Page)

**SHERWIN-WILLIAMS PAINT & WALLPAPER STORE**

321 6 St S .....FAirfx 7-8321  
.....FAirfx 7-0211

(See Advertisement This Page)

**TANNER BUILDING SUPPLIES LTD**

Distributors for

**BENJAMIN MOORE PAINTS**

1601 3 Av S .....FAirfx 7-5161

**Paint Dealers—Wholesale**

**Canadian Pittsburgh Industries Ltd**

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

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

**MARTIN-SENOUR PAINT & WALLPAPER**

**STORE** Shoppers' World .....FAirfx 8-2525

(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.



**WHOLESALE - RETAIL**

**COMPLETE HOME DECORATING**

is

**OUR SPECIALTY**

**MARTIN-SENOUR  
Paint & Wallpaper Store**

Farmer's Paint Headquarters

**FAirfax 8-2525**

SHOPPERS' WORLD



**— PAINT —**

**SHERWIN-WILLIAMS**

"YOUR LETHBRIDGE COLOR STYLE CENTRE"

Before Decorating—see our  
Kem Color Harmonizer

and Fast Drying  
A100 Latex House Paint

**FAirfax 7-8321**

**FAirfax 7-0211**

PAINTS - VARNISHES  
WALLPAPERS

Painters & Sign Writers Supplies

**SHERWIN-WILLIAMS  
Paint and Wallpaper Store**

321 - 6th Street South

(Opp. downtown Safeway)

SAM LINDSAY, Mgr.

**Paint Dealers—Wholesale (Cont'd)**

**RIETHMAN & HUDSON DECORATING LTD**  
412 13 St N .....FAirfx 7-5141  
Sherwin-Williams Paint & Wallpaper Store  
321 6 St S .....FAirfx 7-8321  
**WESTERN CANADA HARDWARE LTD**  
907-915 2 Av S .....FAirfx 7-5711

**Paint Manufacturers**

**CANADIAN PITTSBURGH INDUSTRIES LTD**  
252 12 St N .....FAirfx 7-1508

**Painters & Paperhangers**

Bruchet Alf 102 Dieppe Blvd .....FAirfx 7-4152  
Bruchet Irvine A 2401 5 Av S .....FAirfx 7-3257  
(See Advertisement This Page)  
David Contractors 1005 9 St N .....FAirfx 7-5331  
Geworsky & Walser 605 9 St N .....FAirfx 8-2972  
John's Painting & Decorating  
826 21 St S .....FAirfx 8-2422

**KÖENIG PAINTING & DECORATING LTD**

**PAINTING - DECORATING  
PAPERHANGING**

Imitation of all kind of  
Wood and Marble

1510 15 Av S .....FAirfx 7-2831

**KRIS'S PAINTING & DECORATING**

1014 13 Av N .....FAirfx 8-3835  
Le Pard The Painter 1310 12 Av S .....FAirfx 7-0300  
(See Advertisement This Page)

Lipinski Paul 811 21 St S .....FAirfx 7-7237  
McMullin D W 116 Dieppe Blvd .....FAirfx 7-6870  
**MICHALOVSKY EDWARD**

**PAINTER, DECORATOR  
& PAPERHANGER**

Free Estimates

1706 14 Av S .....FAirfx 7-4402

**IRVINE BRUCHET**

**PAINTER & DECORATOR**

FARMS & RANCHES, RESIDENTIAL  
INDUSTRIAL & COMMERCIAL



"Protective Beauty At It's Best"

**FAirfax 7-3257**

2401 - 5th Ave. S.

**Le Pard**

**THE PAINTER**

INTERIOR & EXTERIOR DECORATING  
PAINTING & PAPERHANGING  
— STEAM CLEANING —

**FAirfx 7-0300**

1310 - 12th Avenue South

We Steam & Paint Heavy Equipment

**Painters & Paperhangers—(Cont'd)**

**NITS LOUIS**

**PAINTER & DECORATOR**

FREE ESTIMATES

2302 8 Av-A S .....FAirfx 7-1051

**PALMER GRANT B**

**CONTACT US  
FOR ALL YOUR  
PAINTING PROBLEMS**

2703 4 Av S .....FAirfx 7-5647

Riethman & Hudson Decorating Ltd

412 13 St N .....FAirfx 7-5141

**SCHULZ H U**

**PAINTING - DECORATING  
PAPERHANGING**

FREE ESTIMATES  
P.O. Box 305

1706 23 St S .....FAirfx 7-6986

Senda Y 934 20 St S .....FAirfx 7-7275

Voigtlander Painting & Decorating

1009 7 Av S .....FAirfx 7-2190

Wellington Bros 611 10 St S .....FAirfx 7-2472

Whittaker L 634 9 St S .....FAirfx 7-7570

**Paper Cups & Containers**

**DIXIE CUPS AND CONTAINERS**

Offers a complete choice of  
paper service for water, hot  
or cold beverages, ice cream,  
prepared foods.



Coverall closures, lids — all  
types, sizes. Also paper plates, cups and dispensers  
for home use.

**"Where To Call"**

— WHOLESALE —

Mid-West Paper Ltd 1415 2 Av S ..FAirfx 7-5731

**Paper Dealers—Wholesale**

Mid-West Paper Ltd 1415 2 Av S .....FAirfx 7-5731

(See Advertisement This Page)

Scott Fruit Co 3 Av & 4 St S .....FAirfx 8-3361

(See Advertisement This Page)

**Paper Towels**

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

(See Advertisement This Page)

**Phonograph Records**

**DOUG'S RADIO & RECORD BAR**

322 7 St S .....FAirfx 7-7936

**GALT HOME APPLIANCES**

PHONOGRAPH RECORDS  
SQUARE DANCE RECORDS

309 7 St S .....FAirfx 7-3889

**LEISTER'S**

**PHONOGRAPH RECORDS**

ALL LABELS

HI-FIDELITY — FREE DELIVERY

Paramount Theatre Bldg .....FAirfx 7-2272

**Phonographs—Automatic**

Clark Reg 1318 13 St S .....FAirfx 7-4991

SOUTHERN MUSIC LTD 1318 13 St S FAirfx 7-4991

**Photographers**

Cross A E Studio 710 3 Av S .....FAirfx 7-2673

(See Advertisement Following Page)

**DE JOURDAN'S STUDIO**

**PORTRAIT & COMMERCIAL  
PHOTOGRAPHER**

*"Photographs That Please"*

105 8 St S (opp CPR Depot) ....FAirfx 7-2658

**FRUET STUDIO**

SPECIALIZING IN  
COLORED PORTRAITS  
WEDDING GROUPS  
CHILD STUDIES

Res FAirfx 7-5247

322 5 St S .....FAirfx 7-3954

(Continued Next Page)

**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

**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, CROWN ZELLER-  
BACH, DRYDEN PAPER MILLS, LILY CUPS,  
MONO CUPS, WOODS LTD, DRYDEN PAPER  
BAGS, MOORE BUSINESS FORMS & OTHERS

**FAirfax 8-3361**

**FAirfax 7-3858**

3rd Avenue & 4th Street South

\* FA 7-7400

**BROMPTON  
PAPER  
TOWELS**

"Sanitation for the Nation"  
G. H. WOOD & COMPANY, LIMITED

327 3rd Street S.





*Hi—Mommy had my picture taken in our own home by .*

**WEBSTER PHOTO**

**FAirfx 8-3850**

HOME PORTRAITS

FREE SITTINGS

— Day or Evening Appointments —

CHILDREN  
FAMILY GROUPS

1005 - 17th Street North

**Photographers—(Cont'd)**

**KNIGHT & DAY**

**PHOTOGRAPHERS**

Lloyd Knight — Photographer

PICTURE IT NOW — SEE IT FOREVER

1203 6 Av S.....FAirfx 7-5972

Priestley's Photo Arts 329 12 St N ....FAirfx 8-2022

(See Advertisement This Page)

**RIDLEYS STUDIO**

**PHOTO FINISHING**

WHOLESALE & RETAIL

319 8 St S .....FAirfx 7-2010

Webster Photo 1005 17 St N .....FAirfx 8-3850

(See Advertisement This Page)

**Photographic Finishing**

(See Advertisement This Page)

**Physicians & Surgeons**

Bassett Dr T H Purity Dairy Bldg .....FAirfx 7-2510

Baster Dr Norman 2218 12 Av S .....FAirfx 8-4136

Bennett Dr Ronald 1512 9 Av S .....FAirfx 7-1123

Bigelow-Fowler Clinic

Medical Dental Bldg .....FAirfx 7-3121

Dr J K Bigelow res .....FAirfx 7-3885

Dr Douglas B Fowler res .....FAirfx 7-4356

Dr E R Poulsen res .....FAirfx 7-2363

Dr J D McCutcheon res .....FAirfx 7-3303

Dr D F McPherson res .....FAirfx 7-5414

Dr S J Gregory res .....FAirfx 7-4490

Dr S Hase res .....FAirfx 8-1778

**Physicians & Surgeons—(Cont'd)**

**BIDGLOW - FOWLER CLINIC — (Cont'd)**

Dr Jack D Cottrell res .....FAirfx 7-1832

F C Russell Bus Mgr res .....FAirfx 7-4311

Shaughnessy Ofc Shaughnessy .....FAirfx 9-3121

Bower Dr John Psychiatrist 1210 4 Av S...FAirfx 7-5072

**CAMPBELL CLINIC**

430 Mayor Magrath Dr .....FAirfx 7-5737

OBSTETRICS & GYNAECOLOGY

Dr T E Brown res .....FAirfx 7-2276

Dr Robert G H Hall res .....FAirfx 7-8866

GENERAL SURGERY

Dr F M Christie res .....FAirfx 7-3209

Dr R L Johnson res .....FAirfx 8-1532

ANAESTHESIA

Dr F L Johnson res .....FAirfx 7-2826

ORTHOPAEDIC SURGERY

Dr M Albert res .....FAirfx 7-4770

INTERNAL MEDICINE

Dr G S Balfour res .....FAirfx 7-3538

Dr R King-Brown res .....FAirfx 7-7484

PAEDIATRICS

Dr F G Gore-Hickman res .....FAirfx 7-6156

Cornock Dr W Y 212 13 St S .....FAirfx 7-4781

Haig Clinic 601 6 Av S .....FAirfx 7-3171

Dr A A Haig Spclst Genl Surgy .....FAirfx 7-3171

Dr W R Haig Spclst Genl Surgy .....FAirfx 7-3171

Dr H A Arnold Spclst Internal Med ...FAirfx 7-3171

Dr Edmund Cairns

Spclst Diseases of Children .....FAirfx 7-3171

Dr Wm Strome Anaesthesia .....FAirfx 7-3171

Dr George S Gray Spclst Internal Med..FAirfx 7-3171

Dr Lloyd W Johnston

Spclst Gynaecology & Obstetrics ...FAirfx 7-3171

Dr James H Noble Spclst Genl Surgy ..FAirfx 7-3171

Dr G Driedger Orthopedic Surgy .....FAirfx 7-3171

Dr John S Etherington Genl Practice ..FAirfx 7-3171

Dr Victor Edward Crapnell

Genl Practice .....FAirfx 7-3171

Dr Elizabeth Etherington Genl Practice FAirfx 7-3171

Dr Walter A Gray Genl Practice .....FAirfx 7-3171

Hunt Hunt & Wright Drs

Cor 5 Av & 7 St S .....FAirfx 7-3184

(Continued Next Page)

Yours  
to  
Love



Ours to Portray

Portrait and Commercial Photography

**A. E. Cross Studio**

PICTURE FRAMING

**KODAK**

EQUIPMENT RENTALS

SALES — SERVICE — SUPPLIES

710 - 3rd Avenue South

**FAirfax 7-2673**

After Hours Call FAirfx 7-0371 or FAirfx 7-3023

**PRIESTLEY'S  
PHOTO ARTS**

*"Better Pictures For Less"*

SPECIALISTS IN:

- HOME PORTRAITURE
- GLAMOUR PORTRAITS
- CHILD STUDIES
- CANDID WEDDING GROUPS
- COLOR PHOTOGRAPHY

**FAirfax 8-2022**

329 - 12th Street N. — Lethbridge

Be Certain Your Films are

Processed Correctly . . .

KODACOLOR KODACHROME  
EKTACHROME ANSCOCHROME  
BLACK — & — WHITE CUSTOM FINISHING



—A SNAP DECISION YOU'LL NEVER REGRET—

Dealers throughout  
YOUR ENTIRE AREA

**Physicians & Surgeons—(Cont'd)**

Kikinday Dr L York Hotel ..... FAirfx 7-7070  
 Leong Dr S T Eye Spclst Schwartz Bldg FAirfx 7-4166  
 Livingstone Dr A G Spclst in Urology  
 2 Metcalfe Bldg ..... FAirfx 7-7666  
 Marshall Dr M  
 Lethbridge Municipal Hospital ..... FAirfx 7-8052  
 Martin-Smith Dr Bernard  
 2609 10 Av-A S ..... FAirfx 7-1071  
 McLean Dr F J 626 13 St S ..... FAirfx 8-4451  
 McTavish Dr J E 1512 9 Av S ..... FAirfx 7-1123  
 Morgan Dr J E Spclst in Obstetrics and Diseases  
 of Women 2609 10 Av-A S ..... FAirfx 7-1071  
 Okamura Dr Yoshiyuki 1 Roxy Bldg ..... FAirfx 8-2772  
 Palmer & Stillwell Drs  
 439 Mayor Magrath Dr ..... FAirfx 7-3230  
 Coaldale Office ..... Coaldale DIkns 5-3530  
 Dr G Palmer res ..... Coaldale DIkns 5-3337  
 Roy Clinic 715 2 Av S ..... FAirfx 7-3134  
 Ruddell Dr J S Anaesthetist Spclst  
 2402 5 Av S ..... FAirfx 8-2124  
 Schindler Dr Quentin 3 Roxy Bldg ..... FAirfx 7-8643  
 Spackman Dr E V 310 7 St S ..... FAirfx 7-3915  
 Stillwell Dr J 439 Mayor Magrath Dr ..... FAirfx 7-3230  
 Residence ..... Coaldale DIkns 5-3355

**Piano & Organ Dealers**

Eaton Company Canada Limited (The T)  
 4 Av & 6 St S ..... FAirfx 7-8553  
 (See Advertisement This Page)

**HEINTZMAN & COMPANY LTD**

Richard L. F. Lewis, Mgr., res. FAirfx 7-3787  
**PIANO & ORGAN SERVICE**  
**HEINTZMAN PIANOS**  
**HAMMOND ORGANS**  
**RECONDITIONED PIANOS**  
 315 7 St S ..... FAirfx 8-2663

**Piano Tuners & Repairers**

Cripps H A 951 11 St S ..... FAirfx 7-2168  
 Heintzman & Company Ltd 315 7 St S FAirfx 8-2663  
 Watkinson G F 2418 17 Av S ..... FAirfx 7-8188

**Picture Dealers & Frames**

Cross A E Studio 710 3 Av S ..... FAirfx 7-2673  
**GAINSBOROUGH GALLERIES**

**PICTURE FRAMING**

The Largest Moulding Selection in  
 Western Canada

**FINE ART — REPRODUCTIONS  
 ORIGINALS**

Always a Selection of Paintings on Display  
 Heino Deeken, Mgr., res. FAirfx 8-2523

612 3 Av S ..... FAirfx 7-0278

**Pipe**

**CRANE LIMITED**

**PIPE & TUBING**

**STEEL, BRASS & COPPER**

**BOILER TUBES, PLASTIC LINE PIPE**  
**OIL AND GAS WELL CASING AND TUBING**

2815 2 Av-A S ..... FAirfx 7-1577

**EMCO LTD** 1282 2 Av-A N ..... FAirfx 8-3385

**NATIONAL SALVAGE CO**  
 Cor 12 St & 2 Av N ..... FAirfx 7-8138

**OLIVER INDUSTRIAL SUPPLY**  
 Cor 3 Av & 9 St N ..... FAirfx 7-1572

**Varzari Iron & Metal**  
 Cor 12 St-A & 2 Av N ..... FAirfx 7-1296  
 Main Yard 2 Av & 12 St-B N ..... FAirfx 8-1913

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

**Western Pump & Pipe Supply**  
 1923 2 Av S ..... FAirfx 8-2855

**Pipe Line Equipment**

**ALLIS-CHALMERS PIPE-LINE EQUIPMENT**

Complete line of crawler  
 tractors, matched side-booms  
 bulldozers, tractor shovels and  
 motor graders. Wheel tractor-  
 backhoe combination. Factory  
 parts and service.



**"For Information Call"**

**WATEROUS EQUIPMENT LTD**

249 12 St N ..... FAirfx 8-3356

**Plasterers**

Ehlert T H 517 Dieppe Blvd ..... FAirfx 7-5805  
**GUZOWSKI J**

**PLASTERING — STUCCOING**  
 Free Estimates

1821 8 Av N ..... FAirfx 7-0021

**SIRED GEORGE** 306 25 St S ..... FAirfx 7-5828

**Plumbers & Gasfitters**

**BARRY PLUMBING**

**HOT WATER HEATING & GASFITTING**

J. A. Barry

**SERVICE BACKED BY YEARS  
 OF EXPERIENCE**

1253 5 Av-A S ..... FAirfx 7-5008

Baxter Geo H & Son Ltd 528 6 St S {FAirfx 7-6543  
 {FAirfx 7-6446

(See Advertisement This Page)  
 (Continued Next Page)

Eaton's

... Exclusive  
**STEINWAY**  
 Representative



For Information  
 Dial FAirfax 7-8553  
 Pianos, Main Floor

**Eaton's of Canada**

**LETHBRIDGE BRANCH**

4 Ave. & 6 St. S.

Eaton Co. Canada Ltd. (The T.)

**GEO. H. BAXTER & SON LTD.**

**SALES & SERVICE**

- PLUMBING
- GASFITTING
- STEAM & HOT WATER HEATING

Prompt — Reliable — Reasonable

**WATER SOFTENERS — SEPTIC TANKS**  
**PRESSURE SYSTEMS — PUMPING UNITS**

For all your Plumbing requirements

**OFFICE**

**FAirfax 7-6543**

**FAirfax 7-6446**

**NIGHT**

**FAirfax 7-6862**

**FAirfax 7-1044**

VISIT OUR SHOWROOM — 528 - 6th STREET SOUTH

Specializing in Farm and Rural Work

# PLUMBING SERVICE

Phones

**FAirfax 7-3014**

**FAirfax 7-7075**

Whitticks' over the years have made it their business to service your every plumbing need—

*"A Service That Is Unsurpassed"*

EVERY HEATING & PLUMBING NEED  
DOMESTIC — COMMERCIAL — INDUSTRIAL  
STEAM & HOT WATER HEATING

Steam Plants - Town Disposal Plants - Pumps - Softeners  
Thermostat Gas Controls

Industrial Pipe — Prefabrication

Sprinkler Engineers—City and Country Work

## WHITTICK'S MECHANICAL CONTRACTORS LTD.

VISIT OUR SHOWROOMS

NIGHT PHONES

**FAirfax 7-6918 — FAirfax 7-8913**

910 - 3rd Avenue South

Lethbridge

### Plumbers & Gasfitters—(Cont'd)

**BURROWS J W**

PLUMBING & GASFITTING  
If no answer call FAirfx 7-6993  
1104 11 St S .....FAirfx 7-6349

**CITY PLUMBING**

"Leave it to Wever"

HEATING  
GASFITTING

REPAIRS — WITH SATISFACTION

FAirfx 8-1341

If no answer call FAirfx 7-3458

531 14 St S .....FAirfx 8-1341

**HOLBERTON W L** 407 7 Av S .....FAirfx 7-4276

**KARL'S PLUMBING & HEATING LTD**

PLUMBING — HEATING  
GASFITTING

546 13 St N .....FAirfx 7-6079

**LAWSON ROBERT PLUMBING LTD**

PLUMBING  
SERVICE AND  
SATISFACTION

Night Calls FAirfx 7-6251

1918 6 Av S .....FAirfx 7-5654

**LUKE F**

PLUMBING & GASFITTING

Service and Repairs  
Given Prompt Attention  
24 HOUR SERVICE

232 12 St-C N .....FAirfx 7-7868

**PAUL'S PLUMBING & HEATING LTD**

"The Home of Good Plumbing"

Installations & Alterations  
Quick Courteous Service  
All Work Guaranteed

Res FAirfx 7-5683

252 13 St N .....FAirfx 7-8123

**PYKE & HOLBERTON**

PLUMBING - GAS FITTING  
STEAM & HOT WATER  
HEATING

Repair Work and New  
Installations

1285 3 Av S .....FAirfx 7-7994

**REIVE J**

PLUMBING & GASFITTING

SERVICE & REPAIRS  
NEW INSTALLATIONS  
FARM AND RURAL WORK

1238 8 Av S .....FAirfx 7-5026

Scott W S 955 10 St S .....FAirfx 7-2069

Whittick's Mechanical Contractors Ltd

910 3 Av S .....FAirfx 7-3014

(See Advertisement This Page)

**Plumbing & Heating Supplies**

Ashdown The J H Hardware Co Ltd  
 Cor 1 Av & 11 St S ..... FAirfx 7-3762  
**CRANE LIMITED** 2815 2 Av-A S ..... FAirfx 7-1577  
**EMCO LTD** 1282 2 Av-A N ..... FAirfx 8-3385  
 Marshall-Wells of Canada Ltd  
 3 Av & 10 St N ..... FAirfx 7-4324  
**WESTERN CANADA HARDWARE LTD**

Wholesale  
**PLUMBING & HEATING  
 SUPPLIES**

1004 1 Av S ..... FAirfx 7-5711

**Plywood & Veneers**

Advance Lumber Co Ltd 13 St S & 2 Av FAirfx 8-3301  
**ALLAN BUILDERS SUPPLIES LTD**

PHONE THE LUMBER  
 NUMBER

1301 1 Av N ... FAirfx 7-3421—FAirfx 7-3887

**ATLAS LUMBER CO LTD**

Distributors  
**SYLVACRAFT FIR VENEERS  
 AND HARDWOOD VENEERS**

3 Av & 16 St S ..... FAirfx 7-5777

**LETHBRIDGE BUILDING SUPPLIES CO**

Wholesale Distributors  
 Fir, Poplar, Birch, Mahogany, Walnut,  
 Oak, Bird's Eye Maple & Knotty Pine  
**PLYWOODS**

**CHROMTRIM METAL MOULDINGS**

1266 1 Av S ..... FAirfx 8-4466

**MacMillan & Bloedel Sales (Alberta) Limited**

2 Av & 30 St N ..... FAirfx 8-4455

**MONARCH LUMBER CO LTD**

HOME IMPROVEMENT  
 HEADQUARTERS

1902 3 Av S ..... FAirfx 7-1501

**NORTHERN ASBESTOS & BUILDING SUPPLIES**

**LTD** 253 12 St N ..... FAirfx 7-6166

**Podiatrists**

Vant Dr Mervyn 201 B C Trust Bldg ... FAirfx 7-6339

**Pool Car Shippers & Distributors**

Interline Forwarders Ltd 1233 2 Av S .. FAirfx 7-2904

**MUIRHEAD FORWARDING LTD**

103 1 Av S ..... FAirfx 7-5050

**Poultry & Products**

Alberta Poultry Marketers Co-op Ltd {FAirfx 7-4371

904 1 Av S ..... FAirfx 7-5893

**CENTRAL ALBERTA DAIRY POOL**

411 4 St S ..... FAirfx 7-6124

Southalta Produce Co Ltd 316 4 St S ... FAirfx 7-2388

**Powder—Dynamite**

**EXPLOSIVES LTD** 907-915 2 Av S .... FAirfx 7-5715

Night Calls F H Art Jones res ..... FAirfx 7-6733

Night Calls Gordon Black res ..... FAirfx 7-4347

**Power Companies**

Calgary Power Ltd 515 2 St S ..... FAirfx 7-4267

**Printers**

**COMMERCIAL PRINTERS & OFFICE OUTFITTERS  
 LTD**

PRINTING — RULING  
 BOOK BINDING  
 CUSTOM DUPLICATING

326 7 St S ..... FAirfx 8-4431

**LETHBRIDGE HERALD** 5 Av & 7 St S FAirfx 7-3203

(See Advertisement This Page)

**PARAMOUNT PRINTERS LTD**

FINE QUALITY PRINTING  
 AND LITHOGRAPHY

Prompt Service — Fair Prices

W. L. Gregson — J. S. McCrea

1207 3 Av S ... FAirfx 7-3287—FAirfx 7-1305

**PATRICK STATIONERS LTD**

306 9 St S ..... FAirfx 7-2077

Robins Printing Co Ltd 1269 3 Av S ... FAirfx 7-2491

(See Advertisement This Page)

**SHAMROCK PRINTERS** 306 9 St S ... FAirfx 7-2077

**Produce—Butter, Cheese, Eggs &  
 Poultry**

**CENTRAL ALBERTA DAIRY POOL**

411 4 St S ..... FAirfx 7-6124

**Propane Gas**

(See Liquefied Petroleum Gases & Equipment)

★ **FOR ALL YOUR  
 PRINTING NEEDS**

OUR PLANT IS WELL EQUIPPED TO GIVE  
 YOU SERVICE AND QUALITY ON ALL YOUR  
 PRINTING ORDERS

- ★ BUSINESS FORMS - SNAP-OUT
- ★ ONETIME CARBON FORMS
- ★ SALES LITERATURE
- ★ STATIONERY & CATALOGUES

**LETHBRIDGE HERALD**

COMMERCIAL PRINTING DEPT.

**FAirfax 7-3203**

5th Ave. & 7th St. S.

*Robins*  
**Print & Litho**

1269 THIRD AVE. SOUTH  
 LETHBRIDGE - ALBERTA

**FAirfx 7-2491**

OFFICE FORMS - LETTERHEADS  
 ADVERTISING FOLDERS, ETC.  
 TO MEET EVERY NEED

**ROBINS PRINTING CO. LTD.**

**Public Departments—City of  
 Lethbridge**

(See Alphabetical Section Under City of Lethbridge)

**Public Departments—Government of  
 Canada**

(See Alphabetical Section Under Government of  
 Canada)

**Public Departments—Provincial  
 Government**

(See Alphabetical Section Under Government of  
 Alberta (Provincial))

**Pump Manufacturers & Dealers**

**BEATTY WASHER SALES & SERVICE CO**

703 3 Av S ..... FAirfx 7-4054

**BRUCE ROBINSON ELECTRIC LTD**

Alberta Distributors

**JACUZZI & DELCO PUMPS**

Injector — Rotary

Deep & Shallow

1108 1 Av S ..... FAirfx 7-8561

**FERGUSON SUPPLY ALBERTA LTD**

1201 2 Av-A N ..... FAirfx 7-6385

**MONARCH PUMPS—**

**ELECTRO SERVICE LTD** 817 3 Av S FAirfx 7-2669

**OLIVER CHEMICAL CO (LETHBRIDGE) LTD**

**BERKELEY PUMPS**

Industrial & Agricultural Centrifugal  
 Electric, Gasoline & Diesel Driven  
 Self-Priming, Deepwell & Propeller.

Cor 3 Av & 9 St N ..... FAirfx 7-1571

**Pumps & Blowers Sales Co Div of  
 Electric Crafts Ltd**

114-6 Av S W ..... Calgary AMhrst 2-1898

(See Advertisement Opposite Page)

Spencer's Pump Service 714 19 St S .. FAirfx 7-8718

**WESTERN CANADA HARDWARE LTD**

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

**WESTERN PUMP & PIPE SUPPLY**

*"Running Water Is Our Business—  
 Pumps Our Specialty"*

INDUSTRIAL - AGRICULTURAL - DOMESTIC  
 REPAIRS & PARTS SERVICE  
 FOR ALL MAKES

**JACUZZI - UNIVERSAL SHALLOW  
 & DEEPWELL WATER SYSTEMS**

1923 2 Av S ..... FAirfx 8-2855

**Radiators & Repairs**

John's Radiator Shop 401 4 Av S ..... FAirfx 7-3250

Lethbridge Radiators 1410 2 Av S ..... FAirfx 7-8278

Radiators Alberta Ltd 114 8 St S ..... FAirfx 7-4121

**Radio Dealers—Wholesale**

**MODERN ELECTRONICS**

Wholesale Distributors

**PHILCO**

**TUBES & PARTS**

818 3 Av S ..... FAirfx 7-6150



**Radio Sales, Service & Supplies**  
Active Television Service 1238 3 Av S . . . FAirfx 7-5020  
**BARRETT-JAMIESON TV & APPLIANCES**

**RCA VICTOR  
RADIO & TELEVISION  
RCA Whirlpool Appliances**

310 6 St S . . . . . FAirfx 7-4554

Doug's Radio & Record Bar 322 7 St S . . FAirfx 7-7936  
Fremstad's Radio & Television

419 Mayor Magrath Dr . . . . . FAirfx 7-2787  
(See Advertisement This Page)

Galt Home Appliances 309 7 St S . . . . . FAirfx 7-3889  
(See Advertisement This Page)

Hilder's TV Service 1023 3 Av S . . . . . FAirfx 8-4224  
(See Advertisement This Page)

**INTERNATIONAL MUSIC SHOP**

**RADIOS - HI-FI - STEREOPHONIC**  
— Grundig & Saba Makes —

TV - Sound Systems & Tape Recorders  
Complete Line of  
**INTERNATIONAL RECORDS**

Repairs to All Makes of TV's & Radios  
1119 3 Av S . . . . . FAirfx 8-2425

**JACK'S RADIO & TV SALES & SERVICE**

**CAR RADIO SPECIALISTS**

Repairs to All Makes of House Radios & HI-FI  
Two-Way Radio Telephone Maintenance  
302 13 St N . . . . . FAirfx 7-4979

**Radio Sales, Service & Supplies—  
(Cont'd)**

Jordan's Radio TV & Refrigerator Service  
443 19 St N . . . . . FAirfx 7-2593  
(See Advertisement This Page)

**LEISTER'S**

HI-FIDELITY SPECIALISTS  
CUSTOM HI-FI-STEREO INSTALLATIONS  
Paramount Theatre Bldg . . . . . FAirfx 7-2272

(Continued Next Page)

**USE LONG DISTANCE**

**RADIO**

PERSONALIZED  
TELEVISION & RADIO  
SALES & SERVICE

**Fremstad's Radio  
& Television**

419 Mayor Magrath Drive **FAirfax 7-2787**

**Hilder's TV  
Service**

FORMERLY WITH HOYTS  
20 YEARS EXPERIENCE



**TRANSISTOR  
RADIOS  
A Specialty**

PROMPT SERVICE  
TO OUR OUT-OF-TOWN CUSTOMERS

**FAirfax 8-4224**

1023 - 3rd Avenue South — Lethbridge

**Jordan's Radio, TV &  
Refrigerator Service**

**HI-FI...RADIO...TV**

COMPLETE SERVICE ON  
RADIO — TELEVISION  
SOUND SYSTEMS — INTERCOM  
SYSTEMS — RADIO PLAYERS  
ELECTRIC ORGANS  
FIRST-CLASS GOVERNMENT LICENSE  
28 YEARS EXPERIENCE  
ALL WORK GUARANTEED

**FAirfax 7-2593**

Res. 443 - 19th Street North

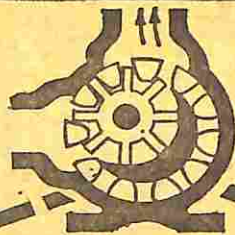
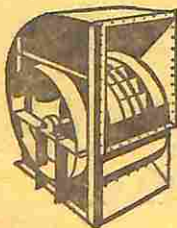
**PUMPS WITHOUT PROBLEMS**

**PUMPS AND BLOWERS SALES CO.**

A Division of Electric Crafts Limited

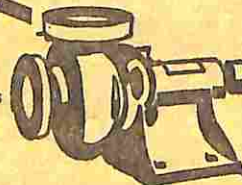
**Garage Fans & Blowers**

Headquarters for Air Handling  
and Conditioning Equipment



**Roto-King Rotary Pumps**

Asphalt Pumps Sanitary Pumps  
Refinery and Bulk Plant Pumps  
Anhydrous Ammonia Pumps  
All Viscous Fluids



**Paramount Centrifugal Pumps**

Sewage and Sump Pumps Contractors Pumps  
Boiler Feed Pumps Pumps for All Purposes  
Quincy Compressors  
Williams Hager Silent Check Valves

114-6th Ave. W. Calgary Phone AMhrst 2-1898

**FOR INFORMATION PHONE COLLECT  
CALGARY AMhrst 2-2830**

For  
Radio Service

PHONE

**FAirfax 7-3889**

Dealers for

**ROGERS MAJESTIC  
MOTOROLA — MARCONI  
& SEA BREEZE**

**STEREOPHONIC UNITS**

Expert Repairs on all Makes  
of Radios and Record Players

**GALT  
HOME APPLIANCES**

Doug Robison . . . Winter Royer

309 - 7th St S **FAirfax 7-3889**

**Radio Sales, Service & Supplies—(Cont'd)**

Modern Electronics 818 3 Av S .....FAirfx 7-6150  
(See Advertisement This Page)

**NUGENT'S ELECTRICAL REPAIR CENTRE**

AUTHORIZED FACTORY SERVICE

On Home & Auto Radios  
Repairs to All Makes

Sensible Rates

1250 3 Av S .....FAirfx 7-6684

Oscar's TV Service 244 13 St N .....FAirfx 8-2560

**PHILCO RADIO AND TRANSISTOR RADIO  
SALES AND SERVICE**

Philco gives you finer tone,  
greater performance and  
exquisite cabinet beauty at  
popular prices. Wide choice  
for every purpose. Buy Philco . . . Famous for  
Quality the World Over.



*"Where To Buy Them"*

DISTRIBUTOR

ASHDOWN THE J H HARDWARE CO LTD

Cor 1 Av & 11 St S .....FAirfx 7-3762

Vaselenak A 546 12 St-C N .....FAirfx 7-2483

**Modern Electronics**

AUTO RADIO SPECIALISTS

George Duff . . . Phil Kasperson

DOMESTIC

and

AUTO RADIO REPAIRS

INTERCOMMUNICATION

and

SOUND SYSTEMS

TAPE RECORDERS

PHILCO TUBES & PARTS

PHONE

**FAirfax 7-6150**

818-3rd Avenue South

**Radio Sales, Service & Supplies—(Cont'd)**

**ZENITH RADIOS**



TRANSISTOR RADIO & STEREOPHONIC  
HI-FIDELITY RECORD PLAYERS

*"Where To Buy Them"*

DISTRIBUTOR

BRUCE ROBINSON ELECTRIC LTD

1108 1 Av S .....FAirfx 7-8561

**Rags—Industrial**

Canadian Linen Supply Co Ltd

818a 3 Av S .....FAirfx 8-4121

(See Advertisement This Page)

**Railway Companies**

Canadian Pacific Railway Depot .....FAirfx 7-3512

Freight Pick-up & Delvry Serv .....FAirfx 7-2565

Piggyback Serv .....FAirfx 8-3019

Agt—Coalhurst .....FAirfx 7-2236

CONSULT these pages for a quick  
answer to any buying problem.

*"It Pays To Keep Clean"*



**CANADIAN LINEN  
SUPPLY CO. LTD.**

★ WIPING RAGS

★ COVERALLS

★ UNIFORMS

FOR ALL COMMERCIAL AND  
INDUSTRIAL REQUIREMENTS

Lethbridge **FAirfx 8-4121**



*"Your Best Buy  
Is Linen Supply"*

**Real Estate**

**ART BATTY REAL ESTATE LTD**

BONDED

N.H.A. HOME

SPECIALISTS

407 Mayor Magrath Dr .....FAirfx 7-3107

Birdie's Real Estate 535 13 St N .....FAirfx 7-6342

Bonnydale Real Estate 1410 17 St S ...FAirfx 7-4780

Bowman Wallace Co Ltd Acadia Bldg ...FAirfx 7-2325

British Canadian Trust Co

Cor 3 Av & 7 St S .....FAirfx 7-8581

**CAMPBELL & HALIBURTON (SOUTHERN) LTD**

REAL ESTATE

Homes - Commercial - Farms  
Ranches & General Insurance

418 5 St S .....FAirfx 7-5761

Fort Benton Trail Agency 418 13 St N FAirfx 8-3225

GALT REAL ESTATE 420 5 St S ....FAirfx 7-5802

HUDSON AGENCIES LIMITED {FAirfx 7-5885

1265 3 Av S .....FAirfx 8-1336

**L H C REAL ESTATE LTD**

BONDED REALTORS

Homes — Farms — Ranches  
INSURANCE — FINANCES

1013 Mayor Magrath Dr .....FAirfx 7-1505

Lethbridge Agencies B Metcalfe Bldg ....FAirfx 7-2861

Lethbridge Real Estate Board Co-op Ltd

528 6 St S .....FAirfx 7-0287

**MEDHURST REALTY**

REAL ESTATE

HOMES — COMMERCIAL  
FARMS & RANCHES  
GENERAL INSURANCE

301 19 St S .....FAirfx 8-2593

**MERRILL DON AGENCIES LTD**

PROPERTY MANAGEMENT

APPRAISALS

INSURANCE — LOANS

{FAirfx 7-4474

1269 6 Av S .....FAirfx 7-1490

Peat Norman B 1 Alberta Bldg .....FAirfx 7-3570

**PERKINSON McKAGUE & CO**

BONDED REALTORS

PROPERTY SALES

INSURANCE

Res FAirfx 7-5336

415 Mayor Magrath Dr .....FAirfx 7-7444

**PREFERRED REALTY CO**

{FAirfx 7-7621

303 Harris Bldg .....FAirfx 7-2343

Reliance Agencies 706 3 Av S .....FAirfx 7-1116

{FAirfx 7-6101

Rositer Agencies

Bsmt McFarland Bldg .....FAirfx 7-1541

Roy & Carr Metcalfe Bldg .....FAirfx 7-4544

(Continued Next Page)

**Real Estate—(Cont'd)**  
**SCHWARTZ HENRY & SONS AGENCES LTD**

FARM LANDS  
 RANCHES  
 CITY PROPERTY  
 MORTGAGES  
 GENERAL INSURANCE

222 5 St S ..... {FAirfx 7-2151  
 {FAirfx 7-2152

**SONALTA REAL ESTATE** 811 3 Av S FAirfx 8-1503  
**WILLIAMS AGENCIES** 321a 6 St S ... FAirfx 7-3937  
 Wood Courtney A 14 Stafford Blk ..... FAirfx 7-3716  
**YOUNG R L & CO**

**REAL ESTATE**

Homes, Commercial, Farms  
 and Ranches

325 - 6th St S ..... FAirfx 7-5523

**Records**

(See Phonograph Records)

**Refrigeration—Commercial**

**ATLANTIC SALES & SERVICE**  
 311 6 St S ..... FAirfx 8-3075  
**BRUCE ROBINSON ELECTRIC LTD**  
 1108 1 Av S ..... FAirfx 7-8561  
**Fedor-Harris-Reich Refrigeration Ltd**  
 1276 2 Av S ..... FAirfx 7-0203  
 (See Advertisement This Page)

**FEDOR-HARRIS  
 REICH  
 REFRIGERATION  
 LTD.**

**COMPLETE REFRIGERATION  
 SALES & SERVICE**

**DOMESTIC — COMMERCIAL  
 TYLER STORE FIXTURES  
 CARRIER AIR CONDITIONING  
 COPELEMATIC UNITS  
 KELVINATOR DOMESTIC &  
 COMMERCIAL EQUIPMENT  
 RESTAURANT EQUIPMENT**

1276 - 2nd Ave. S.

**FAirfax 7-0203**

**Refrigerator Service**

**Atlantic Sales & Service** 311 6 St S ... FAirfx 8-3075  
**BRUCE ROBINSON ELECTRIC LTD**  
 1108 1 Av S ..... FAirfx 7-8561  
**Fedor-Harris-Reich Refrigeration Ltd**  
 1276 2 Av S ..... FAirfx 7-0203  
**Jones Refrigeration Service** 817 3 Av S FAirfx 7-4555  
 (See Advertisement This Page)  
**Jordan's Radio TV & Refrigerator Service**  
 443 19 St N ..... FAirfx 7-2593  
 (See Advertisement This Page)  
**Nugent's Electrical Repair Centre**  
 1250 3 Av S ..... FAirfx 7-6684

**Refrigerators**

**Atlantic Sales & Service** 311 6 St S ... FAirfx 8-3075  
 (See Advertisement This Page)

**Jordan's Radio, TV &  
 Refrigerator Service**

Complete Service on All Makes  
**DOMESTIC and COMMERCIAL  
 REFRIGERATORS**  
**DEEP FREEZE COOLERS**  
**ICE CREAM MACHINES, Etc.**

All Work Guaranteed

443 19 St N ..... FAirfx 7-2593

**JONES  
 REFRIGERATION  
 SERVICE**

Sales and Service

**COMMERCIAL  
 & DOMESTIC  
 REFRIGERATORS**

**SCALES & STORE EQUIPMENT**

PHONE

**FAirfax 7-4555**

817 - 3rd Ave South

Residence Phone FAirfx 8-3910

**Refrigerators—(Cont'd)**

**BEATTY WASHER SALES & SERVICE CO**  
 703 3 Av S ..... FAirfx 7-4054  
**Bruce Robinson Electric Ltd**  
 1108 1 Av S ..... FAirfx 7-8561  
 (See Advertisement This Page)  
**Capitol Furniture (Lethbridge) Ltd**  
 404 5 St S ..... FAirfx 7-8578  
**Empire Furniture Ltd Hull Blk** ..... FAirfx 7-3980  
**GALT HOME APPLIANCES** 309 7 St S FAirfx 7-3889  
**HOYT HARDWARE LTD**  
 606-608 3 Av S ..... FAirfx 7-5767  
**North Lethbridge Hardware Ltd**  
 324 13 St N ..... FAirfx 7-4198  
**Parsons Hardware & Appliances Ltd**  
**Shoppers' World** ..... FAirfx 7-7066  
 (Continued Next Page)

**ATLANTIC  
 SALES & SERVICE**

AIR CONDITIONING  
 REFRIGERATION  
 APPLIANCES

INSTALLATIONS & REPAIRS  
 TO ALL MAKES & MODELS

**FAirfx 8-3075**

**311 - 6th Street S.**

**Frigidaire**

For Sale at All  
 Local Franchise Dealers

Service For All  
**Commercial Refrigeration**  
 Frigidaire and  
 Carrier Distributors

FOR SERVICE PHONE

**FAirfax 7-8561**

**Bruce Robinson  
 Electric Ltd.**

ALBERTA DISTRIBUTORS

1108 - 1st AVENUE SOUTH

Where Dining Out Is A Real Pleasure

## MARQUIS HOTEL

COFFEE SHOP and DINING ROOM

MARQUIS HOTEL

Catering Facilities for All Occasions

Phone FAirfax 7-4441

## LETHBRIDGE HOTEL

COFFEE SHOP

LETHBRIDGE HOTEL

Phone FAirfax 7-1049

## EL RANCHO

DRIVE-IN

RESTAURANT

Coffee Shop, Dining Room and  
Banquet Room, also Curb Service

MAYOR MAGRATH DRIVE

El Rancho Motel

Phone FAirfax 7-2355

## WAGON WHEEL

### RESTAURANT LTD.

"THE RIGHT PLACE TO EAT"

FAMOUS FOR FINE FOODS

Enjoy Delicious

CHICKEN

and

STEAK DINNERS

TAKE HOME SERVICE

Phone

FAirfax 8-1677

1011 Mayor Magrath Drive

### Refrigerators—(Cont'd)

PHILCO REFRIGERATOR AND FREEZER  
SALES AND SERVICE

Philco gives you advance design Refrigerators . . . easiest to use Home Freezers. Both give greater food protection, space, convenience and economy. Buy Philco . . . Famous for Quality the World Over.



"Where To Buy Them"

DISTRIBUTOR  
ASHDOWN THE J H HARDWARE CO LTD  
Cor 1 Av & 11 St S . . . . . FAirfx 7-3762

### Rental Agents

BOWMAN WALLACE CO LTD

Acadia Bldg . . . . . FAirfx 7-2325

British Canadian Trust Co

Cor 3 Av & 7 St S . . . . . FAirfx 7-8581

WILLIAMS AGENCIES 321a 6 St S . . . FAirfx 7-3937

### Restaurants

BURGER BARON

MOST FAMOUS  
HAMBURGERS  
IN ALBERTA

2206 7 Av S . . . . . FAirfx 8-2317

C W Chop Suey House 403 2 Av S . . . . . FAirfx 7-5573

Copenhagen Restaurant Coutts Hwy . . . FAirfx 8-2188

Crankshaft & Candlelight Restaurant

Car City Bldg . . . . . FAirfx 8-9117

Dinner Bell Drive-In Restaurant

2002 3 Av S . . . . . FAirfx 7-0222

El Rancho Drive-In Restaurant

Mayor Magrath Dr . . . . . FAirfx 7-2355

(See Advertisement This Page)

Eve's Coffee Shop 1604 2 Av S . . . . . FAirfx 8-3628

Four Winds Cafe 1217 3 Av S . . . . . FAirfx 7-3713

G W Chop Suey 405 2 Av S . . . . . FAirfx 7-2712

Greyhound Grill 411 5 St S . . . . . FAirfx 8-1802

Hong Kong Chop Suey 212 5 St S . . . . . FAirfx 7-3963

Jack's Coffee Shop 3 Av & 13 St S . . . FAirfx 7-5383

Kay's Coffee Shop 602 10 St S . . . . . FAirfx 8-2001

Lethbridge Hotel Coffee Shop

Cor 5 St & 2 Av S . . . . . FAirfx 7-1049

Lotus Inn 102 8 St S . . . . . FAirfx 7-2297

FAirfx 7-0240

Majorette Coffee Shop 612 3 Av S . . . . . FAirfx 7-7511

MARQUIS COFFEE SHOP Marquis Hotel FAirfx 7-4441

Nee Coffee Shop 820 3 Av S . . . . . FAirfx 7-3620

New China Chop Suey House

318 2 Av S . . . . . FAirfx 7-3262

New Moon Cafe 3 Av S . . . . . FAirfx 7-3298

### NEW WORLD CAFE

(Formerly Commercial Cafe)

"THE HOME OF GOOD  
EATS"

329 5 St S . . . . . FAirfx 7-4025

Paramount Coffee Shop

Paramount Theatre Bldg . . . . . FAirfx 7-5476

Park's Chicken Inn 322 4 St S . . . . . FAirfx 7-4430

Ritz Cafe 328 5 St S . . . . . FAirfx 7-2844

Shanghai Chop Suey 610 3 Av S . . . . . FAirfx 7-3552

### Restaurants—(Cont'd)

SHANGRI LA CAFE

Specializing in Delicious Foods  
GOOD FOOD — GOOD SERVICE  
PLEASANT SURROUNDINGS

Plan an Evening and Bring Your Friends

323 5 St S . . . . . FAirfx 7-2485

Small Coffee Shop 712 3 Av S . . . . . FAirfx 8-2426

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 Stockyards . . . . . FAirfx 8-2451

Sue's Coffee Shop 1406 2 Av S . . . . . FAirfx 7-6049

Wagon Wheel Restaurant Ltd

1011 Mayor Magrath Dr . . . . . FAirfx 8-1677

(See Advertisement This Page)

Willie's Restaurant 320 5 St S . . . . . FAirfx 7-2149

Wimpy Coffee Shop 412 5 St S . . . . . FAirfx 7-4245

Wonder Cafe 432 13 St N . . . . . FAirfx 7-2155

Yip's Soda Bar 543 13 St S . . . . . FAirfx 7-5057

York Coffee Shop Cor 3 Av & 13 St N FAirfx 8-2429

### Restaurants Drive-In

A & W DRIVE-IN

ROOT BEER

HOME OF THE  
PAPA, MAMA AND BABY BURGERS

Phone for Take Out Service  
and we'll have it ready

Shoppers World . . . . . FAirfx 8-2643

### Road Making Machinery

ALLIS-CHALMERS EQUIPMENT

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



"For Information Call"

WATEROUS EQUIPMENT LTD

249 12 St N . . . . . FAirfx 8-3356

Blackwood Hodge Western Ltd

1132 29 St-A S . . . . . FAirfx 8-2443

FERGUSON SUPPLY ALBERTA LTD

MACHINERY  
EQUIPMENT  
SUPPLIES

1201 2 Av-A N . . . . . FAirfx 7-6385

Street Robbins Morrow Ltd 1274 2 Av S FAirfx 8-3366

WILKINSON & McCLEAN LIMITED

253 12 St N . . . . . FAirfx 7-5428

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.

## Charlton & Hill Ltd. ROOFING

BONDED TAR & GRAVEL

PHONE

**FAirfax 8-3388**

208 - 13th STREET SOUTH

## Hiebert Roofing

★ ROOFING

★ SIDING

CONTRACTOR

N. Hiebert, Prop.

FREE ESTIMATES

**FAirfax 7-5983**

2221 - 19th Ave. S.

## ROOFING



## and RE-ROOFING

ASPHALT SHINGLES  
INSULATED SIDINGS.

ALUMINUM  
COMBINATION DOORS  
& WINDOWS

## Jones Roofing & Siding

Home Improvement Contractor

**FAirfax 7-4550**

636 - 21st Street South

### Roofing Contractors

#### CAPITAL HEATING LTD

1271 3 Av S ..... FAirfx 7-1630

Charlton & Hill Ltd 208 13 St S ..... FAirfx 8-3388  
(See Advertisement This Page)

#### CHINOOK SHEET METAL LTD

BONDED BUILT UP ROOFS

RE-ROOFING SPECIALISTS

EAVESTROUGHING

HEATING CONTRACTORS

238 12 St-B N ..... FAirfx 8-3022

#### HERMAN'S ROOFING

WE SHINGLE & REPAIR

OLD OR NEW

Free Estimates

817 12 St-A N ..... FAirfx 7-5302

#### HICKEY BROS ROOFING

ASPHALT & ALUMINUM

PRESSURE COATING — BONDED ROOF

— REPAIRS A SPECIALTY —

EAVESTROUGHING — DOWN PIPES

Call Long Distance and ask for  
221a 8 Av SW Calgary ..... AMhrst 3-8386

Hiebert N 2221 19 Av S ..... FAirfx 7-5983  
(See Advertisement This Page)



PHONE

**FAirfax 7-6679**

## PROGRESSIVE ROOFING & HEATING

BONDED ROOFERS

ASPHALT & PITCH

— ● —  
ALL TYPES  
SHINGLES & SIDINGS

— ● —  
EAVESTROUGHING  
AND SHEET METAL

— ● —  
WE SPECIALIZE IN REPAIRING  
LEAKY ROOFS

●  
330 27 St South

### Roofing Contractors—(Cont'd)

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

Lethbridge Sheet Metal Ltd { FAirfx 7-6633  
121 13 St N ..... FAirfx 7-6353

Progressive Roofing & Heating 330 27 St S FAirfx 7-6679  
(See Advertisement This Page)

Southern Home Improvements  
1017 17 St N ..... FAirfx 8-2365  
(See Advertisement This Page)

### Roofing Materials & Supplies— Wholesale

NORTHERN ASBESTOS & BUILDING SUPPLIES  
LTD 253 12 St N ..... FAirfx 7-6166

Tremco Manufacturing Co (Canada) Ltd  
1102 11 Av N ..... FAirfx 8-2947

#### WESTERN CANADA HARDWARE LTD

Western Canada Distributors for  
MURRAY BRANTFORD ROOFING MATERIALS

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

### Rubber Goods—Wholesale

Oliver Chemical Co (Lethbridge) Ltd

Cor 3 Av & 9 St N ..... FAirfx 7-1571

#### WESTERN CANADA HARDWARE LTD

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

## SOUTHERN HOME IMPROVEMENTS

Factory Selected Applicators  
BONDED ROOFING  
ROOFING REPAIRS

ALL TYPES OF ASPHALT SHINGLES  
AND SIDINGS

GUARANTEE WITH EVERY JOB

**FAirfax 8-2365**

1017 - 17th St. North

Mailing Address: 1412 - 2nd Ave. S.  
Down Town Ofc.: 1408 3rd Avenue S.  
FAirfx 8-2553

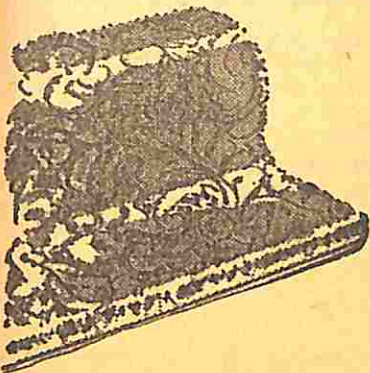
GO TO THE CHURCH  
OF YOUR CHOICE  
THIS SUNDAY

~~~~~  
Support and Attend  
Regularly  
With Your Family

~~~~~  
Inserted by  
ALBERTA GOVERNMENT  
TELEPHONES

## Select

YOUR NEW CARPET OR  
BROADLOOM FROM THE  
LARGEST STOCK IN THE SOUTH  
BUY FROM ROLLS — NOT SAMPLES



## CAPITOL FURNITURE

(LETHBRIDGE) LTD.

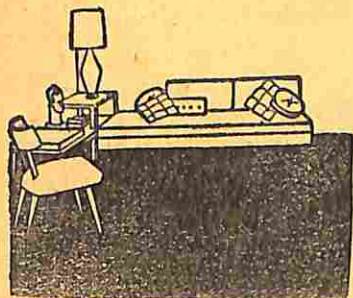
404 - 5th STREET SOUTH

"The Carpet Store of the South"

FREE ESTIMATES  
— No Obligation —

**FAirfax 7-8578**

## Confused about Carpet?



**FAirfax 7-4826**



## Shoppers World

"YOUR OLD RUG CAN BE  
TRADED IN"

### Rugs & Carpets—Retail

Capitol Furniture (Lethbridge) Ltd  
404 5 St S .....FAirfx 7-8578  
(See Advertisement This Page)  
**FASHION FLOORS LTD** 1279 3 Av S FAirfx 7-4694  
Jones Brown Rugs Shoppers' World .....FAirfx 7-4826  
(See Advertisement This Page)

### JORDANS RUGS

WESTERN CANADA'S LARGEST  
RUG DEALERS

See our display ad under

"Rugs & Carpets — Retail"

315 6 St S .....FAirfx 7-1103

(See also advertisement this page)

Lethbridge Rugs & Carpets Ltd  
1252 3 Av S .....FAirfx 8-2633

### Safes—Vaults & Vault Trucks

Remington Rand Ltd 423 5 St S .....FAirfx 7-3966

### Safety Appliances

Chidlow Fire Protection Equipment Ltd  
314 3 Av S .....FAirfx 7-5156  
Safety Supply Co 1250 1 Av S .....FAirfx 7-2654  
Welders Supplies Ltd 1513 3 Av S ....FAirfx 7-7249

### Sales Books

(See Counter Sales Check Books)

### Salvage

DAVIS ENTERPRISES (ALBERTA) LTD

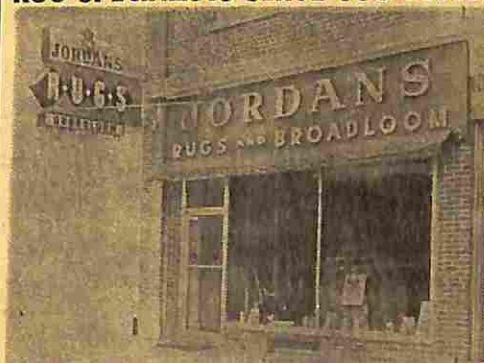
HIDES — METALS — SCRAP

USED PIPE & PLATE

1505 2 Av S .....FAirfx 7-2318

National Salvage Co (FAirfx 7-8138  
Cor 12 St & 2 Av N .....FAirfx 8-2419

### RUG SPECIALISTS SERVE YOU BETTER



By far the Largest Selection of RUGS and  
BROADLOOM in Western Canada  
Imported Broadlooms to Give You Greater Value  
RUGS FROM INDIA

Exclusive Wunda Weve — Cotton Broadloom

SHOP-AT-HOME RUG SERVICE

Brings Our Store to Your Door

Free Estimates Without Obligation

DAY OR EVENING



DOWN TOWN ON SIXTH STREET

315 - 6th Street South — FAirfx 7-1103

### Sand & Gravel

(See Gravel Rock & Sand)

### Sand & Gravel Handling Equipment

CATERPILLAR MATERIAL HANDLING EQUIPMENT

. CAT DIESEL TRACTORS  
. DOZERS, SCRAPERS  
. RIPPERS  
. MOTOR GRADERS  
. TRAXCAVATORS  
. DIESEL ENGINES, GENERATORS



—Backed by complete parts and service facilities

### "For Information Call"

Street Robbins Morrow Ltd  
1274 2 Av S .....FAirfx 8-3366

### Sanitary Products

Chidlow Dougans Industrial Supply Ltd  
314 3 Av S .....FAirfx 7-1320

### DELTA CHEMICALS (ALBERTA) LTD

GUARANTEED SATISFACTORY

CLEANING & DEGREASING  
PRODUCTS

"San-O-Floor" Alberta Made

CALL BUTLER DISTRIBUTOR

1229 2 Av-A N .....FAirfx 7-4776

### Sash, Doors & Frames

Atlas Lumber Co Ltd 3 Av & 16 St S ...FAirfx 7-5777  
**BUILTMORE MILL WORK & HARDWARE**  
CO Hardieville .....FAirfx 9-5111  
**HILLTOP MILLWORK** Hwy 25 .....FAirfx 7-8985  
Lethbridge Sash & Door Factory  
Ofc 5 Av S & 4 St .....FAirfx 7-3755  
Mgr .....FAirfx 7-3848  
**TANNER BUILDING SUPPLIES LTD**  
1601 3 Av S .....FAirfx 7-5161

### Saws—Power

MCCULLOCH CHAIN SAWS

Made in Canada  
Guaranteed

Outcuts. Outproduces.  
Outlasts all Others



### "For Sales and Service Call"

DISTRIBUTOR  
**MCCULLOCH CO OF CANADA LTD** 11925 73 St  
Call Long Distance and  
ask for .....Edmonton GR 9-6269

DEALER  
**FERGUSON SUPPLY ALBERTA LTD**  
1201 2 Av-A N .....FAirfx 7-6385

(Continued Next Page)

No need to march around all day  
looking for something you want to  
buy. A glance at the **YELLOW  
PAGE** will nearly always show you  
who sells it.