

Roofing Contractors—(Cont'd)

Progressive Roofing & Supplies
330 27 St S327-6679
(See Advertisement This Page)

Tom's Roofing & Air-Conditioning
1822 18 Av S328-4661
(See Advertisement This Page)

Nine out of ten people use the **YELLOW PAGES** as a buying guide. So if you are really looking for business—don't let the perfect prospects miss your name.

**WE SPECIALIZE IN REPAIRING
LEAKY ROOFS**



**PROGRESSIVE
ROOFING & SUPPLIES**

**FLAT-TAR & GRAVEL ROOFS
ASPHALT SHINGLES**

**ALL TYPES OF SIDINGS &
AWNINGS — EAVESTROUGHING**

**SPECIALIZING IN MODERNIZING
WINDOWS & DOORS IN
OLDER HOMES**

327-6679

330 - 27th STREET SOUTH

TOM'S ROOFING

**AND
AIR CONDITIONING**

- EAVESTROUGHING
- BONDED ROOFING

PHONE

328-4661

1822 - 18th Avenue S.

Roofing Materials & Supplies—

Wholesale

**NORTHERN ASBESTOS & BUILDING SUPPLIES
LTD** 253 12 St N327-6166

Roto-Tilling

Bobak Mike 833 12 St-C N327-1777

Rubber Stamps

Southern Stamp & Stencil 1233 2 Av S328-5114
(See Advertisement This Page)

Rug & Carpet Dealers

See Carpet & Rug Section

Rug Carpet & Upholstery Cleaners

See Carpet & Rug Cleaners

Rumpus Rooms

See Contractors General—Contractors Building—
Carpenters—Lumber Section—Building Materials &
Supplies Section—Home Improvements

To dial correctly, pull the dial all the way to the finger stop . . . then let dial return at its own speed.



CALL BY NUMBER

. . . it's quicker

Calls go through more quickly when you can give the Long Distance Operator the telephone number you are calling.

Saddlery & Harness—Retail

BAIRD'S SHOES & LEATHER GOODS LTD
306 5 St S327-3764

Farmer Stockman Supply Limited 406 5 St S 327-0731

Thompson Saddlery & Repair
Upstrs 516 3 Av S328-6363

Safes

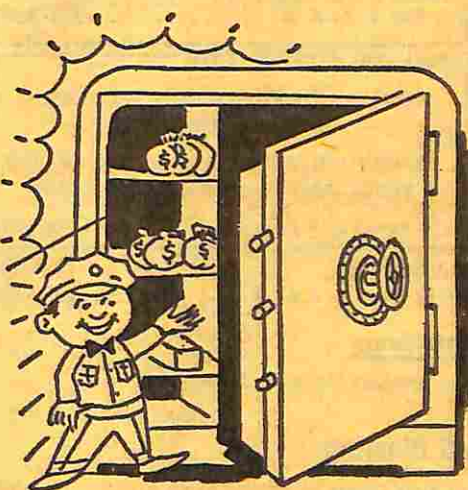
Dan's Repair Shop 1117 3 Av S327-3905
(See Advertisement This Page)

KEENAN OFFICE EQUIPMENT LTD
423 5 St S327-3966

A wise buy—a **YELLOW PAGES** ad.

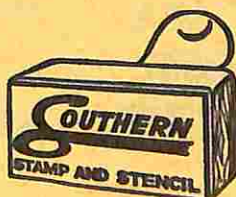
DAN'S REPAIR SHOP

★ WE OPEN, REPAIR &
CHANGE COMBINATIONS
ON ALL MAKES OF SAFES
& VAULTS



327-3905

1117 - 3rd Avenue South



RUBBER STAMPS

SAVE TIME — SAVE MONEY

- Daters • Numberers • Corporate Seals
- Price Markers • Repairs • Stencils • Brushes
- "1" STENCILS CUT WHILE YOU WAIT"
- EVERYTHING IN MARKING DEVICES —

SAME-DAY SERVICE

SOUTHERN
STAMP AND STENCIL
1233 - 2nd Ave. South, Lethbridge

— CALL —

328-5114

Safety Appliances**SAFETY SUPPLY EQUIPMENT**

Everything for Safety in Every
Industry . . . Goggles,
Respirators, Protective Hats,
Belts, Guards, Fire
Extinguishers, First Aid, Safety Clothing, Gloves,
Ladders, Safety Cans, Gas Protectors, Lamps, Etc.

SAFECO**"WHERE TO BUY THEM"****SAFETY SUPPLY CO** 206 13 St S . . . 327-2654

Welders Supplies Ltd 5 Av & 28 St N . . . 327-7249

WESTERN CANADA WELDING PRODUCTS LTD

912 1 Av S . . . 328-1711

Safety Clothing

Safety Supply Co 206 13 St S . . . 327-2654

Sales Books

See Counter Sales Check Books

Salvage**DAVIS ENTERPRISES (ALBERTA) LTD**

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

1505 2 Av S . . . 327-2318

Baling Div & Scrap Yard

530 2 Av-A N . . . 327-2645

NATIONAL SALVAGE CO LTD

**ALWAYS BUYING SCRAP IRON, METALS,
PIPE — USABLE IRON**

**DEMOLITION EXPERTS — NEAR OR FAR
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Varzari Iron Ltd {327-1296
Cor 12 St-A & 2 Av N {328-1913

Sanatoriums

See Hospitals Homes & Sanatoriums

Sand Blasting

Dutch Bros Paints Ltd 1106 20 St S . . . 327-7460

RIETHMAN & HUDSON DECORATING LTD

412 13 St N . . . 328-6696

Sand & Gravel

See Gravel Rock & Sand

Sanitary Products

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Sash, Doors & Frames**HILLTOP MILLWORK LTD** Hwy 25 . . . 327-8985

Lethbridge Sash & Door Factory

5 Av & 4 St S . . . 327-1581

TANCO MILLWORK PRODUCTS Division of Tanner

Building Supplies Ltd 1601 3 Av S . . . 327-5161

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SYMBOL OF CHAIN SAW QUALITY
For professional Woodsmen, farmers,
contractors and casual users — See
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DESIGNED AND MANUFACTURED
IN CANADA

**"WHERE TO BUY THEM"**

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Bissett Electric 226 12 St-A N . . . 327-7508

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Rossner's Sharpening Shop 413 2 Av S . . . 328-4335

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FOR EVERY
REQUIREMENT
Scaffolds, Hoists,
Vertical and
Horizontal Shoring
Sky Climber Scaffold Winches

**"FOR SALES OR RENTAL CALL"****B W STEEL PRODUCTS SUPPLY CO LTD**

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MORSE ROBERT CORPORATION LTD

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INDUSTRIAL SCALES
ALL TYPES & CAPACITIES
SALES & SERVICE**

Call Collect

Rear 223 6 Av SE . . . Calgary 266-5312

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{327-0560

Schools—Beauty Culture

Alberta Beauty School 324 5 St S . . . 327-2250

Schools—Correspondence**LA SALLE EXTENSION UNIVERSITY**

2406-W 3 Av . . . Vancouver 738-9543

Schools—Driving

See Automobile Driving Instruction

Schools—Language

Schweitzer Yvonne Bsmt 1703a 6 Av S . . . 328-1480

Schools—Public

County of Lethbridge No 26 214 13 St S . . . {327-2628
{327-3797

Lethbridge Junior College Junior College . . . 327-2141

Lethbridge School District No 51 (City)

Board Offices 433 15 St S

Supt L H Bussard . . . 327-4256

Assistant Superintendents . . . 327-3883

Secretary-Treasurer . . . {327-3548

{327-3544

Building Department . . . {327-4406

{328-5411

Collegiate Institute 5 Av & 18 St S . . . {327-5526

{327-5251

Winston Churchill High School

9 Av & 20 St N . . . 328-4723

Hamilton Jr High 4 Av & 15 St S . . . 327-3465

Paterson Jr High 12 Av & 21 St S . . . 327-4977

Wilson Jr High 5 Av & 18 St N . . . 327-8947

Schools—Separate

Lethbridge Separate School District No 9

Board Offices 425 18 St S . . . 327-4133

Supt R A Kimmitt . . . 327-4133

Secty-Treas N L Reilander

425 18 St S . . . 327-5298

Purchasing . . . 327-4711

Principal High School

4 Av & 18 St S . . . {327-6545

{327-0455

Scrap Metals**DAVIS ENTERPRISES (ALBERTA) LTD**

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

1505 2 Av S . . . 327-2318

Baling Div & Scrap Yard

530 2 Av-A N . . . 327-2645

Frank & John's Scrap Metal

Rollag Sub Div . . . 328-2685

NATIONAL SALVAGE CO

**ALWAYS BUYING SCRAP IRON, METALS,
PIPE — USABLE IRON**

**DEMOLITION EXPERTS — NEAR OR FAR
TRUCK SCALES & CRANE UNLOADING**

Cor 12 St & 2 Av N . . . 328-1721

VARZARI IRON LTD

Dealers and Exporters of
**SCRAP METALS — PIPE
STRUCTURAL STEEL
ANGLE PLATE, ETC.**

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{327-1296

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ANTIQUES

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212 5 St S 328-5266

MART (LETH) LTD

WE BUY SELL & TRADE

1260 3 Av N 327-1114

Norbridge Trading Centre 106 5 St S 327-7111
(See Advertisement This Page)

Sterns Cut Rate Furniture Ltd
Cor 2 Av & 8 St S 327-3024

NORBRIDGE TRADING CENTRE

We Buy Sell or Trade
USED FURNITURE
& APPLIANCES
— ANTIQUES —

327-7111

After Hours Res. 327-8703
106 - 5th Street S.

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ELLISON MILLING & ELEVATOR CO LTD

1301 2 Av S 328-6622

O'LOANE KIELY & CO LTD 327-2313
2 Av S 328-1819

WESTERN CANADIAN SEED PROCESSORS LTD
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KENNETH C. LONG, FORAGE SEEDS
HYBRID FIELD CORN & SORGHUMS

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CANWEST SEED COMPANY 1016 1 Av S 328-1451
After Hours Call 327-1857

CHINOOK SEEDS LTD 1923 2 Av S 327-2516

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ask for (No Toll Charge) Zenith 07307

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DEALER IN FORAGE & CEREAL SEEDS

Plant 653-2448

Phone Cardston 653-2448

MONTANA MUSTARD SEED CO

411 Mayor Magrath Dr 328-5737

O'LOANE KIELY & CO LTD 2 Av S 327-2313

SOUTHERN ALBERTA CO-OPERATIVE

ASSN LTD 1221 2 Av S 327-3777

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in town.

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COALDALE SEPTIC TANK SERVICE

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Div of Westcon Engineering & Contractors Ltd.

MANUFACTURERS OF PRECAST
CONCRETE SEPTIC TANKS

— DELIVERED & INSTALLED —

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Serum

See Veterinary Supplies

Service Station Equipment

MID WEST PUMP SERVICE 236a 12 St-C N 327-1413

Service Stations

A A Texaco Service 1250 1 Av S {328-2617
328-2055

ALCAN SERVICE STATION
1313 Mayor Magrath Dr 328-2728

Bay Service 102 5 St S 328-6255

BENY CHEVROLET OLDSMOBILE
Cor 2 Av & 8 St S 327-3147

Bert's Maple Leaf Service
Cor 3 Av & 12 St-A S 327-5467

BRIDGEVIEW (ENERSON'S) SERVICE
3 Hwy W 327-5682

BRITISH AMERICAN OIL SERVICE STATIONS

STOP AT THE SIGN
OF THE BIG

For Quality Products
and Service



"YOUR FRIENDLY B A DEALERS ARE"

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COMMERCIAL SERVICE 1903 3 Av S 327-2087

FRED KING MOTOR CO LTD
Cor 11 St & 3 Av S 327-1566

IMPERIAL MOTORS
Cor 2 Av & 7 St S 327-2887

MAIN SERVICE CENTRE
Cor 3 Av & 9 St S 327-6698

WESTMINSTER SERVICE STATION
335 13 St N 327-4194

CANADIAN OIL SERVICE STATIONS

FOR TOTAL

SERVICE

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"WHERE TO BUY IT"

SERVICE STATIONS

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3 Av & 9 St S 327-4940

Johnny's White Rose Service
203 28 St S 327-7411

Chinook 66 Service

1205 Mayor Magrath Dr 328-4916

Commercial Service 1903 3 Av S 327-2087

Downtown White Rose Service Station
Cor 3 Av & 9 St S 327-4940

Dundee Texaco Service 1406 3 Av S 328-4644

EASTWAY ESSO SERVICE 3110 1 Av S 328-2896

El Rancho Service Station
6 Av & Mayor Magrath Dr 327-5406

Ellis Auto Drome Ltd 1119 2 Av S 327-4453

FORT WHOOP-UP SERVICE
Jctn Coutts & Cardston Hwy 327-5255

Service Stations—(Cont'd)

FRED KING MOTOR CO LTD

Cor 11 St & 3 Av S 327-1566

G & W Auto Service Cor 4 Av & 4 St S 327-3336

Gas-Hopper Service Station
Mayor Magrath Dr 328-2584

GLENDAL ROYALITE SERVICE

Cor 21 St & 2 Av S 328-1839

Herman's Auto Service 139 13 St N 328-1269

HILLCREST ESSO SERVICE

430 Stafford Dr 328-3193

HILLTOP ESSO SERVICE 3 Hwy W 327-7670

IMPERIAL ESSO DEALERS

BE RIGHT
WITH THE TIMES
HAPPY
MOTORING



"WHERE TO BUY IT"

DEALERS

BENY CHEVROLET OLDSMOBILE

Cor 2 Av & 8 St S 327-3147

EASTWAY ESSO SERVICE

3110 1 Av S 328-2896

HILLCREST ESSO SERVICE

430 Stafford Dr 328-3193

LETHBRIDGE TIRE & GAS

334 4 St S 327-4225

MOORE'S ESSO SERVICE

3 Av & 21 St S 327-1046

SKYLINE SERVICE STATION

43 St & Coutts Hwy 327-5565

SPOTLITE ESSO SERVICE

Con Pilling Mgr
3 Av & 8 St S 327-2970

SUNNY SERVICE STATION

505 13 St N 327-5224

John & Wimp Shell Service 206 9 St S 327-1967

JOHNNY'S WHITE ROSE SERVICE

203 28 St S 327-7411

John's Motor Clinic 402 4 Av S 327-2369

Lakeview Texaco Service Station
1001 Mayor Magrath Dr 327-5697

Lethbridge Tire & Gas 334 4 St S 327-4225

MAIN SERVICE CENTRE

Cor 3 Av & 9 St S 327-6698

MAYOR MAGRATH ROYALITE

Cor 16 Av & Mayor Magrath Dr 328-3886

Midtown (Enerson's) Service 3 Av & 13 St S 327-4162

Moore's Esso Service 3 Av & 21 St S 327-1046

NORBRIDGE PACIFIC 66 740 23 St N 327-6663

Norbridge Royalite 742 13 St N 328-2772

Henry Leenstra res 328-2641

North Lethbridge Motors

305 13 St N 327-3181

North Way Texaco Service 603 13 St N 328-2637

NORTHSIDE SHELL SERVICE

321 13 St N 328-2407

NORTHSIDE 66 SERVICE

Specializing in Lubrication — Front-End Service
Tune-ups - General Repairs

313 13 St N 327-3366

(Continued Next Page)

Use beautiful color telephones to
mix or match with home or office
decor.

Service Stations—(Cont'd)**PACIFIC 66 SERVICE STATIONS**

GROWING ALL THE TIME
IN ALL PHASES OF
THE OIL INDUSTRY



"WHERE TO BUY IT"
BULK SALES

PACIFIC PETROLEUMS LTD

3240 2 Av-A N328-6466

RETAIL DEALERS

CHINOOK 66 SERVICE

1205 Mayor Magrath Dr328-4916

FLEMING'S 66 SERVICE

5 Av & 9 St N327-8022

NORTHBRIDGE 66 PACIFIC

740 23 St N327-6663

NORTHSIDE 66 SERVICE

313 13 St N327-3366

Park Service 7 Av & Mayor Magrath Dr327-2219

Ponderosa Shell Sales & Service

5 Av & 5 St S328-5222

(See Advertisement This Page)

Riverview Gas & Oil 616 4 St S328-1625

ROLLINGSON H No 3 Hwy E327-3581

ROYALITE SERVICE STATIONS

GO

RIGHT

WITH

ROYALITE



"WHERE TO BUY IT"

DEALERS

Bridgeview (Enerson's) Service

No 3 Hwy W327-5682

Cooke Motors (Lethbridge) Ltd

509 6 Av S327-8888

ELLIS AUTO DROME LTD

1119 2 Av S327-4453

Enerson Motors Ltd 817 4 Av S327-5705

Fleming Motors Ltd 7 St & 1 Av S ...327-1591

FORT WHOOP-UP SERVICE

Junction Coutts & Cardston Hwy ...327-5255

Glendale Royalite Service

Cor 21 St & 2 Av S328-1839

Mayor Magrath Royalite

Cor 16 Av & Mayor Magrath Dr328-3886

MIDTOWN (ENERSON'S) SERVICE

3 Av & 13 St S327-4162

Park Service 7 Av & Mayor Magrath Dr 327-2219

DISTRICT DEALER

CHIEF MOUNTAIN MOTORS (CARDSTON) LTD

294 Main StCardston 653-3555

Service Stations—(Cont'd)**SELMAN'S SHELL SERVICE**

2910 1 Av S328-4780

SEVENTY SEVEN OIL CO LTD

1804 3 Av S328-3336

SHELL OIL SERVICE STATIONS

"YOU CAN BE

SURE OF

SHELL"



"WHERE TO BUY IT"

Alcan Service Station

1313 Mayor Magrath Dr328-2728

John & Wimp Shell Service 206 9 St S 327-1967

Northside Shell Service 321 13 St N ..328-2407

Super Shell Service

Cor 3 Av & 20 St S327-0313

Short Stop Service Station

Cor 4 Av & 8 St S327-4167

SKYLINE SERVICE STATION

43 St & Coutts Hwy327-5565

SMITH TOWER SERVICE 2021 3 Av S327-2503

SPOTLITE ESSO SERVICE

Con Pilling Mgr

3 Av & 8 St S327-2970

Stan's Suburban Service 1250 1 Av S328-2617

SUNNY SERVICE STATION 505 13 St N ..327-5224

SUPER SHELL SERVICE

Cor 3 Av & 20 St S327-0313

TEXACO DEALERS

ASK FOR

TEXACO

PETROLEUM

PRODUCTS

"WHERE TO BUY IT"

Dundee Texaco Service 1406 3 Av S ..328-4644

Lakeview Texaco Service Station

1001 Mayor Magrath Dr327-5697

North Way Texaco Service 603 13 St N 328-2637

Short Stop Service Station

Cor 4 Av & 8 St S327-4167

Westminster Service Station 335 13 St N .327-4194

Sewer Pipe

See Pipe—Sewer

Sewing Machines**BAKER APPLIANCES LTD**

BERNINA SALES & SERVICE
QUALIFIED SEWING INSTRUCTOR

319 7 St S328-1673

Elna-White Sewing Centre (Lethbridge)

408 5 St S327-8877

(See Advertisement This Page)

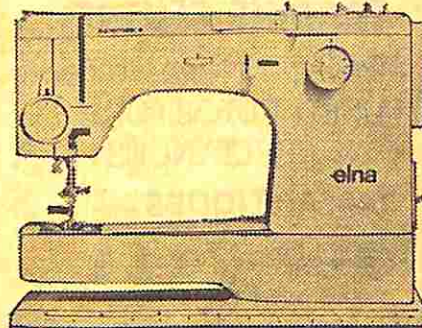
St Louis Furniture Store 118 5 St S327-2210

Singer Sewing Machine Co 317 6 St S327-2243



**YOUR ONE STOP
SEWING CENTRE**

"Tomorrow's Machine Today"



SEE OUR NEW MODELS

★ WE SERVICE ALL MAKES OF
MACHINES

★ PARTS IN STOCK

"VISIT OUR NEW

YARD GOODS DEPT"

**ELNA-WHITE SEWING
CENTRE**

(LETHBRIDGE)

327-8877

408 - 5th Street S.

Sharpening Service**ROSSNER'S SHARPENING SHOP**

EXPERT SHARPENING SERVICE

LAWN MOWERS — HAND & POWER

SAWS — HAND & POWER

SHEARS — CLIPPERS

SCISSORS — KNIVES

413 2 Av S328-4335

Shavers—Electric**ELECTRIC SHAVER REPAIR CENTER**

Repair Centre for All Makes & Models

Authorized Dealer for Remington, Phillips & Schick

412 4 Av S327-2656

SUNBEAM APPLIANCE SERVICE CO (CANADA)

LTD 124 17 Av SE—Call Long Distance and

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SALES & SERVICE

- ★ SHELL OIL PRODUCTS
- ★ COMPLETE MECHANICAL WORK
- ★ TOWING
- ★ GOODRICH TIRES
- ★ CARS - TRUCKS - TRAILERS
- ★ FULL STOCK OF TRAILER PARTS

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CALL DIRECTOR

Access to a
number of lines.
Hold calls, while
answering
another line.
Conference
arrangements,
versatile,
compact telephone service.

compact telephone service.

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TOTAL COMMUNICATIONS
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**ALBERTA
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C & A SHEET METAL 204 16 St S328-5973
CAPITAL HEATING LTD 1273 3 Av S327-1630
CHARLTON & HILL LTD 208 13 St S328-3388
 (See Advertisement This Page)

FREEL SHEET METAL LTD

HEATING & SHEET METAL WORK

COMPLETE AIR CONDITIONING CONTRACTORS
 405a 4 St S327-2713

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 1911 9 Av S327-4276
K I P Heating Ltd 612 13 St N328-1478
MELDON ROOFS (LETHBRIDGE) LTD
 1246 3 Av N328-3842
PROGRESSIVE ROOFING & SUPPLIES
 330 27 St S327-6679

CHARLTON & HILL LTD.



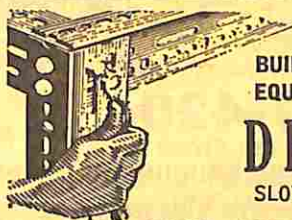
• ROOFING
 • SHEET METAL
 WORK
LENNOX
 HEATING & COOLING
 SYSTEMS
 Gas, Oil, Coal &
 Propane

328-3388

208 - 13 St. S. — LETHBRIDGE

Shelving Steel

Northern Asbestos & Building Supplies Ltd
 253 12 St N327-6166
 (See Advertisement This Page)



BUILD YOUR OWN
 EQUIPMENT WITH
DEXION
 SLOTTED ANGLES

SAVE TIME AND MONEY!
 SHELVING, RACKING, CARTS, CONVEYORS,
 BENCHES, TABLES, PLATFORMS

- Free on site survey
- Installation if desired
- Write, phone for literature

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 253 - 12th Street N. 327-6166

Shingles

See Roofing Material & Supplies Section

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 a handy EXTENSION TELEPHONE.**

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Hanzel M Mike 317a 7 St S327-7823
Steve's Shoe Repair Shop 317a 8 St S327-5648

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 326 6 St S327-8444
Avenue Shoes McFarland Bldg327-2760
Baird's Shoes & Leather Goods Ltd
 306 5 St S327-3764
Bata Shoe Store 319 5 St S327-8308
BENEFIT SHOES LTD 615 4 Av S327-7300
Camille's Shoe Salon 323 5 St S327-2627
Camm's Shoes 403 5 St S327-3050
Don Wilson's Juniors Shop McFarland Bldg327-2678
Green's Shoe Store 324 6 St S327-2982
PROGRESS CLOTHING LTD
 112-114 5 St S327-2717
Singer's Men's & Boys' Wear 214 5 St S327-3958
Sterling Shoes Ltd 320a 6 St S327-3344
Sylbert's Shoe Store 505 4 Av S327-3784

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SHOPPERS WORLD

Mayor Magrath Drive
 OVER 20 STORES
 & SERVICES
 FREE & EASY PARKING



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Bank of Nova Scotia
 Mayor Magrath Drive Branch
 465 Shoppers World327-5852
Dominion Stores 421 Shoppers World
Don Roy Homes Limited
 419 Shoppers World328-4330
Enso Barber Shop 485 Shoppers World
Gas-Hopper Service Station
 Shoppers World328-2584
Glendale Bowl Co Ltd
 431 Shoppers World328-4545
Hallifax Gift Shop 451 Shoppers World 327-5200
Jones Brown Rugs 461 Shoppers World 327-4826
La Kay's Ladies' & Children's Wear Store No 2
 489 Shoppers World328-1651
Martin-Senour Paint & Wallpaper Store
 Shoppers World328-2525
Montana Mustard Seed Co
 411 Shoppers World328-5737
Parsons Hardware & Appliances Ltd
 Shoppers World327-7066
Shoppers' World Ltd
 451 Shoppers World328-4045
Skrove Mildred Hair Fashions
 485 Shoppers World328-1662
Tamblyn Rexall Drug Store
 457 Shoppers World328-2121
3 D's Hobby Shop Shoppers World327-0540
PHYSICIAN
Palmer Dr G R C 439 Shoppers World 327-3230
REAL ESTATE, RENTALS
Hay Agencies Ltd 445 Shoppers World 327-7975
INSURANCE
Hay & Associates Insurance Ltd
 445 Shoppers World327-5523
BUSINESS MACHINES
South-Alta Business Machine Co
 441 Shoppers World327-0944
ENGINEERS CONSULTING
Underwood McLellan & Associates Limited
 401 Mayor Magrath Dr328-3321
Shoppers' World Ltd
 451 Mayor Magrath Dr328-4045

Shot Gun Shells

See Ammunition

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 PARDEE EQUIPMENT CO LTD**
 520 24 St SECalgary 272-4016
WATEROUS EQUIPMENT LTD 249 12 St N 328-3356

Show Cards

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Dysigns Rear 508 5 Av S327-3510
Patey Signs 333 4 Av S328-3535
 (See Advertisement This Page)



• SHO' CARDS
 • SALE POSTERS
 • BANNERS
 • DISPLAYS

PATEY SIGNS

333 4 AVE. S  **328-3535**

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ROCKY MOUNTAIN SIGHT SEEING TOURS

Operated by Steve F. Kotch
WONDERFUL TOURS OF THE SUNNY SOUTH
 Including
 Scenic City Tour - Waterton - Glacier Park
 Crow's Nest Pass - Writing on Stone Provincial
 Park - Kananaskas Highway to Banff
**TOURS ANYWHERE IN THE NORTH
 AMERICAN CONTINENT**
 Limousine & Bus Service Available
 For Further Information Call
 1415 3 Av S327-3536

**It's so easy to shop the YELLOW
 PAGES way.**

A Short-cut to Your Customers!

To reach more prospects, make
 more telephone and walk-in
 sales, advertise under all classi-
 fications, where buyers look for
 your products and services.





NATIONAL NEON

315 STAFFORD DRIVE — LETHBRIDGE

**A LETHBRIDGE INDUSTRY
DESIGNERS — MANUFACTURERS
ELECTRICAL ADVERTISING
NEON & PLASTIC**

PHONE

327-4215 • 328-1517

NATIONAL NEON DISPLAYS LTD.

NIGHT CALLS ... DAVE BROWN
BUD CARTER

327-6102
327-6785

Signs

Anthony Signs 238 12 St-B N328-6273
(See Advertisement This Page)

Art Sign Co 333 4 Av S327-2203
(See Advertisement This Page)

BEHREND'S BRONZE INDUSTRIES LTD

METAL LETTERING - MEMORIAL PLAQUES
ARCHITECTURAL CASTINGS

2050 10 Av SWCalgary 244-9663

City Sign Co 527 6 St S327-4204
(See Advertisement This Page)

Commercial Signs 314 3 Av S327-7633

Dysigns Rear 508 5 Av S327-3510
(See Advertisement This Page)

HOOK SIGNS LETHBRIDGE LTD

1022 24 St N327-3686

Jay Signs 1820 10 Av N327-8794
(See Advertisement This Page)

National Neon Displays Ltd 315 Stafford Dr {327-4215
328-1517
(See Advertisement This Page)

NEON PRODUCTS OF CANADA LTD

NEON

SIGNS

PLASTIC

SIGNS

Nitelite Lighting

Maintenance — Agents

1271 3 Av S327-6336

(Continued Next Page)

**SAY IT WITH
JAY**

Signs

"JOCKO"
JOE TARNAVA

**SIGNS
OF ALL KINDS**

"Quick as a Wink Service"
24 HOUR
ANSWERING
SERVICE

327-8794

1820 - 10th Ave. North
LETHBRIDGE

ANTHONY Signs

- SILK SCREENING
- TRUCK DECALS
- TRUCK LETTERING
- BANNERS-POSTERS
- GOLD LEAF SIGNS
- SHOW CARDS

PHONE
328-6273
238 - 12 ST. B. NORTH

ART SIGN CO.
333 • 4 AVE. S.

SIGNS

You Name It...We'll Sign It...

327-2203

DECALS • SCREEN PROCESS

City
SIGN Co.

M. Pisko, Mgr.

327-4204
527 - 6th Street S.

TELL THE WORLD WITH SIGNS

by
Dysigns

- GOLD LEAF LETTERING
- CUT OUT LETTERS
- WINDOW SIGNS
- TRUCK SIGNS
- SHOW CARDS

Phone **327-3510**

508 - 5th Ave. S. (Rear)
GILBERT DYS, Prop., res. 328-3018

Signs—(Cont'd)

NITELITE LIGHTING MAINTENANCE

COMPLETE
NEON & ILLUMINATED
SIGN MAINTENANCE
SERVING SOUTHERN ALBERTA

1271 3 Av S327-6336

Patey Signs 333 4 Av S328-3535

Silk Screen Processing

Art Sign Co 333 4 Av S327-2203
Commercial Signs 314 3 Av S327-7633

Skating Rinks

Arena 12 St-A & 2 Av S327-2288

Sliding Doors

See Doors—Rolling & Sliding

Slot Racing

See Model Car Racing

Smallwares & Notions

MEK WHOLESALE DISTRIBUTORS LTD
712a 3 Av S327-0440

Smorgasbord

See Caterers also Restaurants

Snow Fences

See Fences

Social Service Organizations

See also Associations & Societies &
Charitable Institutions
Lethbridge Family Bureau 706 3 Av S328-3787

Societies

See Associations & Societies

Soft Drinks

See Beverages

Soft Water Equipment

See Water Softening Equipment

Soil Testing

AGRI-ANALYSIS LTD
Professional Soil Analysis & Consultation
1712 2 Av S328-4543

Solicitors

See Lawyers

Sound Systems & Equipment

ALBERTA GOVERNMENT TELEPHONES
PUBLIC ADDRESS PAGING SYSTEMS

TOTAL COMMUNICATIONS
FOR MODERN BUSINESS

Custom designed to fit your individual need
No maintenance costs
Quality components

"FOR INFORMATION CALL"
ALBERTA GOVERNMENT TELEPHONES
115 6 Av SW Calgary—Call Long Distance
(No Toll Charge) & ask forZenith 33000

MODERN ELECTRONICS

SOUND SYSTEMS
AND
EQUIPMENT
SALES & SERVICE

1113 3 Av S327-6150

Sporting Goods

Alberta Gun Craft Ltd
530 Mayor Magrath Dr327-0411
(See Advertisement This Page)
ANGLO DISTRIBUTORS 427 5 St S327-2023
ASHDOWNS 516-518 3 Av S327-2212
Dan's Repair Shop 1117 3 Av S327-3905
DOUG'S MUSIC & SPORTS
Cor 4 Av & 5 St S327-7936
HOYT'S Main Store 606-608 3 Av S327-5767
HOYT'S NORTH LETHBRIDGE
324 13 St N328-4441
MACLEOD'S FAMILY SHOPPING CENTRE
426 6 St S327-4240
Trocrest Athletics Shoppers World328-4283
Western Canada Hardware Ltd
907-915 2 Av S328-1711

GUNS BUY
SELL
TRADE

ALBERTA

GUN CRAFT LTD.

GUNSMITHING RELOADING STOCK MAKING

AUTHORIZED REMINGTON
& ITHACA DEALERS

HUNTING & FISHING SUPPLIES

327-0411

Rex Johnson, Res. 327-8249
530 Mayor Magrath Drive

Sporting Goods—Whlse & Mfrs

WESTERN CANADA HARDWARE LTD
907-915 2 Av S328-1711

Sports Car Equipment

See Automobile Parts & Supplies Section

Spray Painters

See Painters & Paperhangers

Spraying

Multi-Spray Service 2830 12 Av S327-7263

Spraying Equipment

ACKLANDS LIMITED
Devilbiss & Alemite Spray Equipment
1280 2 Av S327-4697
.....327-5133
BOWNS AGRICULTURAL WHOLESALE LTD
1710 2 Av S328-3326
OLIVER CHEMICAL CO (LETHBRIDGE) LTD
Agricultural & Industrial
241 Stafford Dr327-1571

Sprinkler Contractors

Major Irrigation Company 2125 2 Av S ...327-5525
.....327-5455
OLIVER CHEMICAL CO (LETHBRIDGE) LTD
241 Stafford Dr327-1571

Sprinklers—Agricultural

Irrigation Equipment Co Inc Canadian Irrigation
Division 4 Av & Stafford Dr327-1186

Sprinklers—Agricultural—(Cont'd)

MAJOR IRRIGATION COMPANY
2125 2 Av S327-5525
Oliver Chemical Co (Lethbridge) Ltd
241 Stafford Dr327-1571
(See Advertisement This Page)

Oliver Chemical Co.(Lethbridge) Ltd.

- ★ Berkeley Pumps
- ★ Alcan Aluminum
- ★ Rain Bird Turf Sprinkling
Equipment
- ★ Oliver Irrigation Fittings
- ★ Gorman-Rupp Pumps
- ★ I.H.C. Power Units
- ★ Plastic Pipe

327-1571

241 STAFFORD DRIVE

Sprinklers—Lawn

Holberton's Plumbing & Heating
1911 9 Av S327-4276
MAJOR IRRIGATION COMPANY
2125 2 Av S327-5525
TORO LAWN SPRINKLER SYSTEMS

FULLY AUTOMATIC—
CLOCK CONTROLLED

TORO

Underground systems for home • park • cemetery •
business • industry • golf courses. Offers economy of
installation, operation and maintenance. Manufactured by
Moist O'Matic, Inc., a subsidiary of Toro Mfg. Corp.

"WHERE TO BUY THEM"

DEALER

HOYT'S Main Store 606-608 3 Av S ..327-5767
HOYT'S NORTH LETHBRIDGE
324 13 St N328-4441
INSTALLING DEALERS

Hepp's Industries Ltd
1 Mile E of Skyds327-4242

TABER
PARKER ELECTRIC LTD
5316 48 AvTaber 223-2388

Stamps Rubber

See Rubber Stamps

Stapling Machines

BOSTITCH STAPLERS & STAPLES—
RODGER ROSS M LTD
2312 Macleod Tr SCalgary 273-1849

Stationers—Retail

Chinook Stationers Ltd 306 13 St N328-3555
(See Advertisement This Page)

HEINITZ PRINTERS & STATIONERS LTD

FRANCHISED DEALER

OFFICE SPECIALTY LTD.

OFFICE SUPPLIES — FURNITURE

(NEW & USED)

324 9 St S328-1778

SOUTHERN
OFFICE SUPPLIES

STATIONERS
SCHOOL SUPPLIES

OFFICE SUPPLIES

SCHOOL SUPPLIES

HOBBY CRAFTS

GREETING CARDS, GIFTS

"Keep the Southern Habit"

328-2301

SOUTHERN STATIONERS LTD.

The 7th Street Shopping Mall
Lethbridge

Stationers—Retail—(Cont'd)

Southern Printing Company Limited
1233 2 Av S328-5114

SOUTHERN STATIONERS LTD 316 7 St S 328-2301
(See Advertisement This Page)

Stationers—Wholesale

SOUTHERN STATIONERS LTD 316 7 St S 328-2301

Steam Baths

Genuine Swedish Massage 4 Oliver Blk328-4171

TYM'S PHYSICAL HEALTH & SWEDISH
MASSAGE CLINIC STEAM BATHS
SWEDISH MASSAGE TREATMENTS
8-202 13 St S328-4206

Steam Cleaning Equipment

See Cleaning Equipment & Service—Industrial

Steam Cleaning—Industrial

ACE PORTABLE STEAM CLEANERS
1507 50 St SECalgary 272-2324

Steam Fitters

Baxter G H & Son Ltd 528 6 St S327-6543

Steamship Agents

Butte Travel Service 909a 3 Av S328-3201
LAWSON P TRAVEL LTD Marquis Hotel ...327-4094
ROSSITER AGENCIES LTD
Bsmr McFarland Bldg327-1541

Steel**HECTORS LTD****STEEL**

- Rounds • Flats • Angles
- Plates • Channels • Reinforcing
- Sheets • Beams • Cold Rolled

STEEL FABRICATORS**PIPE**

2020 17 Av SECalgary 273-4981

Mc & Mc Metal Services Edmonton—Call Long
Distance (No Toll Charge) & ask for ...Zenith 07101

Steel—(Cont'd)

NATIONAL SALVAGE CO LTD
Cor 12 St & 2 Av N328-1721
Southalta Steel Ltd 1501 2 Av S328-3443
(See Advertisement This Page)

IO

SOUTHALTA STEEL LTD.

□ L

ROUNDS — FLATS
ANGLES — SHEETS
PLATES — BARS
BEAMS — CHANNELS
REINFORCING

Your Southern Alberta Steel Warehouse

328-3443

1501 - 2nd Avenue S., Lethbridge

Steel Buildings

See Buildings—Metal

Steel Fabricators

Horton Steel Works Ltd 2902 5 Av N328-5541
(See Advertisement This Page)

NEUFELDT INDUSTRIES LTD
1601 20 AvCoaldale 345-4444
SMITH'S WELDING 1910 2 Av S328-3411

HORTON
STEEL WORKS
LTD.

STEEL
FABRICATORS

COMPLETE FACILITIES
TO MEET ALL INDUSTRIAL
& AGRICULTURAL REQUIREMENTS

328-5541

2902 - 5th Avenue North

Steel Foundries

See Foundries—Iron, Steel, Brass & Aluminum
Castings

Steel Shelving

See Shelving Steel

Steel—Structural

ALBERTA STEEL PRODUCTS LTD

NEW STRUCTURAL STEEL
& PIPE
OF ALL KINDS

1505 2 Av S327-4035

Lethbridge Iron Works Co Ltd
Cor 1 Av & 2 St S327-3576
VARZARI IRON LTD Cor 12 St-A & 2 Av N 327-1296
(Continued Next Page)

Chinook

Stationers Ltd.

328-3555

- OFFICE SUPPLIES
- OFFICE FURNITURE
- BUSINESS FORMS
- PRINTING
- RUBBER STAMPS

306 - 13th STREET N.

LETHBRIDGE

Steel—Structural—(Cont'd)

WESTERN METAL FABRICATORS (1962) LTD

REINFORCING STEEL

Welded Wire Mesh — Beams, Etc.
Structural Steel Fabricators

1501 2 Av S {327-4473
327-4982

WONDER BUILDING (ALBERTA) LTD

COMMERCIAL — INDUSTRIAL — FARMS

- Grain Storage • Arenas
- Warehouses • Curling Rinks
- Supermarkets • Bowling Alleys
- Aircraft Hangars • Swimming Pools

All Steel Widths 14' to 250'
Length Unlimited — No Posts

J. H. Willie — Alberta Distributor

1506 6 Av S 328-1200

Stenciling

BOWNS AGRICULTURAL WHOLESALE LTD

CUSTOM STENCILLING
RE-PRODUCTIONS ELECTRONICALLY

1710 2 Av S 328-3326

Stereophonic Equipment

See High Fidelity & Stereophonic Equipment

Stocks & Bonds

DOHERTY ROADHOUSE & McCUAIG BROS {327-3009
422 7 St S {327-4255
327-0578

RICHARDSON JAMES & SONS
709 4 Av S 327-5757

RINGLAND MEREDITH & HUNT LTD {327-3009
422 7 St S {327-4255
327-0578

WALKER J H & CO LTD 706 3 Av S 327-4085

Storage Batteries

See Batteries—Storage Section

Storage—Cold

See Cold Storage

Storage—Fur & Garment

Canadian Furriers
Paramount Theatre Bldg 327-4348

LETHBRIDGE FURRIERS
514 3 Av S 327-2209

(See Advertisement This Page)

New York Furriers 604a 3 Av S 327-3276

**Lethbridge
Furriers
Fur Storage**
we're specialists
in the care of furs
327-2209
514 - 3rd Avenue S.

Storage—Household

A A A MOVING & STORAGE 525 15 St S .. 327-1288
McLean Transfer Ltd 640 6 St S 327-2097
(See Advertisement This Page)

OWEN DISTRIBUTING LTD

STORAGE

Specialists In Local and Long
Distance Moving
AGENTS FOR ALLIED VAN LINES LTD

1216 1 Av S 328-4485

Taber Transport 5009 56 St Taber 223-2134
(See Advertisement This Page)

Storage—Merchandise

WILKINS TERMINAL

WAREHOUSING - STORAGE - DISTRIBUTION

Fully Bonded & Insured

725 2 Av-A N {327-8353
327-8354

Store Fronts

CANADIAN PITTSBURGH INDUSTRIES LTD

252 12 St N 327-1508

LETHBRIDGE SASH & DOOR FACTORY

Designed & Installed to Your Specification
Free Estimates

5 Av & 4 St S 327-1581

Storm Windows

See Windows Metal & Windows Wood

Stove Oil

See Gas & Oil Bulk Stations

Stoves Parts & Service

Wright A R Plumbing & Heating Ltd
7304 Macleod Tr Calgary 255-7751
(See Advertisement This Page)

GARLAND

Gas & Electric Ranges

BLODGETT OVEN

EMBERGLO BROILER

FRYMASTER DEEP FRY

PARTS & SERVICE — AUTHORIZED DEALERS
FACTORY TRAINED PERSONNEL

**A. R. WRIGHT
PLUMBING & HEATING
LTD.**

7304 Macleod Trail, Calgary

Phone 255-7751

"Make One Call Do the Work of Two"
— Use the YELLOW PAGES

McLEAN TRANSFER LTD.

LOCAL AND
LONG DISTANCE
MOVING
PACKING • STORAGE



AUTHORIZED



FOR A BETTER MOVE ALL WAYS!

327-2097

Nights Calls: 327-3473

640 - 6th STREET SOUTH
LETHBRIDGE

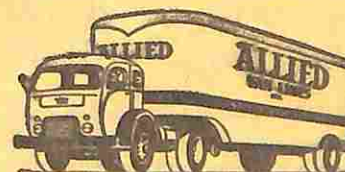
Taber Transport



FURNITURE DIVISION

Local & Long Distance
Moving — Packing & Storage

AGENTS FOR
ALLIED VAN LINES LTD.



CANADA'S LARGEST FURNITURE MOVERS

223-2134

T A B E R

5009 - 56th Street

Stoves, Ranges & Heaters—Retail

Baker Appliances Ltd 319 7 St S328-1673
HOYT'S
 Furniture & Appliances 7 St Shopping Mall 327-5767
 HOYT'S NORTH LETHBRIDGE
 324 13 St N328-4441
ST LOUIS FURNITURE STORE
 118 5 St S327-2210

Stoves, Ranges & Heaters—Wholesale

Bruce Robinson Electric Ltd 1108 1 Av S ..327-8561
 (See Advertisement This Page)
FINDLAY—
 WESTERN CANADA HARDWARE LTD
 907-915 2 Av S328-1711

FRIGIDAIRE

For Sale at All
 Local Franchise Dealers
 FOR SERVICE

327-8561

1108 - 1st AVENUE SOUTH

Swimming Pools & Equipment

Bruce Robinson Electric Ltd 1108 1 Av S ..327-8561
 (See Advertisement This Page)

Distributed by
BRUCE ROBINSON ELECTRIC LTD.
 1108 - 1st Ave. South — Lethbridge
 327-8561

FIND WHAT YOU WANT—
 WHEN YOU WANT IT—
 PRODUCT DEALERS—SERVICES—
 PROFESSIONS — are listed . . . by
 classification . . . throughout these
 pages. You can find almost anything
 you need quickly and easily when you
 use THE YELLOW PAGES.

Tailors

Benjamin's Cleaners-Tailors 315 10 St S ...327-5771
 Fit-Rite Tailors 320 5 St S327-6917
 John's Tailor Shop 419 2 Av S327-3431
 Mary's Tailor Shop 208 5 St S328-3213
 Modern Tailors 315 5 St S328-5056
 Neilson's Dry Cleaners & Tailors 1514 9 Av S 327-7771
 O K Laundry & Dry Cleaning 312 3 St S...327-4039
PERLUX CLEANERS 410 5 St S327-3666
 Spic & Span Dry Cleaners 112 8 St S327-8116
 Stan's Men's Wear Ltd 321 5 St S327-3730

Tanks—Septic

See Septic Tanks

Tanks—Steel & Wood

Horton Steel Works Ltd 2902 5 Av N328-5541

Tape Recording Equipment & Supplies

See Recording Equipment & Supplies

Tax Consultants

See Income Tax Consultants

Taxicabs

City Taxi & News Stand 210 5 St S328-4566
 {327-6200

(See Advertisement This Page)
 (Continued Next Page)

Straw

See Feed & Poultry Supplies

Stucco & Stucco Contractors

See Plasterers

Supermarkets

See Grocers—Retail

Surgeons

See Physicians & Surgeons

Surplus Goods

National Department Stores 302 5 St S ...327-2764

Surveyors—Land**BROWN H W & CO LTD**

LAND SURVEYORS
 and ENGINEERS

401 Mayor Magrath Dr328-3321

MARTIN D A & ASSOCIATES

LAND SURVEYORS

ALBERTA & DOMINION LAND SURVEYOR

3714 South Parkside Dr328-3025

DAY AND NIGHT

CITY TAXI



and NEWS STAND

NOVELTIES - GIFTS & SOUVENIRS

"Quick Dependable Service"

PHONE

327-6200**328-4566**

RADIO EQUIPPED CARS

325 - 5th STREET SOUTH

Telephone Answering Service

Lethbridge Telephone Answering Service
714 7 St S 328-1701
(See Advertisement This Page)

Telephone Equipment

ALBERTA GOVERNMENT TELEPHONES
115 6 Av SW Calgary—Call Long Distance
(No Toll Charge) & ask for Zenith 33000

Rush job? When something is needed in a hurry use these **YELLOW PAGES** to help you locate it quickly.

Telephone Intercommunicating Systems**ALBERTA GOVERNMENT TELEPHONES****TELEPHONE INTERCOMMUNICATING SYSTEMS**

Dial intercom
service with Key
Telephone sets;
Public Address Systems
Intercommunicating Systems
Conference Service
Off Premises Locations

TOTAL COMMUNICATIONS
FOR MODERN BUSINESS

"FOR INFORMATION CALL"

ALBERTA GOVERNMENT TELEPHONES
115 6 Av SW Calgary—Call Long Distance
(No Toll Charge) & ask for Zenith 33000

Telephone Secretarial Bureaus

See Telephone Answering Service

Telephone Systems**ALBERTA GOVERNMENT TELEPHONES****TELEPHONE SYSTEMS**

Offering a complete
communication Service
Private Lines
Foreign Exchange - Long Distance Usage Plans
Telemetry and Supervisory Channels

TOTAL COMMUNICATIONS
FOR MODERN BUSINESS

"FOR INFORMATION CALL"

ALBERTA GOVERNMENT TELEPHONES
115 6 Av SW Calgary—Call Long Distance
(No Toll Charge) & ask for Zenith 33000

Teletype Service**ALBERTA GOVERNMENT TELEPHONES****TELETYPE SERVICE**

Across town or across the nation Teletype Service is
unexcelled for the instantaneous transmission of all
printed communications.

TOTAL COMMUNICATIONS
FOR MODERN BUSINESS

"FOR INFORMATION CALL"

ALBERTA GOVERNMENT TELEPHONES
115 6 Av SW Calgary—Call Long Distance
(No Toll Charge) & ask for Zenith 33000

Teletypewriter Service**ALBERTA GOVERNMENT TELEPHONES****TELETYPEWRITER EXCHANGE SERVICE**

T.W.X. a Dial
Typewriter
Service

providing fast, accurate, dependable, low cost
transmission of the printed word
188,000 subscribers in over 100 countries

TOTAL COMMUNICATIONS
FOR MODERN BUSINESS

"FOR INFORMATION CALL"

ALBERTA GOVERNMENT TELEPHONES
115 6 Av SW Calgary—Call Long Distance
(No Toll Charge) & ask for Zenith 33000

Television—Broadcasting Companies & Stations

CJLH-TV 28 St N 327-1521

Television Cable Systems

See Television Community Antenna Systems

Television—Community Antenna Systems

Cablevision Lethbridge Ltd 713a 4 Av S 328-1222

Television Rentals

ACME TELEVISION LTD 535 13 St N 327-6361

BAKER APPLIANCES LTD 319 7 St S 328-1673

HILDER'S TV SERVICE 1021 3 Av S 328-4224

Television Sales & Service

Acme Television Ltd 535 13 St N 327-6361
(See Advertisement This Page)

(Continued Next Page)

To dial correctly, pull the dial all the way to the finger stop . . . then let dial return at its own speed.

Lethbridge Telephone Answering Service

AN UNANSWERED TELEPHONE IS LOST BUSINESS

T.A.S. Doesn't Cost . . . IT PAYS

LET US ANSWER YOUR TELEPHONE WHEN YOU ARE OUT OR BUSY. WE
WILL ANSWER THE PHONE IN YOUR NAME AND ACT AS YOUR SECRETARY

Your reward is fourfold: Extra Goodwill — More Profits For You
No Lost Business — Added Convenience

714 - 7th Street South

24 Hour Service



328-1701



ACME TELEVISION LTD.

**LOOK NO FURTHER FOR THE ULTIMATE IN
TV SERVICE**

Colored TV Specialist

EMERSON TV'S and HI-FI'S

All Small Appliances Repaired

6 TECHNICIANS TO SERVICE YOU
DAY & NIGHT
535 - 13th STREET N.

327-6361

Television Sales & Service—(Cont'd)

Active Television Service 1238 3 Av S 327-5020
(See Advertisement This Page)
Bert & Mac's Radio-TV Ltd 315 7 St S ... 327-3232
(See Advertisement This Page)
Bestway Television Appliances Ltd
402 5 St S 328-2328
(See Advertisement Following Page)
CLARKE'S TELEVISION SERVICE
316 3 St S 328-4977
(See Advertisement This Page)
(Continued Next Page)

Quick as a wink—YELLOW PAGES.



**Call Before
You Dig . . .
Please Check
To Make Sure
It's Safe**

One slashed telephone cable can
disrupt fire, police and medical
protection for thousands.

Before you dig — call Telephone
Repair Service.

ACTIVE T.V.

SALES SERVICE

**RADIO
STEREO**

R. C. A. Victor-Electrohome

1238 - 3rd Avenue South

LETHBRIDGE

327-5020

After Hours Call 327-7248

J. VAN LOO, PROP.



JIM VAN LOO

COLOR T.V.

Active Television Service

Member of Electronic Technicians Association

CLARKE'S

Television Service

328-4977

AUTHORIZED

T. EATON CO. LTD.

Warranty Service Depot

FOR RADIO, T.V., STEREO,
ORGANS, ETC.

Coloured T.V.

QUALIFIED REPAIRS
TO ALL MAKES

After Hours Res. 328-2836

316 - 3rd Street S., Lethbridge



**SERVICE TO ALL
Makes of Television**

TWO GOVERNMENT
LICENSED TECHNICIANS



A TV LOANED FREE WHILE
YOURS IS BEING REPAIRED

Bert & Mac's
TWO STORES

STEREO
LOUNGE
312 - 8 St S.
LETHBRIDGE

RADIO - TV LTD.
327-3232
327-5560

TELEVISION
CENTRE
315 - 7th Street S.
LETHBRIDGE

"Serving South Alberta For Over 27 Years"



TV SERVICE CALLS...

- 90 DAY GUARANTEE
- CITY WIDE SERVICE
- GOVERNMENT LICENSED TECHNICIANS
- ONE OF THE LARGEST TV SHOPS IN TOWN

328-2328

Bestway TELEVISION & APPLIANCES LTD.

402
5th Street S.

ECCLESTON'S Radio & Television SALES & SERVICE



Member of Electronic Technicians Association

Personalized Service to
All Makes of Radio and
Television

PHONE

327-2787

Or

Evening 328-1208

Formerly Fremstad's

903A - 3rd Avenue S.

Hilder's TV Service

JOHN BABER, Prop.



**SALES
SERVICE**

GUARANTEED WORKMANSHIP

A COMPLETE LINE
QUALITY DRUMS

NIGHT CALLS AT REGULAR PRICES

328-4224

Member of Electronic Technicians Assoc.

1021 - 3rd Avenue South — Lethbridge

HOYT'S
YOUR
RCA VICTOR
& FLEETWOOD
DEALER
RADIO — TELEVISION
APPLIANCE

"Where Sales are Backed by Service"

324 - 13th St. North—328-4441

AND

7th Street Shopping Mall—327-5767

Television Sales & Service—(Cont'd)

Eccleston's Radio & Television 903a 3 Av S 327-2787
(See Advertisement This Page)

ELECTRONIC TECHNICIANS ASSOCIATION

The following Dealers
offer Prompt, Efficient
Service. Any complaints
against these Dealers
will be investigated if
received in writing to Box 681 Lethbridge.



"FOR SERVICE CALL"

LETHBRIDGE CITY DEALERS

ACME TELEVISION LTD 535 13 St N 327-6361
ACTIVE TELEVISION SERVICE

1238 3 Av S 327-5020

ECCLESTON'S RADIO & TELEVISION
903a 3 Av S 327-2787

HILDER'S TV SERVICE 1021 3 Av S 328-4224

JACK'S RADIO & TV SALES & SERVICE

302 13 St N 327-4979

MODERN ELECTRONICS 1113 3 Av S 327-6150

TEL-RAY ELECTRONICS

Cor 7 Av & Mayor Magrath Dr 327-3503

DISTRICT DEALERS

ASTRON ELECTRONICS

2203 2 Av Fort Macleod 234-3595

SMITH F W & SON LTD .. Milk River 647-3557

SMITH'S RADIO & TV CENTRE

1715 20 Av Coaldale 345-3272

FAIRFIELD APPLIANCE SERVICES LTD

SPECIALIZING IN
PICTURE TUBE REPLACEMENTS

1244 3 Av S { 327-6684
327-6070

FLEETWOOD TELEVISION

FIRST NAME IN QUALITY
LAST WORD IN STYLE
MANUFACTURERS OF
COLOR & B & W



TELEVISION — STEREO'S — HI-FI'S
RADIO'S — RECORD PLAYERS &
TAPE RECORDERS

"WHERE TO BUY THEM"

LETHBRIDGE DEALERS

HILDER'S TV SERVICE

1021 3 Av S 328-4224

HOYT'S Main Store 606-608 3 Av S .. 327-5767

HOYT'S NORTH LETHBRIDGE

324 13 St N 328-4441

DISTRICT DEALERS

MACLEOD'S AUTHORIZED DEALER

806 Main St Pincher Creek 627-3664

MACLEODS FAMILY SHOPPING CENTRE

5321 50 Av Taber 223-3143

PINCHER CREEK CO-OPERATIVE
ASSOCIATION LTD

782 Main St Pincher Creek 627-3575

Hilder's TV Service 1021 3 Av S 328-4224
(See Advertisement This Page)

Holmes Appliances 313 7 St S 327-4054
Service 327-4090

HOYT'S Furniture & Appliances

7 St Shopping Mall 327-5767

HOYT'S NORTH LETHBRIDGE

324 13 St N 328-4441

(See Advertisement This Page)

(Continued Next Page)

A kitchen phone lets mother take
or make calls without "dropping
everything".

Television Sales & Service—(Cont'd)

Jack's Radio & TV Sales & Service
302 13 St N327-4979
(See Advertisement This Page)

LETHBRIDGE APPLIANCES CO LTD
905 3 Av S327-4456
Mart (Leth) Ltd 1260 3 Av N327-1114
Modern Electronics 1113 3 Av S327-6150
(See Advertisement This Page)

PHILIPS TELEVISION

STEREO HIGH FIDELITY
MULTIBAND RADIOS
RECORD PLAYERS
These dealers are selected for their
integrity and their pledge to provide
knowledgeable demonstrations and
after-sale service.



"SALES & SERVICE"

Bert & Mac's Radio-TV Ltd
315 7 St S327-3232

ROY ELECTRIC LTD 816 3 Av S327-3735
(See Advertisement This Page)

(Continued Next Page)

Look for products and services
under the most common terms
that describe them. You'll find
them there or you will be referred
to the heading where they are
listed.

**MODERN
Electronics**
TV
SALES & SERVICE

- ALL WORK GUARANTEED
- FINANCING MAY BE ARRANGED
ON MAJOR REPAIRS

327-6150
1113 - 3rd Avenue South LETHBRIDGE
Member of Electronic Technicians Association

ROY ELECTRIC LTD.

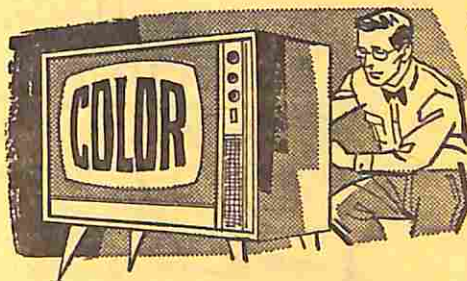
**COLOR
BLACK & WHITE**

DEALERS FOR
PHILCO & ADMIRAL
STEREO & HI-FI
GUARANTEED SERVICE

327-3735

For Information — Days 327-2774
After Hours Call 328-3671
816 - 3rd Av. S.

JACK'S RADIO & TV SALES & SERVICE COLOR BLACK & WHITE



DEALERS FOR
* **PHILIPS** * **PHILCO** * **EMERSON**
STEREO & HI-FI
ROBERTS TAPE RECORDERS

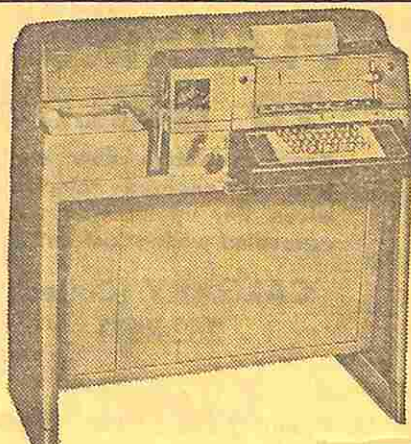
Service Fully Guaranteed
Member of E.T.A.

327-4979

302 - 13th STREET NORTH

Advertise to People Who Are Ready to Buy!

The "Yellow Pages" are within
easy reach of prospects 24 hours
a day, in homes, offices, stores
and factories. They reach new-
comers in town . . . remind old
customers too. Put this famous
buying guide to work for you.



TELETYPE

Private line teletype provide
inter office printed communi-
cations on a local or national
basis.

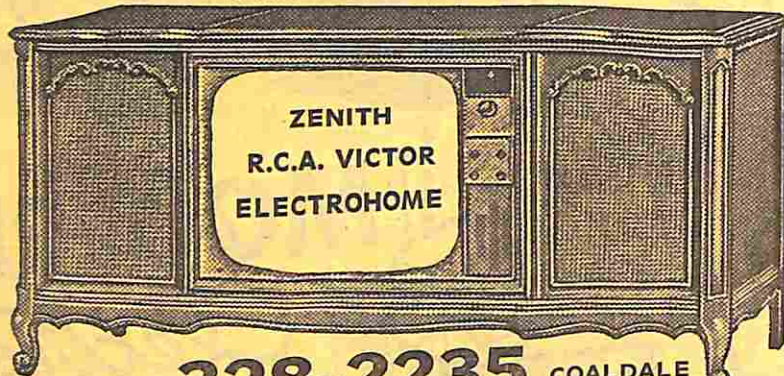
An Aspect of
TOTAL COMMUNICATIONS
For Modern Business

**Alberta
Government Telephones**

SMITH'S

244 - 13th STREET NORTH, LETHBRIDGE
PROFESSIONAL SERVICE

**COLOR
T.V.
&
Stereo
Centre**



328-2235 COALDALE
345-3272



Gerard Plettell



Ed Smith



Mike Miskulin

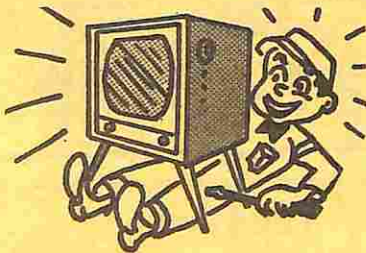
"SMITH'S"

FIRST

in ALBERTA to
Specialize
in Color TV
Sales & Service

TEL-RAY ELECTRONICS

Cor. 7th Ave. & Mayor Magrath Dr.



For Dependable Service Call

327-3503

Evenings & Weekend Calls Made
TELEVISION — RADIO
HI-FI & STEREO

Member of Electronic Technicians Association



PLANNING TO BUILD?

Keep attractive new walls
free of exposed telephone
wires. For information about
concealed wiring just call

CALGARY (Collect)
262-8611



Television Sales & Service—(Cont'd)

Smith's Color Television & Stereo Centre
244 13 St N328-2235
(See Advertisement This Page)

SMITH'S RADIO & TV CENTRE

**SALES & SERVICE ON
TV's & RADIO's**
WE SERVICE & INSTALL ALL APPLIANCES
COLOR TELEVISION
Member of E.T.A.
Ed Smith — M. Miskulin
1715 20 AvCoaldale 345-3272

Tel-Ray Electronics

Cor 7 Av & Mayor Magrath Dr327-3503
(See Advertisement This Page)

ZENITH TELEVISION

Zenith—The Handcrafted
Quality TV—Famous for
Superb Color and Black &
White TV Performance.
Complete Line of AM, FM/AM, Clock, All-
Transistor Radios; Stereo Phonos; Combinations.
Zenith—The Quality Goes in Before the Name
goes on.



"WHERE TO BUY THEM"

DISTRIBUTOR

BRUCE ROBINSON ELECTRIC LTD

1108 1 Av S327-8561

CITY DEALERS

BAKER APPLIANCES LTD 319 7 St S 328-1673
GALT HOME APPLIANCES

319a 8 St S327-3889

**SMITH'S COLOR TELEVISION & STEREO
CENTRE** 244 13 St N328-2235

SMITH'S RADIO & TV CENTRE
1715 20 AvCoaldale 345-3272

Television Wholesale & Mfrs

**CELEBRITY (CANADIAN GENERAL ELECTRIC)—
WESTERN CANADA HARDWARE LTD**
907-915 2 Av S328-1711

**R C A VICTOR SALES—
GREENE G E (PETER)**
323 18 St N327-8223

Tent & Awning Makers

Ducan Canvas Co Ltd 2333 2 Av N
327-6550
327-0965
328-1707

Termite Control

See Exterminators

Testing Laboratories

See Laboratories

Theatres

Capitol Theatre 5 St S327-4100
Greenacres Drive-In Theatre327-1100
Cor Coutts & Magrath Hwys328-9062
Paramount Theatre
Paramount Theatre Bldg327-5100

Thermostats

See Heating Apparatus

Why wonder? These **YELLOW
PAGES** will help you recall the name
of the firm you have forgotten.

Tile Contractors & Dealers—Ceramic & Non-Ceramic

Alberta Floor Covering 428a 13 St N327-1688
(See Advertisement This Page)

CAPRI MARBLE & TILE CO

COMMERCIAL & RESIDENTIAL
MARBLE & TILE
FIREPLACES & BATHROOMS
A SPECIALTY

257 12 St N328-2537

Ceramic-Tile & Marble Works 1905 9 Av N.328-3981
(See Advertisement This Page)

LETHBRIDGE MONUMENTAL & TILE WORKS

LTD 325 8 St S327-3920
Stylon Floors Ltd 134 N Mayor Magrath Dr 327-4694



**Ceramic-Tile
&
Marble Works**

1905 - 9th Ave. North, Lethbridge

CITY & DISTRICT WORK

FOR INFORMATION CALL

328-3981

Time Recorders

SIMPLEX TIME RECORDERS

ATTENDANCE & JOB RECORDERS
MASTER CLOCK AND PROGRAM
SYSTEMS — WATCHMAN'S
CLOCKS AND TIME STAMPS - FIRE ALARM SYSTEMS
SUPPLIERS OF TIME RECORDING EQUIPMENT
FORMERLY SOLD BY I.B.M.

STR

"FOR INFORMATION CALL"
CLARK D W BUSINESS MACHINES LTD

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STROMBERG TIME RECORDER CO LTD

Job Recorders - Time Stamps - Watchman Clocks
Keywest Office Machines Ltd.

1421 Kensington Rd NWCalgary 283-0791

Tinsmiths

FREEL SHEET METAL LTD

EAVESTROUGHING &
TINSMITHING

ALL TYPES OF ROOFING
GENERAL SHEET METAL WORK

405a 4 St S327-2713

The **YELLOW PAGES** list business
names — addresses and telephone
numbers.

Tinsmiths—(Cont'd)

KIP HEATING LTD

Complete Line of
**TINSMITHING AND
SHEET METAL WORK**

Guaranteed Workmanship

612 13 St N328-1478

Tires—Dealers

Civic Tire & Battery (Pincher Creek) Ltd
1022 Main StPincher Creek 627-3604
(See Advertisement This Page)

DOMINION ROYAL TIRES

SOLD AT LEADING
TIRE & AUTOMOBILE
DEALERS
AND SERVICE STATIONS



"WHERE TO BUY THEM"

Kirk's Tire Sales (1964) Ltd
1621 3 Av S327-5985

DUNLOP TIRE SALES 1307 3 Av S328-2443
Shop328-2011

ELRICH TIRE LTD 402 1 Av S{327-6886
327-4445

(See Advertisement This Page)

(Continued Next Page)

Get the **YELLOW PAGES** Habit.



ALBERTA

Floor Covering

Finest Installation of All Floor Covering
INSTALLATION GUARANTEED — FREE ESTIMATES
VINYL FLOORS — CERAMIC & NON-CERAMIC
TILES — WALL-TO-WALL BROADLOOM
RESIDENTIAL — COMMERCIAL — INDUSTRIAL

IMPORTERS OF ITALIAN CARPETS
428a - 13th Street North

327-1688

**ELRICH
TIRE LTD.**

YOUR
FIRESTONE DEALER

COMPLETE
TIRE SALES & SERVICE

327-6886 — 327-4445

After Hours Res. 327-5143

402 - 1st Avenue S., Lethbridge

REPAIR SERVICE

When one of the many
household articles gets
out of order, you will find
a repair service quickly
and easily when you

LOOK IN THE

Yellow Pages

OF YOUR
TELEPHONE DIRECTORY



**CIVIC TIRE
& BATTERY**

(PINCHER CREEK) LTD.

GOOD YEAR

Vulcanizing
Full Tire Service
Wheel Balancing

**FAST
ON-THE-FARM
SERVICE**



Night Phone 627-3739

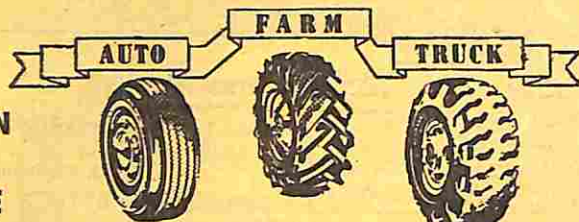
1022 MAIN STREET, PINCHER CREEK

627-3604

**TIRES - TUBES
RIDE ON
NEW TREADS**

GOOD YEAR
INDEPENDENT DEALER

**WHOLESALE
RETAIL
DISTRIBUTOR**



**SPECIALISTS IN
RECAPPING
FLEET SERVICE
WHEEL BALANCING**

HENRY J. ROELOFS

**TIRE SERVICE
COMPLETE
FARM SERVICE**

NORTH LETHBRIDGE MOTORS

327-3181



COMPLETELY NEW HI-SPEED RETREADS

WHEEL ALIGNMENT & BRAKES, SHOCKS, MUFFLERS

24 HOUR ROAD SERVICE

PICK UP & DELIVERY

305 - 13th STREET N.

After Hours Call: 327-2898 - 327-0749

Tires—Dealers—(Cont'd)

Eric's Tire Service (Leth) Ltd
721 2 Av-A N327-8887
(See Advertisement This Page)

Firestone Stores Cor 3 Av & 8 St S327-8548

GENERAL TIRES—
ENERSON MOTORS LTD
817 4 Av S327-5705

Goodrich B F Canada Limited
Cor 2 Av & 7 St S327-4314

Goodyear Tire & Rubber Co of Canada {327-2396
Ltd 316 11 St S328-5113

GOODYEAR TIRES

FOR EXPERT ADVICE AND
SERVICE ON YOUR TIRES
— CALL YOUR NEAREST
GOODYEAR DEALER



"WHERE TO BUY THEM"

ALCAN SERVICE STATION
1313 Mayor Magrath Dr328-2728

ERIC'S TIRE SERVICE (LETH) LTD
721 2 Av-A N327-8887

MIDTOWN (ENERSON'S) SERVICE
3 Av & 13 St S327-4162

NORTH LETHBRIDGE MOTORS
305 13 St N327-3181

NORTHSIDE SHELL SERVICE
321 13 St N328-2407

TRIMBLE'S TIRE SUPPLY LTD
314 11 St S327-2007

KELLY-SPRINGFIELD TIRES

RIDE THE SAFER
KELLY ROAD

Proved & Improved
For Over 72 Years



"FOR INFORMATION CALL"

BENY CHEVROLET OLDSMOBILE
Cor 2 Av & 8 St S327-3147

KIRK'S TIRE SALES (1964) LTD

"A BETTER BALANCED RETREAD"

Headquarters for
DOMINION ROYAL TIRES

1621 3 Av S327-5985

(Continued Next Page)

**ERIC'S
TIRE SERVICE
(LETH) LTD.**

ERIC HOWE

for

GOOD YEAR
COMPLETE TIRE SERVICE



A
N
D



721 - 2nd Avenue-A North

**327-8887
327-8858**

Res 327-2814



AT YOUR FINGERTIPS!

Help of all kinds is right at
hand in these Yellow Pages

LETHBRIDGE TIRE & GAS

WHOLESALE & RETAIL



DUNLOP TIRES COMPLETE TIRE SERVICE

• PASSENGER TIRES • TRUCK TIRES • TRACTOR TIRES

ALWAYS

"MORE GO FOR YOUR DOUGH"

327-4225

DOWNTOWN

Cor 4th Avenue & 4th Street S.

Tires—Dealers—(Cont'd)

LEONARD TIRE MART LTD

Wholesale & Retail
VULCANIZING & RECAPPING
For All Canadian Tire & Rubber Companies
WE SELL & SERVICE ALL BRANDS

"We Knowingly Under Sell"

1902 2 Av S327-3580

Lethbridge Tire & Gas 334 4 St S327-4225
(See Advertisement Opposite Page)

Motor Car Supply Co of Canada Ltd
1218 2 Av S327-3111

Norbridge Pacific 66 740 23 St N327-6663

North Lethbridge Motors 305 13 St N327-3181
(See Advertisement Opposite Page)

Tires—Dealers—(Cont'd)

SENTINEL TIRE DEPOT—

BRITISH AMERICAN OIL CO LTD {327-2585
1812 2 Av S327-1117

SMITH MOTORS LTD

Cor 6 Av & 6 St S327-5763

TRIMBLE'S TIRE SUPPLY LTD

314 11 St S327-2007
327-2033

Tires—Repairing

Eric's Tire Service (Leth) Ltd {327-8887
721 2 Av-A N327-8858

Kirk's Tire Sales (1964) Ltd 1621 3 Av S327-5985
Service Dept327-4705
(See Advertisement This Page)

Leonard Tire Mart Ltd 1902 2 Av S327-3580

Trimble's Tire Supply Ltd 314 11 St S327-2007

Tobacconists—Wholesale

Chisholm Wholesale Co 318 4 St S327-4776
Kitson's Wholesale Ltd 427 5 St S327-2022

Tombstones

See Monuments Mausoleums Etc.

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BLACK & DECKER DeWALT POWER TOOLS

Quality Air & Electric Tools for
Industry, Shop, Farm & Home.



Complete Parts & Repair Service
on all makes at our Factory Branch



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BLACK & DECKER MANUFACTURING CO LTD
Mn Flr 1003 11 Av SW ..Calgary 244-4022

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TAYLOR PEARSON & CARSON LIMITED
2 Av & 11 St S327-3155

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ACKLANDS LIMITED 1280 2 Av S327-4697
CALSTEEL PRODUCTS LTD
1290 2 Av-A N327-2700

WESTERN CANADA HARDWARE LTD
907-915 2 Av S328-1711

SERVICE STATION

HAGEN AUTO ELECTRIC LTD
1209 3 Av S327-5090

Parrish Mac Tools Ltd 1818 8 Av-A N327-7793

SELINGER SNAP-ON TOOLS (LETHBRIDGE)

MECHANICS TOOLS - AUTOMOTIVE
EQUIPMENT & TOOL REPAIR SERVICE

922 3 Av NWCalgary 283-2184

SKIL POWER TOOLS

SKIL
POWER TOOLS

PORTABLE ELECTRIC
AND AIR TOOLS

Skilsaw Circular Saws, Roto Hammers, Hammer
Drills, Grinders, Recipro Saws, Jig Saws, Planes,
Routers, Sanders, Screw Drivers, Impact Wrenches,
Drills, Tampers. For Industry, Building, Installing,
Automotive Service and Home.

"WHERE TO BUY THEM"

INDUSTRIAL DISTRIBUTOR

Bruce Robinson Electric Ltd
1108 1 Av S327-8561

Tools—Electric

ACKLANDS LIMITED 1280 2 Av S327-4697
TOOL SHED THE

POWER TOOLS OF ALL TYPES

1290 2 Av-A N327-2700
327-2370

Tools—Rental

Parsons Hardware & Appliances Ltd

Shoppers World327-7066

Toupees

See Hair Goods Retail also Wigs & Toupees

Tour Operators

See Travel Bureaus

"A BETTER
BALANCED
RETREAD"

KIRK'S TIRE SALES LTD.

- GUARANTEED NEW TIRE MILEAGE ON YOUR RETREADS
- VULCANIZING — RETREADING — TIRE REPAIRS

Complete Front End Alignment and Wheel Balancing Service

Led Ballast Experts

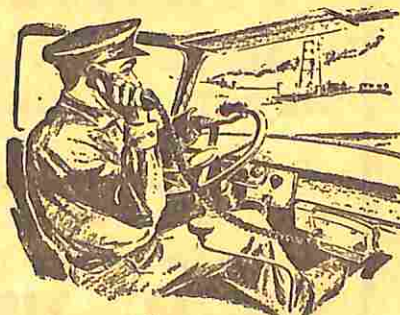
DOMINION ROYAL TIRES

KIRK'S TIRE SALES (1964) LTD.

327-5985

Service Dept. 327-4705
1621 - 3rd AVENUE SOUTH

GENERAL MOBILE TELEPHONE SERVICE



A mobile radio telephone
gives you access to the local
and long distance telephone
network from your car or
truck.

An Aspect of
TOTAL COMMUNICATIONS
For Modern Business

ALBERTA GOVERNMENT TELEPHONES

Towing Service

Alcan Service Station
1313 Mayor Magrath Dr328-2728

BENY CHEVROLET OLDSMOBILE

24 HOUR TOWING SERVICE
Cor 2 Av & 8 St S327-3147

BULLOCK'S AUTO MECHANICS & BODY WORKS

24 Hour Towing Service — Prompt Service
Reasonable Rates — After Hours 327-0123
312-314 1 Av S327-1245

CHINOOK 66 SERVICE

1205 Mayor Magrath Dr328-4916

ENERSON MOTORS LTD

24 HOUR SERVICE
9 St & 2 Av N327-6269

FLEMING MOTORS LTD

24 HOUR TOWING SERVICE
Days 327-1591 — Evenings 327-8143
7 St & 1 Av S327-1591

FRANK'S IMPERIAL BODY SHOP LTD

24 HOUR AMA TOWING
After Hours 327-1323
308 4 St S327-2505

FRED KING MOTOR CO LTD

TOWING
24 HOUR SERVICE
Cor 11 St & 3 Av S327-1566

G & W Auto Service Cor 4 Av & 4 St S327-3336

JOHN & WIMP SHELL SERVICE

TOWING SERVICE
AMA — 7 A.M. TO 10 P.M. DAILY
206 9 St S327-1967

Mayor Magrath Royalite

Cor 16 Av & Mayor Magrath Dr328-3886

MCDONALD WALLACE & SONS LTD

AMA 24 HOUR SERVICE
After Hours Steve Straga 223-3235
5335 47 AvTaber 223-3556

Modern Body Shop 1511 3 Av S327-5544

Ponderosa Shell Sales & Service

5 Av & 5 St S328-5222

UNITED RAMBLER LTD

TOWING
2-Way Radio Controlled — 24 Hour Service
302 3 Av S327-2750

Toys—Retail

HOYT'S Main Store 606-608 3 Av S327-5767
HOYT'S NORTH LETHBRIDGE

324 13 St N328-4441

3-D'S HOBBY SHOP

726 23rd STREET N—328-5144
SHOPPERS WORLD
475 Mayor Magrath Dr327-0540

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.

Toys—Wholesale & Manufacturers**COMET WHOLESALE LTD**

TOYS & NOVELTIES
GAMES — MODELS & HOBBY
SUPPLIES

PAINT BY NUMBER SETS

LETHBRIDGE REPRESENTATIVE
Residence 327-7557 or
In Lane Behind 657 - 3rd Street S.E.
Medicine Hat

310 1/2 S Railway St SE Medicine Hat 527-4111

Southland Distributors Ltd 726 23 St N ...328-5144

Tractors & Equipment**ALLIS-CHALMERS CRAWLER TRACTORS**

A complete line. New or used.
Straight-stick, torque converter,
power-shift models. Sealed track.
Also: tractor shovels, rubber-tired
dozers, articulated loaders. Plus
matched equipment.
Factory parts, service.



"FOR INFORMATION CALL"

WATEROUS EQUIPMENT LTD

249 12 St N328-3356

CATERPILLAR EQUIPMENT

- TRACTORS, TRACK & WHEEL
- DOZERS, RIPPERS
- LOADERS, TRACK & WHEEL
- PIPELAYERS
- SCRAPERS
- TOOL BARS



Caterpillar and Cat are Registered Trademarks
of Caterpillar Tractor Co

"FOR INFORMATION CALL"

Street Robbins Morrow Co Ltd

717 5 Av N328-3366

General Farm Supplies Ltd 3516 24 Av S ..327-3165

Industrial & Road Equipment Ltd

223 12 St-B N327-4498

(See Advertisement This Page)

Lonsdale Ford Tractor Sales Ltd

1709 2 Av S327-6276

PARDEE EQUIPMENT LIMITED

JOHN DEERE INDUSTRIAL
TRACTORS & EQUIPMENT

520 24 St NECalgary 272-4016

Answer your telephone promptly —
otherwise the person calling may
think you are not there and hang up.

FROM THE
BORDER



TO THE
ARCTIC

INTERNATIONAL

HOUGH — DROTT
BLAW — KNOX
GALION

PARTS — SALES — SERVICE

327-4498

223 - 12th Street-B North
INDUSTRIAL & ROAD EQUIPMENT LTD.

Trailer Parks**MAPLES TRAILER COURT**

5007 43 AvTaber 223-2858

Trailers—Commercial Truck

McCoy-Renn Trailer Ltd

36 Av SE & Dartmouth RdCalgary 243-2726
(See Advertisement This Page)

McCOY - RENN TRAILER LTD.

- ★ STEEL & ALUMINUM CUSTOM DUMP TRAILERS
- ★ END DUMPS — HOPPER DUMPS
- ★ SLIDING DUMPS — PUP DUMPS
- ★ LOW BEDS — ANY CAPACITY
- ★ OILFIELD FLOATS
- ★ LIGHTWEIGHT HIGHBOYS
- ★ TAG & TILT DECKS
- ★ THIRD AXLE ATTACHMENTS

COMPLETE SERVICE ON ABOVE

CALGARY 243-2726

After Hours 255-0427 — 252-0283
36th Ave. S.E. & Dartmouth Road
Straight East of Stampeder Hotel

Trailers—Mobile Homes**AIRSTREAM TRAVEL TRAILERS**

TRAVEL TESTED OVER THE
HIGHWAYS AND BYWAYS OF
THE WORLD ON FAMOUS
WALLY BYAM CARAVANS



"FOR INFORMATION CALL"

AUTHORIZED DEALER

Propane Engineering Service

2301 Centre St NCalgary 277-1088

GENERAL COACH WORKS OF CANADA LTD

AirportFort Macleod 234-3336

GREY TRAILER SALES 101 1 Av S327-4650

HOLIDAY TRAILERS LTD 3516 24 Av S ..327-0720

Ponderosa Auto Sales Hwy 3 W327-2747

(See Advertisement This Page)

Prebuilt Mfg Ltd 619 4 Av N328-4421

RAEWOOD MOTORS LTD

TEE PEE TRAILERS
SALES

1403 3 Av S328-4356

UNITED RAMBLER LTD

Scamper Trailers

219 3 Av S327-2805

If no answer call327-2750

**PONDEROSA
AUTO SALES**

WE BUY - SELL OR TRADE

FRANCHISE FOR

CORSAIR TRAILERS

TRAILER RENTALS

Full Stock of Trailer Parts

327-2747 328-5222

Highway No. 3 West

Trailers—Rentals

Ponderosa Auto Sales Hwy 3 W 327-2747
 Prebuilt Mfg Ltd 619 4 Av N 328-4421
 (See Advertisement This Page)

PREBUILT RENTALS LTD 619 4 Av N ... 328-4421

TRANS-CANADA RENT-A-TRAILER SYSTEM LTD

- Guaranteed Tires
- Insured Trailers
- Complete Service
- Trailers - All Sizes
- Vans and Utility
- Fiberglass Construction

TRANS-CANADA

RENT HERE — LEAVE THERE
 WE SUPPLY HITCH

"WHERE TO RENT THEM"

ALCAN SERVICE STATION

1313 Mayor Magrath Dr 328-2728

DOWNTOWN WHITE ROSE SERVICE

STATION Cor 3 Av & 9 St S 327-4940

UNITED RAMBLER LTD

Scamper Trailers

219 3 Av S 327-2805

If no answer call 327-2750

U-HAUL RENTAL TRAILERS

GET U-HAUL'S
 EXTRAS AT NO
 EXTRA COST

U-HAUL

Safe, easy-towing trailers . . . all sizes. Low rate includes \$1000 Cargo Insurance, free road service, hitch and hook-up.

LOCAL or ONE-WAY ANYWHERE

"WHERE TO RENT THEM"

JOHNNY'S WHITE ROSE SERVICE

203 28 St S 327-7411

Trailers—Towing

LONE STAR TRAILER TOWING LTD

2007 4 St SW Calgary 266-5591

(See Advertisement This Page)

Transfers

See Decalcomania Transfers

Transmissions

See Automobile Transmissions—Sales & Service

Transportation Companies

See Specific Headings—i.e. Air Line Companies, Bus Lines, Express Companies, Movers, Railway Companies, Steamship Agents & Truck Lines

Get the **YELLOW PAGES** Habit.

ELECTRONIC SECRETARY



Answers your telephone and receives or delivers a recorded

message when you are absent. Some models allow caller to leave a message of from a few seconds up to 2 hours.

An Aspect of

TOTAL COMMUNICATIONS

For Modern Business

ALBERTA

GOVERNMENT TELEPHONES

PREBUILT Industrial Camps - Sale or Lease

KITCHENS — DINERS — SLEEPERS — OFFICE UNITS — UTILITY UNITS

LET US QUOTE ON YOUR

COMPLETE CAMP PACKAGE

BUILDINGS — CATERING — OPERATION

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CALGARY 255-6944



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Fast Service!

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- You're there in seconds!

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(See Advertisement This Page)

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(See Advertisement This Page)

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TRAVEL SERVICE LIMITED

YOUR FIRST STOP
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Tricycles

See Bicycle Section

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DOUG'S MUSIC & SPORTS
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STEEL
GRAIN & GRAVEL TRUCK BOXES
Phone WARNER 131

NIVEN TRUCK EQUIPMENT LTD

Bob Niven
TRUCK BODIES HOISTS
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SPECIAL EQUIPMENT
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(See also Advertisement This Page)

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ALBERTA WHITE TRUCKS
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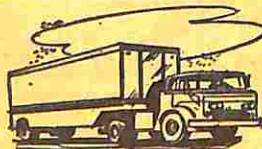
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Hydraulic Hoists - Truck Boxes & Bodies of All Kinds



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'JEEP' FAMILY OF VEHICLES

The world's
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2 and 4 Wheel
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Truck Lettering

See Signs

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ANCA CONSTRUCTION LTD
245 12 St-A N 328-5315

B-Line Fast Freight Ltd 1231 2 Av-A N 328-3778
(See Advertisement This Page)

Blue Bird Cartage Ltd
120 61 Av SE Calgary 255-8166
(See Advertisement This Page)

Truck Lines—(Cont'd)

BROOKS E M TRANSPORT

CATTLE LINER SERVICE ALTA. & B.C.
Res 234-3224 — Bus 234-3565
251 24 St Fort Macleod 234-3565

C & D Transport 706 27 St N 328-5656

CANADIAN FREIGHTWAYS LTD {327-2944
520 3 St S {327-2945

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Coaldale Ofc Coaldale 345-4344

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ECONOMY CARRIERS LTD {328-4485
1216 1 Av S {327-8639

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FOREMOST TRANSPORT 520 3 St S 327-7755

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FREDDY'S CATTLE LINER SERVICE

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Shop 218 22 St N 327-7408
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24 Hour Service

1026 23 St S 327-1652

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(See Advertisement This Page)

Kunsman H W Transport Ltd 1808 26 St S 327-8300

LENGYEL LIVESTOCK CARTAGE

2509 16 Av S 327-3265

M & P Transport Ltd 725 2 Av-A N 327-8353
(See Advertisement This Page)

(Continued Next Page)



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Fast Freight Ltd.

— Serving the Needs of Southern Alberta —

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MEDICINE HAT & DISTRICT

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TRANSPORT Ltd



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Terminals at Edmonton, Calgary, Toronto,
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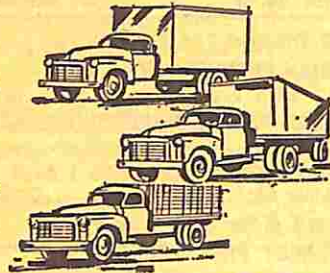
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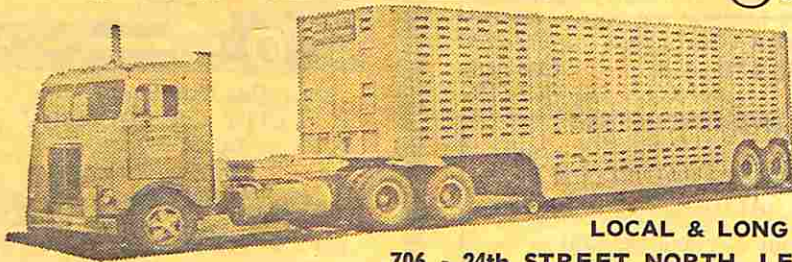
— 328-1354 —

1210 - 3rd AVENUE NORTH

LETHBRIDGE



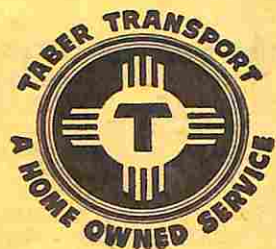
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328-2652



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- LOWBOY
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- WINCH & "A" FRAMES

PHONE

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Night Phone 327-2218

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 1210 3 Av N328-1354
 (See Advertisement This Page)

Markus Trucking 2001 20 Av S327-6982

McELROY'S LIVESTOCK CARTAGE LTD

Alberta Stockyards327-4814
 Garage 2328 2 Av-A N327-4053

McLean Transfer Ltd 640 6 St S327-2097

Medicine Hat Transport 725 2 Av-A N327-8353

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 CONTRACT HAULING

AirportFort Macleod 234-3915

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 COMPLETE TELETYPE SERVICE

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727 12 St-A S328-1323

Perrett R Bob Livestock Cartage

706 24 St N328-2652
 (See Advertisement This Page)

PERRY J TRANSPORT LTD

230 12 St-C N327-5546

Peterson Herbert A 1611 2 Av-A N327-6126

(Continued Next Page)

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Reimer Express Lines Ltd 1231 2 Av N327-3311
SOO-SECURITY MOTORWAYS LTD {327-5532
725 2 Av-A N328-1855

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DIRECT SERVICE TO
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AND ALL POINTS IN ALBERTA
After Hours Call327-6406
1709 15 Av S328-6122

Speedy Storage & Cartage Ltd
327 3 St S327-5734
(See Advertisement Opposite Page)

STAN'S SUBURBAN SERVICE {328-2617
1250 1 Av S328-2055
Taber Transport 5009 56 St Taber328-3888
(See Advertisement Opposite Page)

Terry's Livestock Transport
1014 Lakeview Dr328-3703

TRIPLE A (TERMINAL) LTD
525 15 St S327-1288

Vauxhall Transport 1216 1 Av S328-4485

VULCAN TRANSPORT 1216 1 Av S327-1144

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Agents for M & P Transport Ltd {327-8353
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ALBERTA CANNING CO.

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- STORAGE
- DISTRIBUTION

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Trucking

See Cartage

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MAINLINE EQUIPMENT LTD
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223 12 St-B N327-4498

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309 7 St S328-5548
Royal Trust Company (The) 323 7 St S328-1761
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"SELECTRIC"
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the FIRST name in
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UNDERWOOD LIMITED

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ROYAL TYPEWRITERS

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- SERVICE
- SUPPLIES
- RENTALS

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MACHINE CO 507a 7 St S327-4972

Typewriters & Supplies—(Cont'd)

South-Alta Business Machine Co
441 Mayor Magrath Dr327-0944
(See Advertisement This Page)
Southern Stationers (Office Furniture) Ltd
316 7 St S327-5003
Universal Typewriter Ltd
131 6 Av SWCalgary 262-9562
(See Advertisement This Page)

South-Alta Business Machine Co.

FACIT

Typewriters
Adders &
Calculators



SALES & SERVICE

* CARBONS & RIBBONS

327-0944

441 Mayor Magrath Dr
IN SHOPPER'S WORLD

Roy Whitfield, Prop. Res. 327-0196

TYPEWRITERS

NEW & REBUILT
PORTABLE
STANDARD
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All Makes & Models

UNIVERSAL TYPEWRITER LTD.

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262-9562

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See Automobile Renting & Leasing

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Fix It . . .
Right
Down to
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- * DRAPERIES

327-3470

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Upholsterers

Bastedo Upholstery & Furniture 417 5 St S. 327-7711
(See Advertisement This Page)

Custom Auto Upholstery 215 12 St-B S . . . 328-5611
(See Advertisement This Page)

GAST FURNITURE MANUFACTURING & UPHOLSTERING

FURNITURE & DRAPERIES
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Graham & Jelfs Upholstering
411 3 Av S 327-3470
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DAVE LEV, Prop.

- CUSTOM BUILT FURNITURE
- CHESTERFIELD REPAIRS
- RECOVERING & REMODELLING
- CAR & TRUCK SEATS
- SEAT COVERS
- PERSONALIZED CRAFTSMANSHIP

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611 - 6th AVENUE SOUTH

Next to HAIG CLINIC

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HARP FURNITURE & UPHOLSTERY

COMPLETE UPHOLSTERY SERVICE
FURNITURE — CARS — TRUCKS

5404 50 Av Taber 223-3012

Lev's Upholstery 611 6 Av S 327-8422
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MODERN UPHOLSTERY

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Van Ree's Upholstery & Furniture

304 13 St N 328-2628
(See Advertisement This Page)

Upholstery Cleaners

See Furniture Cleaners also Carpet & Rug Cleaners

Used Cars

See Automobile Agencies & Dealers—Used Cars

Vacuum Cleaners—Sales & Service

Compact Distributors Ltd

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CONDITIONERS

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1244 3 Av S 327-6684

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430 13 St N 327-3011

(See Advertisement This Page)

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HOOVER VACUUM CLEANERS

Service by trained Hoover

Men and genuine Hoover

parts are available only

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Service 327-4090

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JONES BROWN RUGS

461 Mayor Magrath Dr 327-4826

(Continued Next Page)

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"We Specialize In Odd Chairs"

- * CHESTERFIELDS
- * PIANOS
- * CARS
- * NOOKS
- * BARS

"The Upholstery Man"

327-7711

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CHESTERFIELDS & FURNITURE
MADE TO ORDER

- RECOVERING
- REMODELLING
- REPAIRING
- NEW FURNITURE

328-2628

304 - 13th Street N.

Lethbridge

CUSTOM AUTO UPHOLSTERY



COMPLETE
AUTO
UPHOLSTERY
TRUCK SEATS
CONVERTIBLE
TOPS
BOATS
AIRCRAFT
FURNITURE

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MADE IN CANADA



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No Bag of Any Kind

Filter-Queen

SALES & SERVICE

430 - 13th STREET N., LETHBRIDGE

FULL LINE OF HOME & COMMERCIAL
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FREE ESTIMATES - FREE PICK-UP & DELIVERY

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FOR SOUTHERN ALBERTA

REGINA — REXAIR
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Featuring:

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NATURE'S MOST POWERFUL FORCE HARNESS—

"Exclusive Cyclonic Action"

—AIR SCRUBS DANGEROUS GERM LADEN DUST

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Animal Health Products & Instruments

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401 5 St S327-3364

327-3279

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LIVESTOCK

MEDICINES & INSTRUMENTS

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Kitsons Pharmacy Limited McFarland Blk ...327-3772

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Trans Canada Freezers Ltd

Cor 2 Av & 28 St N327-7130

327-7574

Washing Machines—Sales & Service

Appliance Doctor 602 10 St S328-3566

(See Advertisement This Page)

Bruce Robinson Electric Ltd

1108 1 Av S327-8561

(See Advertisement This Page)

FAIRFIELD APPLIANCE SERVICES LTD

INGLIS & SIMPLICITY
AUTHORIZED FACTORY SERVICE

All Makes of Washers & Dryers
Repaired or Rebuilt

1244 3 Av S327-6684

327-6070

(Continued Next Page)



EXCLUSIVE FACTORY
PARTS & SERVICE

FRIGIDAIRE
PRODUCT OF GENERAL MOTORS

WASHER & DRYER
RANGES - DISHWASHERS

327-8561

1108 - 1st Avenue S., Lethbridge

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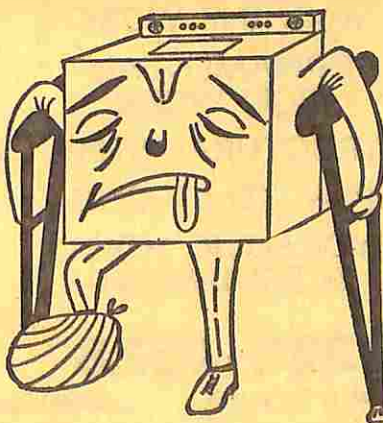
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One of Southern Alberta's Largest Repair Centres

RENTALS ON AUTOMATIC
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328-3566 328-2788

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Washing Machines—Sales & Service—**(Cont'd)****HOLMES APPLIANCES**

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HOYT'S NORTH LETHBRIDGE

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INGLIS PARTS & SERVICE

PARTS — SALES
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HOME APPLIANCES

"WHERE TO BUY THEM"
FAIRFIELD APPLIANCE SERVICES LTD

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LETHBRIDGE APPLIANCES CO LTD

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LYLE'S HARDWARE 414-416 13 St N328-3541**MAYTAG WASHING MACHINES**

MAYTAG . . . the choice of
Homemakers everywhere for a
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Protect your MAYTAG with service by trained
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ST LOUIS FURNITURE STORE

**SALES OF ALL LEADING
MAKES OF WRINGER &
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COMPLETE AERIAL SPRAYING SERVICE

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Welding—Electric & Oxy-Acetylene

Bell's Welding Ltd 317 4 St S328-4528

(See Advertisement This Page)

BONERTS MACHINE & WELDING

**MACHINE WORK — WELDING
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Structural Iron & Steel
Stocked At All Times

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Welding—Electric & Oxy-Acetylene—**(Cont'd)**

East End Welding Shop 1605 3 Av S327-2488

(See Advertisement This Page)

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328 4 St S327-3860

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Head Hunters (Diesel Heads) Ltd

125 61 Av SECalgary 255-0636

(See Advertisement This Page)

(Continued Next Page)

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Specializing In

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Residence 327-8071

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Lethbridge



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**GENERAL
MACHINE WORK**

**ORNAMENTAL
IRON WORK**

STRUCTURAL STEEL

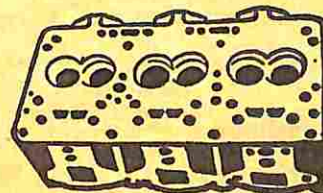
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**HYDRAULIC HOISTS
& EQUIPMENT**

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Lethbridge

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* Replacement Engine Parts

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— Cast Iron Specialists —

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125 - 61st Avenue S.E., Calgary

Welding—Electric & Oxy-Acetylene—

(Cont'd)

Hunt Welding Service Ltd 1422 2 Av S327-5575
(See Advertisement This Page)

Lethbridge Iron Works Co Ltd
Cor 1 Av & 2 St S327-3332

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NEW & USED BOILERS FOR SALE

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Portable Equipment

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216 1 Av S327-2732

Sam & Carl's Welding Ltd 247 12 St-B N ..327-7722
(See Advertisement This Page)

SMITH'S WELDING

GENERAL STEEL FABRICATION

ALUMINUM

IRRIGATION EQUIPMENT, ETC.

TRUCK BODIES & HOISTS

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PRESSURE & PORTABLE WELDING

GAS & DIESEL MAJOR OVERHAULS

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Welded Products 210 1 Av S327-2544

WELDERS SUPPLIES LTD

5 Av & 28 St N327-7249

Welding—Electric & Oxy-Acetylene—

(Cont'd)

WESTERN METAL FABRICATORS (1962) LTD

- STRUCTURAL STEEL
- CUSTOM EQUIPMENT
- HEAVY EQUIPMENT REPAIRS
- MACHINISTS
- WELDERS

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1501 2 Av S327-4982

Western Rebuild Castings Ltd

427 51 Av SECalgary 255-6422

(See Advertisement This Page)

Sam & Carl's Welding Ltd.

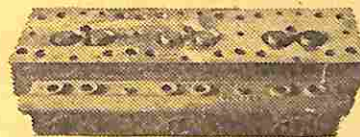
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- PORTABLE WELDING
- OUR SPECIALTY
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- ON CAT ROLLERS & IDLERS
- PRESSURE WELDING

PHONE

327-7722

247 - 12th Street-B North—Lethbridge

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FOR OVER 20 YEARS**

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- ★ All Types of Compressor Heads
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We Repair Them All"*

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"WELDING SUPPLY HOUSE OF THE WEST"

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Distributors for Canadian Liquid Carbonic Corp.
Industrial & Farm Welding Supplies

24 St & 2 Av N327-3678

Welders Supplies Ltd 5 Av & 28 St N327-7249

(See Advertisement This Page)

WESTERN CANADA WELDING PRODUCTS LTD

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

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WELDERS SUPPLIES

LIMITED

CALGARY - LETHBRIDGE - RED DEER

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WATER WELL DRILLING & SERVICING
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MAUGHAN JOSEPH 2130 10 Av-A S 328-2245
Maughan William Water Wells 2603 16 Av S 327-5244
(See Advertisement This Page)

SOUTHERN ALBERTA DRILLING

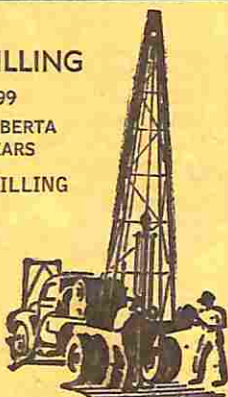
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See Clothiers—Retail

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Wigs By Aristocrat 613 30 St S 328-2566
(See Advertisement This Page)



WIGS

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ALSO MODERATELY PRICED LINE
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Window Cleaners**Lethbridge Window Cleaners**

535 21 St N 327-4037
(See Advertisement This Page)

SOUTHERN WINDOW & OFFICE CLEANERS

645 11 St S 327-0126
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NORTH LETHBRIDGE MILL WORK

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CUSTOM MADE WOODEN WINDOWS
& DOORS

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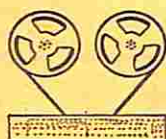
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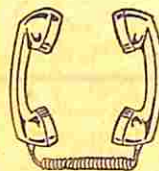
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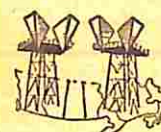
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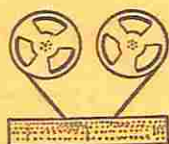
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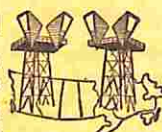
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