

Roofing Contractors—(Cont'd)**HERMAN'S ROOFING**

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CONTRACTING
ALL ROOF REPAIRS

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- ★ Professional Shingling
 - ★ Eavestroughing
 - ★ Aluminum Awnings & Siding
- After Hours Call 327-5994

2702 28 St S327-5994

ROOFING

and RE-ROOFING

Jones Roofing & Siding
Home Improvement Contractor

328-5745
636 - 21st Street South

PROGRESSIVE ROOFING & AWNINGS

WE SPECIALIZE IN
REPAIRING LEAKY ROOFS
FLAT - TAR & GRAVEL ROOFS
ASPHALT SHINGLES

327-6679

330 - 27th Street South

TOM'S ROOFING

AND
AIR CONDITIONING

- EAVESTROUGHING
- BONDED ROOFING

PHONE

328-4661

1822 - 18th Avenue S.

Roofing Contractors—(Cont'd)

Jones Roofing & Siding 636 21 St S328-5745
(See Advertisement This Page)

Meldon Roofs (Lethbridge) Ltd 1246 3 Av N 328-3842
(See Advertisement Preceding Page)

Perrault A-Roofing & Cement Works
718 12 St-B N328-6577
(See Advertisement Preceding Page)

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

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

Roofing Materials & Supplies—**Wholesale**

NORTHERN ASBESTOS & BUILDING SUPPLIES LTD 253 12 St N327-6166
Northwestern Petroleum Corporation
718 12 St-B N328-6577

Rubber Cement

See Adhesive Materials

Rug & Carpet Dealers

See Carpet & Rug Section

Rug Carpet & Upholstery Cleaners

See Carpet & Rug Cleaners

Rumpus Rooms

See Contractors Building also Home Improvements

DAN'S REPAIR SHOP

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



327-3905

1117 - 3rd Avenue South

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 & Leather Repair
316 1 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

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.

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SAFETY SUPPLY CO 206 13 St S ...327-2654

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WESTERN CANADA WELDING PRODUCTS LTD
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Safety Clothing

Safety Supply Co 206 13 St S327-2654

Safety Valves

See Valves & Fittings

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HIDES — METALS — SCRAP
USED PIPE & PLATE

1505 2 Av S327-2318
Baling Div & Scrap Yard
530 2 Av-A N327-2645

NATIONAL SALVAGE CO LTD

ALWAYS BUYING SCRAP IRON, METALS,
PIPE — USABLE IRON

DEMOLITION EXPERTS — NEAR OR FAR
TRUCK SCALES & CRANE UNLOADING

Cor 12 St & 2 Av N328-1721

VARZARI IRON LTD

USEABLE IRON
ELECTRIC, GASOLINE & DIESEL MOTORS
FARM TRACTORS & MACHINERY
INDUSTRIAL EQUIPMENT & MACHINERY
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2 Av & 12 St-B N328-6414
328-1913

Sanatoriums

See Hospitals Homes & Sanatoriums

Sand Blasting

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1106 20 St S327-7460

RIETHMAN & HUDSON DECORATING LTD
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Sand & Gravel

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HILLTOP MILLWORK LTD Hwy 25327-8985
Lethbridge Sash & Door Factory
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Division of Tanner Building Supplies Ltd.
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SYMBOL OF CHAIN SAW QUALITY
For professional Woodsmen, farmers,
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DESIGNED AND MANUFACTURED
IN CANADA



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FOR EVERY
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INDUSTRIAL SCALES
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See Aviation Instruction

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Schools Business Colleges

Universal Tutoring College
202 Woolworth Bldg327-6316

Schools—Driving

See Automobile Driving Instruction

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See Schools—Trade

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 S327-4521
Collegiate Institute 5 Av & 18 St S ...327-5526
327-5251

Winston Churchill High School
9 Av & 20 St N328-4723
Hamilton Jr High 4 Av & 15 St S327-3465
5 Av Entrance328-9082
Paterson Jr High 12 Av & 21 St S327-4977
Wilson Jr High 5 Av & 18 St N327-8947
Senator Buchanan 7 Av & 11 St N327-7321
Central 6 Av & 9 St S327-2731
Agnes Davidson 22 Av & 20 St S328-5153
Fleetwood 9 Av & 12 St-A S328-5959
Susie Bawden 9 Av & 12 St S327-5818
Lakeview 12 Av & 31 St S328-4532
Galbraith 8 Av & 18 St N327-3653
George McKillop 5 Av & 21 St N328-1202
General Stewart Corvette Cr328-1201
Watson 6 Av & 21 St S327-3945
Westminster 5 Av 13 St N327-4169

Schools—Retarded Children

Dorothy Gooder School 1805 9 Av N327-3087

Schools—Secretarial

See Business Colleges—Colleges & Schools
also Schools—Business Colleges

Schools—Separate

Lethbridge Separate School District No 9
Board Offices 425 18 St S327-4133
Supt R A Kimmitt327-4133
Secty-Treas N L Reilander
425 18 St S327-5298
Purchasing327-4711
Catholic Central High School
4 Av & 18 St S327-4596

Schools—Trade**CHICAGO VOCATIONAL TRAINING SCHOOLS**

DAY-EVENING & HOME COURSES
Drafting — Welding — Electronics
Auto — Diesel — Refrigeration
Blue Print Reading — Art — Photo

12520 102 AvEdmonton 488-4801

Scientific Instruments

See Instruments Scientific

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

HIDES — METALS — SCRAP
USED PIPE & PLATE

1505 2 Av S327-2318
Baling Div & Scrap Yard
530 2 Av-A N327-2645

Scrap Metals—(Cont'd)**NATIONAL SALVAGE CO LTD**

ALWAYS BUYING SCRAP IRON, METALS,
PIPE — USABLE IRON

DEMOLITION EXPERTS — NEAR OR FAR
TRUCK SCALES & CRANE UNLOADING

Cor 12 St & 2 Av N328-1721

VARZARI IRON LTD

Dealers and Exporters of

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ANGLE PLATE, ETC.

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2 Av & 12 St-B N328-1913

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Second Hand Dealers**EXCHANGE**

NEW & USED
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ANTIQUES

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After Hours 328-4608

212 5 St S328-5266

MART (LETH) LTD

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Norbridge Trading Centre 106 5 St S327-7111

Sterns Cut Rate Furniture Ltd
Cor 2 Av & 8 St S327-3024

Secretarial Schools

See Business Colleges—Colleges & Schools
also Schools Business Colleges

Seed Cleaning**ELLISON MILLING & ELEVATOR CO LTD**

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O'LOANE KIELY & CO LTD327-2313

2 Av S328-1819

WESTERN CANADIAN SEED PROCESSORS LTD

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HYBRID FIELD CORN & SORGHUMS

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CANWEST SEED COMPANY 1016 1 Av S ...328-1451

After Hours Call327-1857

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DEALER IN FORAGE & CEREAL SEEDS

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ASSN LTD 1221 2 Av S327-3777

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McNeely Thomas Septic Tank Service
617 7 St S328-5080
Westcon Construction Products
4909 17 Av SECalgary 272-1106
(See Advertisement This Page)

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CONSTRUCTION PRODUCTS
Div. of Westcon Engineering & Contractors Ltd.

Manufacturers of Precast Concrete

SEPTIC TANKS

Delivered & Installed

272-1106

4909 - 17th Avenue S.E., Calgary

Serum

See Veterinary Supplies

Service Station Equipment

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

Service Stations

ALCAN SERVICE STATION
1313 Mayor Magrath Dr328-2728
Bert's Maple Leaf Service
223 12 St-B N327-5467
BRIDGEVIEW (ENERSON'S) SERVICE
3 Hwy W327-5682
BRITISH AMERICAN OIL SERVICE STATIONS

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OF THE BIG

For Quality Products
and Service



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COMMERCIAL SERVICE 1903 3 Av S 327-2087
FRED KING MOTOR CO LTD
Cor 11 St & 3 Av S327-1566
IMPERIAL MOTORS
Cor 2 Av & 7 St S327-2887
MAIN SERVICE CENTRE
Cor 3 Av & 9 St S327-6698
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335 13 St N327-4194

Chinook 66 Service
1205 Mayor Magrath Dr328-4916
Circle J Husky Service
3 Av & 12 St-A S328-1522
Commercial Service 1903 3 Av S327-2087
DIEPPE SERVICE 203 28 St S327-7411
Down-Town Service Station
Cor 3 Av & 9 St S327-4940
Dundee Texaco Service 1406 3 Av S328-4644
EASTWAY ESSO SERVICE 3110 1 Av S328-2896
El Rancho Service Station
6 Av & Mayor Magrath Dr327-5406
Ellis Auto Drome Ltd 1119 2 Av S327-4453
FORT WHOOP-UP SERVICE
Jctn Coutts & Cardston Hwy327-5255

Service Stations—(Cont'd)

FRED KING MOTOR CO LTD
Cor 11 St & 3 Av S327-1566
GLENDALE ROYALITE SERVICE
Cor 21 St & 2 Av S328-1839
Herman's Auto Service 2019 2 Av S328-1269
HILLCREST ESSO SERVICE
430 Stafford Dr328-3193
HILLTOP ESSO SERVICE 3 Hwy W327-7670
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HAPPY MOTORING
STARTS AT THE SIGN—



ATLAS TIRES
BATTERIES & ACCESSORIES

"WHERE TO CALL"

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EASTWAY ESSO SERVICE
3110 1 Av S328-2896
HILLCREST ESSO SERVICE
430 Stafford Dr328-3193
LETHBRIDGE TIRE & GAS
334 4 St S327-4225
MOORE'S ESSO SERVICE
3 Av & 21 St S327-1046
SKYLINE SERVICE STATION
43 St & Coutts Hwy327-5565
SPOTLITE SERVICE STATION LTD
3 Av & 8 St S327-2970
SUNNY ESSO SERVICE STATION
505 13 St N327-5224

John & Wimp Shell Service 206 9 St S327-1967
John's Motor Clinic 402 4 Av S327-2369
Lakeview Texaco Service Station
1001 Mayor Magrath Dr327-5697
Lethbridge Tire & Gas 334 4 St S327-4225
MAIN SERVICE CENTRE
Cor 3 Av & 9 St S327-6698
Mayor Magrath Royalite
16 Av & Mayor Magrath Dr328-6755
Midtown (Enerson's) Service 3 Av & 13 St S 327-4162
Moore's Esso Service 3 Av & 21 St S327-1046
Norbridge Pacific 66 740 23 St N327-6766
Norbridge Royalite 742 13 St N328-2772
Henry Leenstra res328-2641
North Lethbridge Mo-Tires Ltd
305 13 St N327-3181
North Way Texaco Service 603 13 St N328-2637
NORTHSIDE SHELL SERVICE
321 13 St N328-2407

NORTHSIDE 66 SERVICE
Specializing in Lubrication — Front-End Service
Tune-ups - General Repairs
313 13 St N327-3366

It's Profitable Business to Advertise
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of your
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Service Stations—(Cont'd)**PACIFIC 66 SERVICE STATIONS**

GROWING ALL THE TIME
IN ALL PHASES OF
THE OIL INDUSTRY



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PACIFIC PETROLEUMS LTD
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RETAIL DEALERS
CHINOOK 66 SERVICE
1205 Mayor Magrath Dr328-4916
NORBRIDGE 66 PACIFIC
740 23 St N327-6766
NORTHSIDE 66 SERVICE
313 13 St N327-3366
SUPERSONIC CARWASH & SERVICE
STATION 1819 3 Av S328-6766

Park Service 7 Av & Mayor Magrath Dr327-2219
Riverview Gas & Oil 616 4 St S328-1625
ROLLINGSON H No 3 Hwy E327-3581

ROYALITE SERVICE STATIONS

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RIGHT

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ROYALITE



"WHERE TO BUY IT"

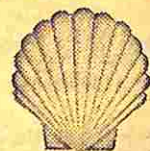
DEALERS

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 S327-1591
FORT WHOOP-UP SERVICE
Junction Coutts & Cardston Hwy327-5255
Glendale Royalite Service
Cor 21 St & 2 Av S328-1839
MAYOR MAGRATH ROYALITE
16 Av & Mayor Magrath Dr328-6755
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3 Av & 13 St S327-4162
Park Service 7 Av & Mayor Magrath Dr 327-2219
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294 Main StCardston 653-3555

SEVENTY SEVEN OIL CO LTD
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SHELL OIL SERVICE STATIONS

"YOU CAN BE
SURE OF
SHELL"



"WHERE TO BUY IT"
Alcan Service Station
1313 Mayor Magrath Dr328-2728
Dieppe Service 203 28 St S327-7411
Downtown Service Station
3 Av & 9 St S327-4940
John & Wimp Shell Service 206 9 St S 327-1967
Northside Shell Service 321 13 St N328-2407
Smith Motors Ltd 6 Av & 6 St S327-5763
Super Shell Service
Cor 3 Av & 20 St S327-0313
United Rambler Ltd 302 3 Av S327-2750

(Continued Next Page)

Service Stations—(Cont'd)

Short Stop Service Station
Cor 4 Av & 8 St S327-4167
SKYLINE SERVICE STATION
43 St & Coutts Hwy327-5565
SPOTLITE SERVICE STATION LTD
Con Pilling Mgr
3 Av & 8 St S327-2970
SUNNY ESSO SERVICE STATION
505 13 St N327-5224
SUPER SHELL SERVICE
Cor 3 Av & 20 St S327-0313
Supersonic Carwash & Service Station
1819 3 Av S328-6766

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TEXACO
PETROLEUM
PRODUCTS

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Dundee Texaco Service 1406 3 Av S328-4644
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

Sewage Service

See Septic Tanks

Sewer Pipe

See Pipe—Sewer

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ALBERTA
GOVERNMENT TELEPHONES
or YOUR LOCAL AGENT

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DIRECTORIES WHICH MAY
BE ORDERED

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Southern District - - - - \$.75
Northern District - - - - \$.75
Central District - - - - \$.75
Peace River District - - - \$.50
Banff - - - - - \$.50

Sewing Machines—Sales & Service

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 Company of Canada Ltd
317 6 St S327-2243
White Sewing Centre (Lethbridge)
408 5 St S327-8818

elna WHITE

Sewing Centre

(LETHBRIDGE)

**YOUR ONE STOP
SEWING CENTRE**

"Tomorrow's Machine Today"

* WE SERVICE ALL MAKES OF
MACHINES

* PARTS IN STOCK

327-8877 — 327-8818

408 - 5th Street South, Lethbridge

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Sales & Service

SAWS - SKATES AND
LAWN MOWERS
MACHINE SHARPENED

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LAWN MOWERS — POWER & HAND
SAWS — POWER & HAND
SHEARS — CLIPPERS
SCISSORS — KNIVES

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Repair Centre for All Makes & Models
Authorized Dealer for Remington, Philips & Schick
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SUNBEAM APPLIANCE SERVICE CO (CANADA)
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CAPITAL HEATING LTD 1273 3 Av S327-1630

CHARLTON & HILL LTD

ROOFING
SHEET METAL WORK

Lennox Heating & Cooling Systems
Gas, Oil, Coal & Propane

208 13 St S328-3388

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HEATING &
SHEET METAL
WORK

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HOLBERTON'S PLUMBING & HEATING
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K I P Heating Ltd 612 13 St N328-1478
PROGRESSIVE ROOFING & AWNINGS
330 27 St S327-6679
R & T Plumbing & Heating
2634 21 Av S328-2106

Shelving Steel

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

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DEXION**

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

- Free on site survey
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- Write, phone for literature

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BUILDING SUPPLIES LTD.**
253 - 12th Street N. 327-6166

Shingles

See Roofing Material & Supplies Section

Shoemakers & Repairers

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

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When the job calls for expert service,
you can find just the people to do it
by looking in the Yellow Pages of your
Telephone Directory. Its the easy,
in-a-jiffy way to look up anything you
need—services or stores, products or
people.

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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
Camm's Shoes 403 5 St S327-3050
Don Wilson's Junior's Shop
Children's Shoe Specialist
McFarland Bldg327-2678
Green's Shoe Store 324 6 St S327-2982
La Kay's Ladies Wear Ltd
489 Mayor Magrath Dr328-1651
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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OVER 20 STORES
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FREE & EASY PARKING

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Ann's Fabrics 471 Shoppers World328-2888
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
Glendale Bowl Co Ltd
431 Shoppers World328-4545
Hallifax Gift Shop 451 Shoppers World327-5200
Jones Brown Rugs 461 Shoppers World327-4826
La Kay's Ladies' & Children's Wear Store No 2
489 Shoppers World328-1651
Montana Mustard Seed Co Ltd
411 Shoppers World328-5737
Parsons Hardware & Appliances Ltd
Shoppers World327-7066
Shoppers' World Ltd
419 Mayor Magrath Dr328-4045
Skrove Mildred Hair Fashions
485 Shoppers World328-1662
Wigs By Aristocrat
441 Shoppers World328-2566
Tamblyn Rexall Drug Store
457 Shoppers World328-2121
3 D's Hobby Shop 475 Shoppers World327-0540
PHYSICIAN
Palmer Dr G R C 439 Shoppers World327-3230
REAL ESTATE, RENTALS
Hay Agencies Ltd327-7975
445 Shoppers World327-7077
ENGINEERS CONSULTING
Underwood McLellan & Associates Limited
401 Mayor Magrath Dr328-3321

Shoppers' World Ltd
419 Mayor Magrath Dr328-4045

Shot Gun Shells

See Ammunition

A wise buy—a Yellow Pages ad.

Show Cards

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

PS .SHO' CARDS
.SALE POSTERS
.BANNERS
.DISPLAYS

PATEY SIGNS

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

Siding

Alcan Building Products Limited
3824 7 St SECalgary 264-3433
(See Advertisement This Page)

Alcan Siding

1. END PAINT WORRIES
2. IMPROVES APPEARANCE
3. COLORS ARE BAKED ON
4. PROTECTS YOUR HOME
5. MADE ESPECIALLY FOR CANADIAN CLIMATE
6. SAVES MONEY
7. 20 YEAR GUARANTEE

**Improve your home with
ALCAN SIDING**
Soffit, Facia, Shutters
Painted Eavestroughing and
Heavy Duty Aluminum Doors
264-3433
ALCAN BUILDING PRODUCTS LTD.
SIDING DIVISION 3824 - 7th ST. S.E., CALGARY

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in this directory. If not correct please
call the telephone business office.

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

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Japanese Garden Henderson Lake328-3511
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

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

CAST ALUMINUM —
BRONZE LETTERS —
NUMBERS SIGNS
NAME PLATES — PLAQUES
TABLETS — CUSTOM DESIGNS



"FOR INFORMATION CALL"
BEHREND'S BRONZE INDUSTRIES LTD
2110 48 St SECalgary 272-0808

(Continued Next Page)

Avoid wrong numbers.
Please DIAL CAREFULLY.

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

Signs—(Cont'd)

City Sign Co 527 6 St S327-4204
Commercial Signs 314 3 Av S327-7633

DYSIGNS

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

Rear 508 5 Av S327-3510

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
ROTO-VISION

1277 3 Av S327-4284

Neon Sales & Service Ltd

124 N Mayor Magrath Dr328-6444
(See Advertisement This Page)

Nu-Glo Signs 2116 Highway Av ...Coaldale 345-3091
(See Advertisement This Page)

Patey Signs 333 4 Av S328-3535

NU-GLO SIGNS

MANUFACTURERS OF
ALUMINATED PLASTIC SIGNS
SIGN MAINTENANCE

COALDALE
345-3091
2116 Highway Avenue, Coaldale

Be quick to answer your telephone
calls. Be slow to hang up when making
a call. Give the other fellow at least
one minute to answer.

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 ... **ALLAN BROWN 327-8654**
BUD CARTER 327-6785

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

**NEON
PLASTIC
DISPLAYS
& STOREFRONTS**

Lethbridge
328-6444



NEON SALES & SERVICE LIMITED
124 N. Mayor Magrath Drive

Silk Screen Processing

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

Skating Equipment

Bert & Mac's Cycle Ltd 913 3 Av S327-3221

Skating Rinks

Arena 12 St-A & 2 Av S327-2288

Sliding Doors

See Doors—Rolling & Sliding

Slip Covers

Holland's Drapery Shop 325 7 St S327-4475

Smorgasbord

See Caterers also Restaurants

Snow Fences

See Fences

Snow Removal Equipment

F W D FOUR WHEEL DRIVE TRUCKS—
COSTELLO EQUIPMENT CO LTD
1022 Lakeview Dr328-5933

Snow Vehicles

OMC SNOW CRUISERS
DESIGNED AND
MANUFACTURED BY
OUTBOARD MARINE
CORPORATION OF
CANADA LTD. PETERBOROUGH, CANADA
MAKERS OF THE FAMOUS JOHNSON 6
EVINRUDE OUTBOARD MOTORS
"FOR INFORMATION CALL"
DEALER
HEPP'S INDUSTRIES LTD
1 Mile E of Stkys327-4242

Social Service Organizations

See also Associations & Societies &
Charitable Institutions
LETHBRIDGE FAMILY SERVICE
1120 7 Av S327-5724

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 Control

See Acoustical Section

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

Sound Systems & Equipment—(Cont'd)**MODERN ELECTRONICS**

SOUND &
INTERCOMMUNICATION SYSTEMS
SALES & SERVICE

1113 3 Av S327-6150

Space Heaters

See Gas Appliances

Speedometers

Hutton's Ltd 321 8 St S327-2586
(See Advertisement This Page)

SPEEDOMETERS

AUTHORIZED
SALES & SERVICE

HUTTON'S LTD.

Service Dept. 327-5158

327-2586 — 327-5566

321 - 8th Street South

Sporting Goods

Alberta Gun Craft Ltd
530 Mayor Magrath Dr327-0411
(See Advertisement This Page)

ANGLO DISTRIBUTORS 427 5 St S327-2023

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

LaKay's Ladies' Wear Ltd
489 Mayor Magrath Dr328-1651
312 13 St N327-5077

MACLEOD'S FAMILY SHOPPING CENTRE
426 6 St S327-4240
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

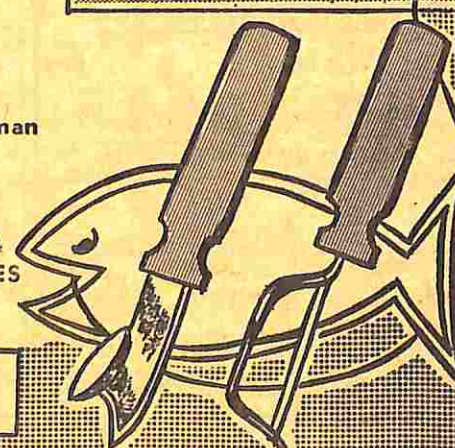
FISHERMEN!
An Amazing Discovery

Ted Peck's
FISH SCALER &
FISH KNIFE

- Saves Time
- No Fuss or Muss
- A Must for Every Sportsman

NOW AVAILABLE
AT ALL LEADING
SPORTING GOODS &
DEPARTMENT STORES

TED PECK
Canada's Internationally
Known Sportsman

**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
1218 2 Av S327-4697
327-5133

BOWNS OF LETHBRIDGE

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

American Portable Irrigation Co
711 4 Av N327-1188
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
INSTALLING DEALERS

Hepp's Industries Ltd
1 Mile E of Stkys327-4242

TABER

PARKER ELECTRIC LTD
5316 48 AvTaber 223-2388

Stapling Machines**BOSTITCH STAPLERS & NAILERS—**

RODGER ROSS M LTD
2312 Macleod Tr SCalgary 265-1849

Stationers—Retail

Chinook Stationers Ltd 306 13 St N327-4591
(See Advertisement This Page)

HEINITZ PRINTERS & STATIONERS LTD

FRANCHISED DEALER

OFFICE SPECIALTY LTD.

OFFICE SUPPLIES — FURNITURE
(NEW & USED)

324 9 St S328-1778

For Speed and Convenience
in finding
"Where To Buy It"

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

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

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

Is that store open tonight? Many
businesses list the hours they are open
in these YELLOW PAGES.

Chinook

Stationers Ltd.

327-4591

- OFFICE SUPPLIES
 - OFFICE FURNITURE
 - BUSINESS FORMS
 - PRINTING
 - RUBBER STAMPS
 - OFFICE MACHINES SALES & SERVICE
- 306 - 13th STREET N. LETHBRIDGE

Steam Baths

Genuine Swedish Massage 4 Oliver Blk328-4171

Steam Cleaning Equipment

See Cleaning Equipment & Service—Industrial

Steam Cleaning—Industrial**DAWN MOBILE INDUSTRIAL CLEANERS**
1117 7 St-A S327-3681**Steam Fitters**

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

Steamship AgentsButte 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 265-6600

NATIONAL SALVAGE CO LTDCor 12 St & 2 Av N328-1721
Southalta Steel Ltd 1501 2 Av S327-2161
(See Advertisement This Page)**VARZARI IRON LTD****PIPE & STEEL**ROUNDS — ANGLES — CHANNELS
PLATES — FLATS — REINFORCING
BEAMS — SHEETS

Mailing Address P.O. Box 434, Lethbridge

2 Av & 12 St-B N328-6414
.....328-1913**IO SOUTHALTA STEEL LTD.**ROUNDS — FLATS
ANGLES — SHEETS
PLATES — BARS
BEAMS — CHANNELS
REINFORCING

Your Southern Alberta Steel Warehouse

327-2161

1501 - 2nd Avenue S., Lethbridge

Steel Buildings

See Buildings—Metal

Steel FabricatorsHorton Steel Works Ltd 2902 5 Av N328-5541
(See Advertisement This Page)
Liberty Boilers (Lethbridge) Ltd
1402 2 Av S327-3921**NEUFELDT INDUSTRIES LTD**

Manufacturers Of

Truck Bodies Steel & Wood
Truck Hoists
Truck Bumpers

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 FoundriesSee 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 LTDNEW & USED STRUCTURAL
STEEL & PIPE

Mailing Address P.O. Box 434, Lethbridge

2 Av & 12 St-B N328-6414
.....328-1913**WESTERN METAL FABRICATORS (1962) LTD****REINFORCING STEEL**Welded Wire Mesh — Beams, Etc.
Structural Steel Fabricators

1501 2 Av S327-2161

Stenographers Public**WOOLF OFFICE SERVICES**

207 Woolworth Bldg327-1807

Stereophonic Equipment

See High Fidelity & Stereophonic Equipment

Stocks & Bonds**DOHERTY ROADHOUSE & McCUAIG** {327-4255
BROS 422 7 St S327-0578
RICHARDSON SECURITIES OF CANADA
709 4 Av S327-5757
WALKER J H & CO LTD 706 3 Av S327-4085**Storage Batteries**

See Batteries—Storage

Storage—Fur & GarmentCanadian Furriers
Paramount Theatre Bldg327-4348
Lethbridge Furriers 514 3 Av S327-2209
New York Furriers 604a 3 Av S327-3276**Storage—Household****A A A MOVING & STORAGE** 525 15 St S ..327-1288
McLean Transfer Ltd 640 6 St S327-2097
(See Advertisement This Page)
(Continued Next Page)**McLEAN
TRANSFER LTD.**LOCAL AND
LONG DISTANCE
MOVING
PACKING • STORAGE

AUTHORIZED



AGENTS

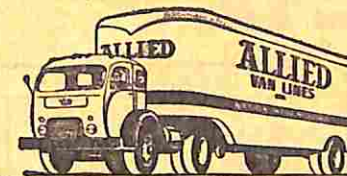
FOR A BETTER MOVE ALL WAYS!

327-2097

Nights Calls: 327-3473

640 - 6th STREET SOUTH
LETHBRIDGE**Storage—Household—(Cont'd)****OWEN DISTRIBUTING LTD****STORAGE**Specialists In Local and Long
Distance Moving
AGENTS FOR ALLIED VAN LINES LTD

1216 1 Av S328-4485

Taber Transport Ltd 5009 56 StTaber 223-2134
(See Advertisement This Page)A kitchen phone lets mother take
or make calls without "dropping
everything".**Taber Transport Ltd.****FURNITURE DIVISION**Local & Long Distance
Moving — Packing & StorageAGENTS FOR
ALLIED VAN LINES LTD.

CANADA'S LARGEST FURNITURE MOVERS

223-2134**T A B E R**

5009 - 56th Street

Ask Our Communications Consultant
about
**ELECTRONIC
SECRETARIES**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.**ALBERTA
GOVERNMENT TELEPHONES***Total Communications
for modern business***Storage—Merchandise**B-Line Storage & Cartage Co
1231 2 Av-A N328-3781**WILKINS TERMINAL**

WAREHOUSING - STORAGE - DISTRIBUTION

Fully Bonded & Insured

725 2 Av-A N327-8353
.....327-8354**Store Fronts****CANADIAN PITTSBURGH INDUSTRIES LTD**
252 12 St N327-1508**LETHBRIDGE SASH & DOOR FACTORY**Designed & Installed to Your Specification
Free Estimates

5 Av & 4 St S327-1581

Storm Windows

See Windows Metal & Windows Wood

Stove Oil

See Gas & Oil Bulk Stations

Stoves Parts & ServiceWright A R Plumbing & Heating Ltd
7304 Macleod TrCalgary 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**BIG VALUE**
for your Ad Money ---

For Information Telephone

**ALBERTA GOVERNMENT
TELEPHONES****Stoves & Ranges—Retail**

Baker Appliances Ltd 319 7 St S328-1673

HOYT'SFurniture & 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—WholesaleBruce 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

Straw

See Feed & Poultry Supplies

Stucco & Stucco Contractors

See Plasterers

Supermarkets

See Grocers—Retail

Supper Clubs

See Night Clubs

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

Swimming Pool 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

Swing Stages

See Scaffolding

Tailors

Benjamin's Cleaners-Tailors 317 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
1514a 9 Av S327-7771
O K Laundry & Dry Cleaning 312 3 St S...327-4039
Park's Dry Cleaners 311 6 St S327-4141
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 also Recording Equipment & Supplies
ANGLO DISTRIBUTORS 427 5 St S327-2023
ECCLESTON'S RADIO & TELEVISION
816 3 Av S327-2787
KITSON'S WHOLESALE LTD
427 5 St S327-2022

Tax Consultants

See Income Tax Consultants

Taxicabs

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

(See Advertisement This Page)

MARQUIS TAXI 5 Av & 7 St S327-3545
(See Advertisement This Page)

(Continued Next Page)

DAY AND NIGHT

CITY TAXI

and NEWS STAND

NOVELTIES - GIFTS & SOUVENIRS

"Quick Dependable Service"

PHONE

327-6200 328-4566

RADIO EQUIPPED CARS

UNITED

2 - WAY RADIO EQUIPPED



RADIO DISPATCH

DAY OR NIGHT

Taxi Service

CABS

(LETHBRIDGE) LTD.

DEPENDABLE — COURTEOUS — 24 HOUR SERVICE

TELEPHONE

MARQUIS TAXI 327-3545

327-3838 327-2224 327-4440

LARGEST IN THE CITY — CENTRALLY LOCATED

Taxicabs—(Cont'd)

Star Taxi 325 5 St S327-4458
327-4457

(See Advertisement This Page)

UNITED CABS (LETH) LTD
409a 5 St S327-2224
327-3838
327-4440

Telegraph Companies

Canadian Pacific Telecommunications
308 6 St S327-3186
Wire Chiefs Desk327-4722

Telemetering Equipment

ALBERTA GOVERNMENT TELEPHONES
TELEMETERING & SUPERVISORY CHANNELS

*Total Communications
for modern business*

Channel facilities to provide a means of remote metering, signalling and supervisory control systems.

"FOR INFORMATION CALL"

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

Telephone Answering Service

Lethbridge Telephone Answering Service
714 7 St S328-1701
(See Advertisement This Page)

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
Telemetering 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 forZenith 33000

Teletype Service

ALBERTA GOVERNMENT TELEPHONES

TELETYPE SERVICE

Teletype Service is unexcelled for the instantaneous transmission of all printed communications, between your business offices.

*Total Communications
for modern business*

"FOR INFORMATION CALL"

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

★ STAR TAXI ★

For Trips Near or Far—

CALL A STAR

327-4457

327-4458

2 WAY RADIO EQUIPPED CARS

ABOVE THE ARCADE POOL HALL

325 - 5th STREET SOUTH

Lethbridge Telephone Answering Service

AN ANSWERED PHONE IS INCREASED 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

Extra Goodwill
No Lost Business
Your reward is fourfold:

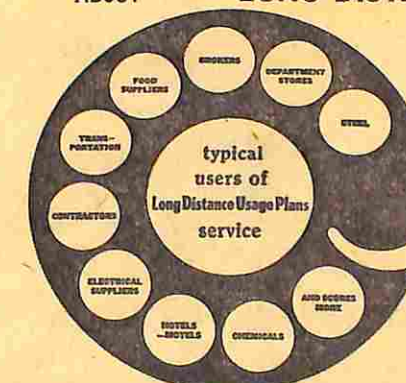
More Profits For You
Added Convenience

714 - 7th Street South

24 Hour Service 328-1701



ASK OUR COMMUNICATIONS CONSULTANT
ABOUT LONG DISTANCE USAGE PLANS



These plans enable you to take full advantage of Long Distance for making appointments, selling by telephone, receiving telephone orders, qualifying prospects, credit and collections.

Alberta
Government Telephones

*Total Communications
for modern business*



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

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

327-6361

1244a - 3rd Avenue South

328-1606

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.

COLOR T.V.

Active Television Service

SERVICE TO ALL MAKES TELEVISION-STEREO



JIM VAN LOO

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
Active Television Service 1238 3 Av S 327-5020
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
1244a 3 Av S 328-1606
(See Advertisement This Page)

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 Opposite Page)

Bestway Television Appliances Ltd 328-2328
402 5 St S
(See Advertisement Opposite Page)

CLARKE'S TELEVISION SERVICE 328-4977
316 3 St S
(See Advertisement Opposite Page)

Eccleston's Radio & Television 816 3 Av S 327-2787
(See Advertisement Opposite Page)

FAIRFIELD APPLIANCE SERVICES LTD

MOTOROLA & CELEBRITY

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 328-4224
1021 3 Av S 327-5767

HOYT'S Main Store 606-608 3 Av S 327-5767
HOYT'S NORTH LETHBRIDGE 328-4441
324 13 St N 328-4441

DISTRICT DEALERS

MACLEOD'S AUTHORIZED DEALER 627-3664
806 Main St Pincher Creek

MACLEOD'S FAMILY SHOPPING CENTRE 223-3143
5206 47 Av Taber

PINCHER CREEK CO-OPERATIVE
ASSOCIATION LTD 627-3575
782 Main St Pincher Creek

(Continued Next Page)

People don't just read the Yellow
Pages, they use them.

Television Sales & Service—(Cont'd)

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

HOYT'S Furniture & Appliances 327-5767
7 St Shopping Mall
HOYT'S NORTH LETHBRIDGE 328-4441
324 13 St N
(See Advertisement This Page)

(Continued Next Page)

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

CLARKE'S Television Service

328-4977

AUTHORIZED
T. EATON CO. LTD.

Warranty Service Depot
For Viking Radio & TV

316 - 3rd Street S., Lethbridge

ECCLESTON'S Radio & Television

SERVICE TO ALL
MAKES RADIO & TELEVISION
COLOR TV SERVICE
Your Electronic & Appliance
Service Centre

327-2787

EVENINGS 328-1208

816 - 3rd Avenue South

HOYT'S YOUR RCA VICTOR

DEALER



RADIO - TELEVISION - APPLIANCE

"Where Sales are Backed by Service"

324 - 13th St. North—328-4441

AND

7th Street Shopping Mall ... 327-5767

GUARANTEED SERVICE TO ALL MAKES OF

COLOR TV BY

- * THE BEST EQUIPPED & MANNED COLOR SERVICE ROOM
- * GOVERNMENT LICENSED SERVICE TECHNICIANS
- * ALL WORK GUARANTEED FOR 6 MONTHS
- * OVER 28 YEARS IN LETHBRIDGE SERVICING ALL MAKES

COLOR TV
RADIOS
BLACK & WHITE TV

ALL MAKES

SELLING ALSO THE BEST MAKES —

RCA VICTOR COLOR
ADMIRAL COLOR — PHILIPS COLOR

BERT & MAC'S

TWO STORES

RADIO-TV
PHONES

TWO STORES

STEREO - COLOR TV
LOUNGE

327-3232

COLOR TV
SERVICE CENTRE

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327-5560

315 - 7th Street South

Established In Lethbridge Over 28 Years
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- 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.

SMITH'S COLOR T.V.

AND STEREO CENTRE

236 - 13th STREET NORTH, LETHBRIDGE



Gerard Plettell



Ed Smith



Mike Miskulin

COLORS ARE NATURAL WHEN SERVICED

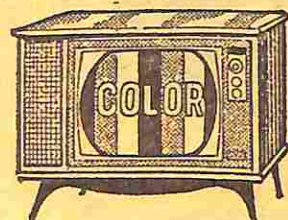
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SEE FOR YOURSELF

*"First in Alberta to Specialize in Color T.V."*LETHBRIDGE
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345-3272

HILDER'S TV SERVICE

JOHN BABER, PROP.



COLOR Black & White



TV RENTALS

Night Calls At Regular Prices

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GUARANTEED SERVICE

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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

Television Sales & Service—(Cont'd)

Jack's Radio & TV Sales & Service
302 13 St N 327-4979
(See Advertisement This Page)
Mart (Leth) Ltd 1260 3 Av N 327-1114
Modern Electronics 1113 3 Av S 327-6150
(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 S 327-3232

(Continued Next Page)

MODERN ELECTRONICS

TV & RADIO
SALES & SERVICE

- All Work Guaranteed
- Financing May Be Arranged
On Major Repairs

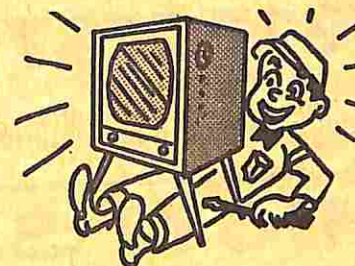
327-6150

1113 - 3rd Avenue South

Member of Electronic Technicians Association

TEL-RAY ELECTRONICS

Cor. 7th Ave. & Mayor Magrath Dr.



For Dependable Service Call

327-3503

Evenings & Weekend Calls Made

TELEVISION — RADIO
HI-FI & STEREO

Television Sales & Service—(Cont'd)

Smith's Color Television & Stereo Centre
236 13 St N 328-2235
(See Advertisement Opposite 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 Av Coaldale 345-3272

Tel-Ray Electronics
Cor 7 Av & Mayor Magrath Dr 327-3503
(See Advertisement Opposite Page)

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Zenith—The Handcrafted
Quality TV—Famous for
Superb Color and Black &
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Complete Line of AM, FM/AM, Clock, All-
Transistor Radios; Stereo Phonos; Combinations.
Zenith—The Quality Goes In Before the Name
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SMITH'S COLOR TELEVISION & STEREO
CENTRE 236 13 St N 328-2235
SMITH'S RADIO & TV CENTRE
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Television Wholesale & Mfrs

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WESTERN CANADA HARDWARE LTD
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See Heating Apparatus

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COMMERCIAL & RESIDENTIAL

MARBLE, TILE & TERRAZZO

After Hours 328-4392

257 12 St N 328-2537

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544 13 St N 327-1688
(See Advertisement This Page)

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

LETHBRIDGE MONUMENTAL & TILE WORKS
LTD 325 8 St S 327-3920
Stylon Floors Ltd 134 N Mayor Magrath Dr 327-4694

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SIMPLEX INTERNATIONAL TIME
EQUIPMENT CO LTD
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STROMBERG TIME RECORDER CO LTD
Job Recorders - Time Stamps - Watchman Clocks
Keywest Office Machines Ltd.
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EAVESTROUGHING &
TINSMITHING
ALL TYPES OF ROOFING
GENERAL SHEET METAL WORK
405a 4 St S 327-2713

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Complete Line of
TINSMITHING AND
SHEET METAL WORK
Guaranteed Workmanship
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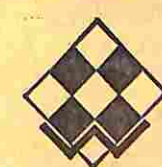
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TILES — WALL-TO-WALL BROADLOOM
RESIDENTIAL — COMMERCIAL — INDUSTRIAL

IMPORTERS OF ITALIAN CARPETS
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&
Marble Works

1905 - 9th Ave. North, Lethbridge

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TO eliminate
waiting time
increase
selling time
up profits

Long
Distance
Pays





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(PINCHER CREEK) LTD.
GOOD YEAR

Vulcanizing
Full Tire Service
Wheel Balancing

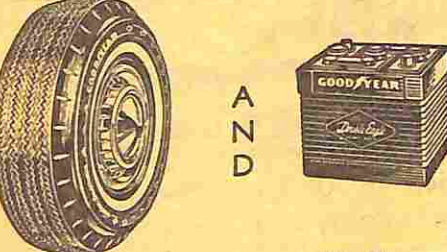
FAST ON-THE-FARM SERVICE

Wheel Alignment

Night Phone 627-3739
1022 MAIN STREET, PINCHER CREEK

627-3313

ERIC'S TIRE SERVICE (LETH) LTD.
ERIC HOWE
for
GOOD YEAR
COMPLETE TIRE SERVICE
Wholesale & Retail Distributors



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327-8887
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SPECIALISTS IN RECAPPING

AUTO FARM TRUCK

FLEET SERVICE
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FARM SERVICE

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COMPLETE
TIRE SERVICE

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24 Hour Road Service — Pick-Up & Delivery

NORTH LETHBRIDGE MO-TIRES LTD.

After Hours 327-2898, 327-0749
305 - 13th Street North

327-3181


Tires—Dealers

Civic Tire & Battery (Pincher Creek) Ltd
1022 Main St Pincher Creek 627-3313
(See Advertisement This Page)

DOMINION ROYAL TIRES
—See Uniroyal Tires under this Classification

DUNLOP TIRE SALES 1203 2 Av S 328-2443
Shop 328-2011

ELRICH TIRE LTD 402 1 Av S 327-6886
..... 327-4445
(See Advertisement This Page)

Eric's Tire Service (Leth) Ltd
721 2 Av-A N 327-8887
(See Advertisement This Page)

Firestone Stores Cor 3 Av & 8 St S 327-8548

GENERAL TIRES—
ENERSON MOTORS LTD
817 4 Av S 327-5705

Goodrich B F Canada Limited
Cor 2 Av & 7 St S 327-4314

Goodyear Tire & Rubber Co of Canada
Ltd 316 11 St S 327-2396
..... 328-5113

GOODYEAR TIRES

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

**"WHERE TO BUY THEM"**

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ERIC'S TIRE SERVICE (LETH) LTD
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305 13 St N 327-3181

NORTHSIDE SHELL SERVICE
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314 11 St S 327-2007

KELLY-SPRINGFIELD TIRES

RIDE THE SAFER
KELLY ROAD
Proved & Improved
For Over 73 Years



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Cor 2 Av & 8 St S 327-3147

KIRK'S TIRE SALES (1964) LTD

"A BETTER BALANCED RETREAD"
Headquarters for
DOMINION ROYAL TIRES

1621 3 Av S 327-5985

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 S 327-3580

LETHBRIDGE TIRE & GAS

334 4 St S 327-4225

North Lethbridge Mo-Tires Ltd
305 13 St N 327-3181
(See Advertisement This Page)

(Continued Next Page)

Tires—Dealers—(Cont'd)

SENTINEL TIRE DEPOT—
BRITISH AMERICAN OIL CO LTD 327-2585
1812 2 Av S 327-1117

TRIMBLE'S TIRE SUPPLY LTD
314 11 St S 327-2007
..... 327-2033

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SOLD AT LEADING
TIRE & AUTOMOBILE
DEALERS
AND SERVICE STATIONS

**"WHERE TO BUY THEM"**

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

Kirk's Tire Sales (1964) Ltd 1621 3 Av S 327-5985
Service Dept 327-4705
(See Advertisement This Page)

Leonard Tire Mart Ltd 1902 2 Av S 327-3580

Trimble's Tire Supply Ltd 314 11 St S 327-2007

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Kitson's Wholesale Ltd 427 5 St S 327-2022

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See Monuments Mausoleums Etc.

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DeWalt Power Tools
Master Power Air Tools
Over 350 Air & Electric
Power Tools For Industry
Shop Farm and Home
Complete Parts & Repair Service on
All Makes at our Factory Branch

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CALSTEEL PRODUCTS LTD 327-2700

WESTERN CANADA HARDWARE LTD 328-1711

907-915 2 Av S

DEALER

CALSTEEL PRODUCTS LTD 327-2700

1290 2 Av-A N

SERVICE STATION

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1209 3 Av S

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GRACE CONSTRUCTION MATERIALS—CON-SPEC
SALES LTD 701 Briggs Av SE Calgary 265-6622

CANADIAN HILTI LIMITED
720a 3 St NE Calgary 264-3393

Tools—(Cont'd)

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SKIL POWER TOOLS**PORTABLE ELECTRIC AND AIR TOOLS**

Skil saw 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 327-8561

1108 1 Av S 327-8561

FACTORY SALES & SERVICE

Skil Corp (Canada) Ltd Calgary 264-1766

4301e 9 St SE 327-3942

Walt's Tool Sales 1920 8 Av N

Tools—Electric

ACKLANDS LIMITED 1218 2 Av S 327-4697

TOOL SHED THE 327-2700

POWER TOOLS OF ALL TYPES

1290 2 Av-A N 327-2370

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Parsons Hardware & Appliances Ltd 327-7066

Shoppers World 327-7066

Toupees

See Hair Goods Retail also Wigs & Toupees

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ALCAN SERVICE STATION 328-2728

1313 Mayor Magrath Dr

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24 HOUR TOWING SERVICE

Cor 2 Av & 8 St S

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24 Hour Towing Service — Prompt Service

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312-314 1 Av S

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24 HOUR SERVICE

9 St & 2 Av N

FLEMING MOTORS LTD 327-8143

24 HOUR TOWING SERVICE

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7 St & 1 Av S

FRED KING MOTOR CO LTD 327-1566

TOWING

24 HOUR SERVICE

Cor 11 St & 3 Av S

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**"A BETTER
BALANCED
RETREAD"**

KIRK'S TIRE SALES (1964) 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

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

Towing Service—(Cont'd)

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JOHN & WIMP SHELL SERVICE

TOWING SERVICE

AMA — 7 A.M. TO 10 P.M. DAILY

206 9 St S327-1967

McDONALD WALLACE & SONS LTD

AMA 24 HOUR SERVICE

After Hours Steve Straga 223-3235

5335 47 AvTaber 223-3556

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24 HOUR AMA TOWING

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TOWING

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

HOYT'S NORTH LETHBRIDGE

324 13 St N328-4441

3-D'S HOBBY SHOP

SHOPPERS WORLD

475 Mayor Magrath Dr327-0540

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MODELS — HOBBY SUPPLIES

POST CARDS — SUNDRIES

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

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

CAT
Regd.

Caterpillar and Cat are Registered Trademarks of Caterpillar Tractor Co

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717 5 Av N328-3366

Tractors & Equipment—(Cont'd)

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

Lonsdale Ford Tractor Sales Ltd

1709 2 Av S327-6276

Munro's Sales & Service 2402 23 St Didsbury 335-3633

(See Advertisement This Page)

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THE MUNRO TEAM TRACTOR HOOK-UP

- DELIVERS DOUBLE PLUS (ABOUT 20%)
- 4 WHEEL TRACTOR AT ITS BEST
- OUTMANEUVERS CONVENTIONAL 4 WHEEL

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(See Advertisement This Page)

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- ★ STEEL & ALUMINUM CUSTOM DUMP TRAILERS
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- ★ SLIDING DUMPS — PUP DUMPS
- ★ LOW BEDS — ANY CAPACITY
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(See Advertisement Opposite Page)

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"RENT THEM AT"**JOHN & WIMP SHELL SERVICE**

206 9 St S327-1967

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

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We SUPPLY THE HITCH**"WHERE TO RENT THEM"****ALCAN SERVICE STATION**

1313 Mayor Magrath Dr328-2728

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Scamper Trailers

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EXTRAS AT NO
EXTRA COST

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

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(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

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24 Hour Answering Service328-1771

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Call Long Distance and ask for

(Collect)Taber 223-3321

(See Advertisement This Page)

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(See Advertisement This Page)

ROSSITER AGENCIES LTD

Bsmr McFarland Bldg327-1541

Tricycles

See Bicycle Section

Trophies**DOUG'S MUSIC & SPORTS**

Cor 4 Av & 5 St S327-7936

TROCREST ATHLETICS

Trophies - Cresting - Jackets - Uniforms

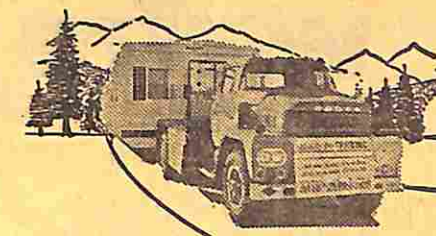
Display Room Open 10 am to 10 pm Daily

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Prebuilt Mfg. Ltd. — Prebuilt Rentals Ltd.

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- * PREBUILT HOMES — MOTELS
- * EQUALIZER HITCHES — Distributor of Eaz-Lift
- * SCAMPER — TRAVEL TRAILERS — TRUCK CAMPERS

SCAMPER SOLD THROUGH DEALERS ONLY

LETHBRIDGEFactory & Head Office
619 - 4th Avenue North**328-4421****CALGARY**6804 Macleod Trail
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24 HOUR SERVICE

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ON ANY TRIP

AIRLINES — STEAMSHIP
CRUISES — TOURS

PHONE TABER (Collect)

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Head Office, Calgary. 269-3791

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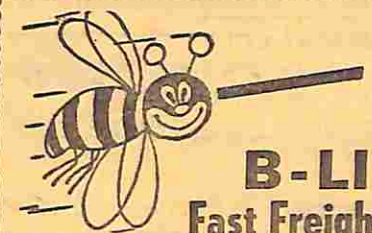
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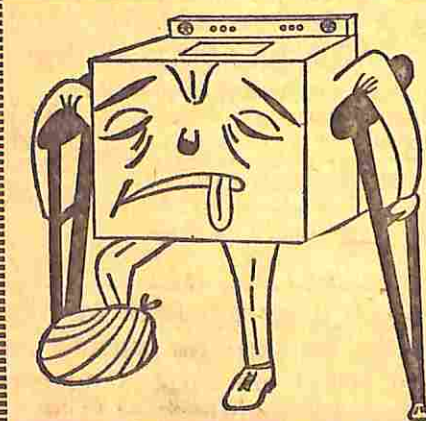
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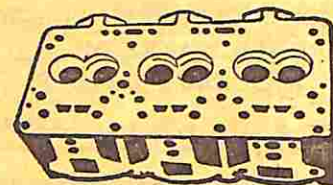
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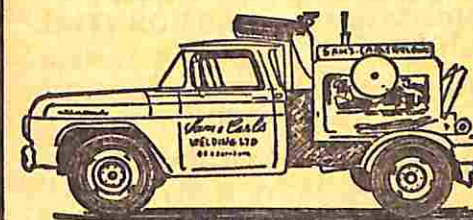
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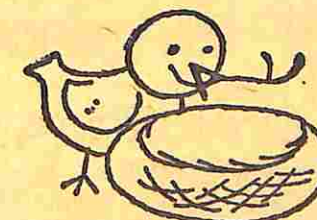
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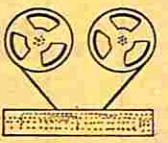
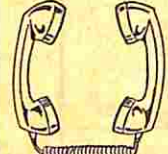
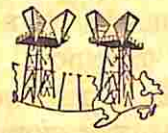
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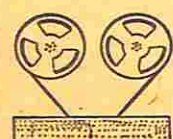
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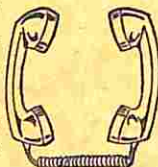
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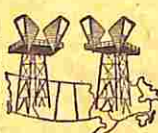
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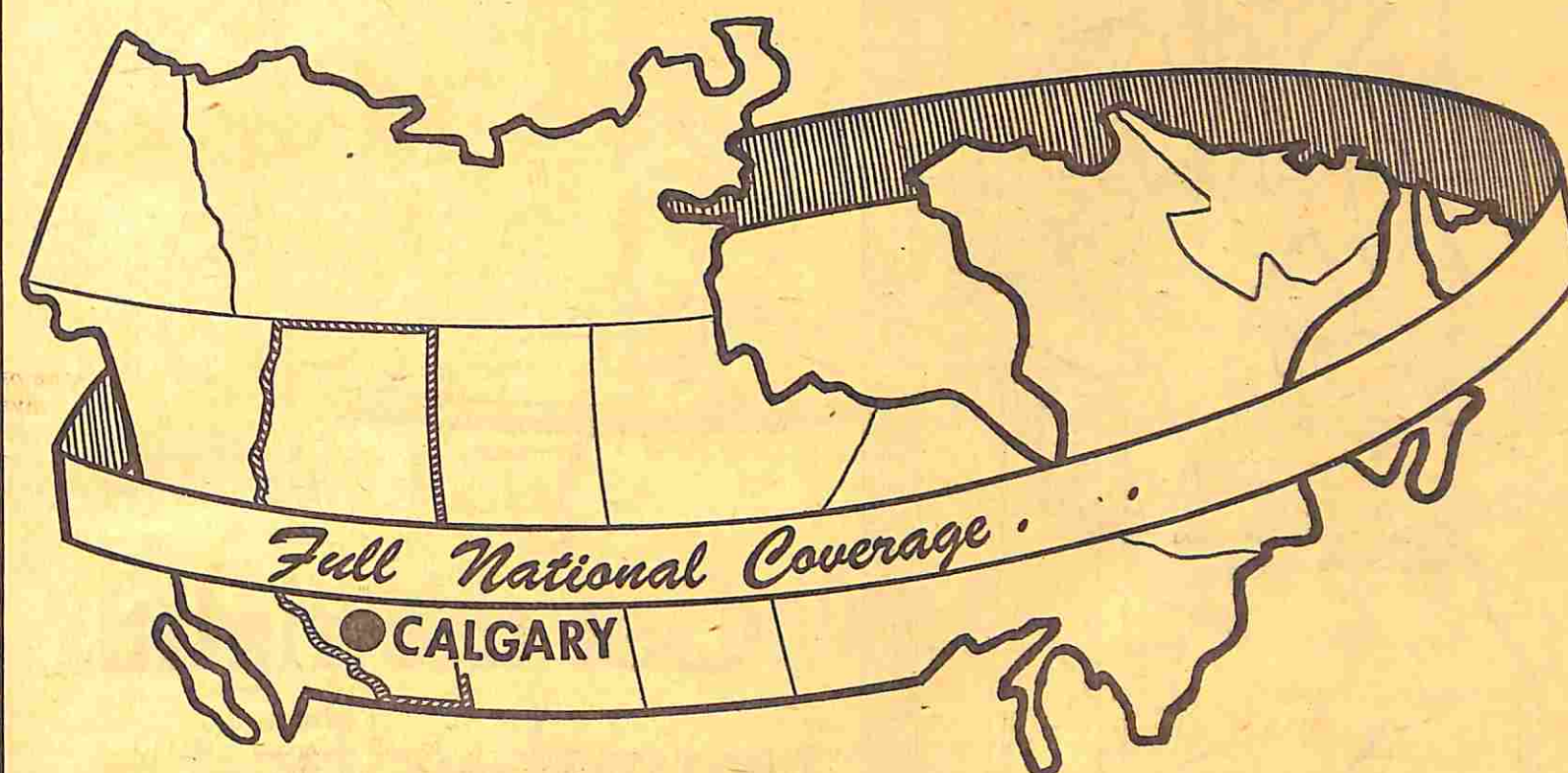
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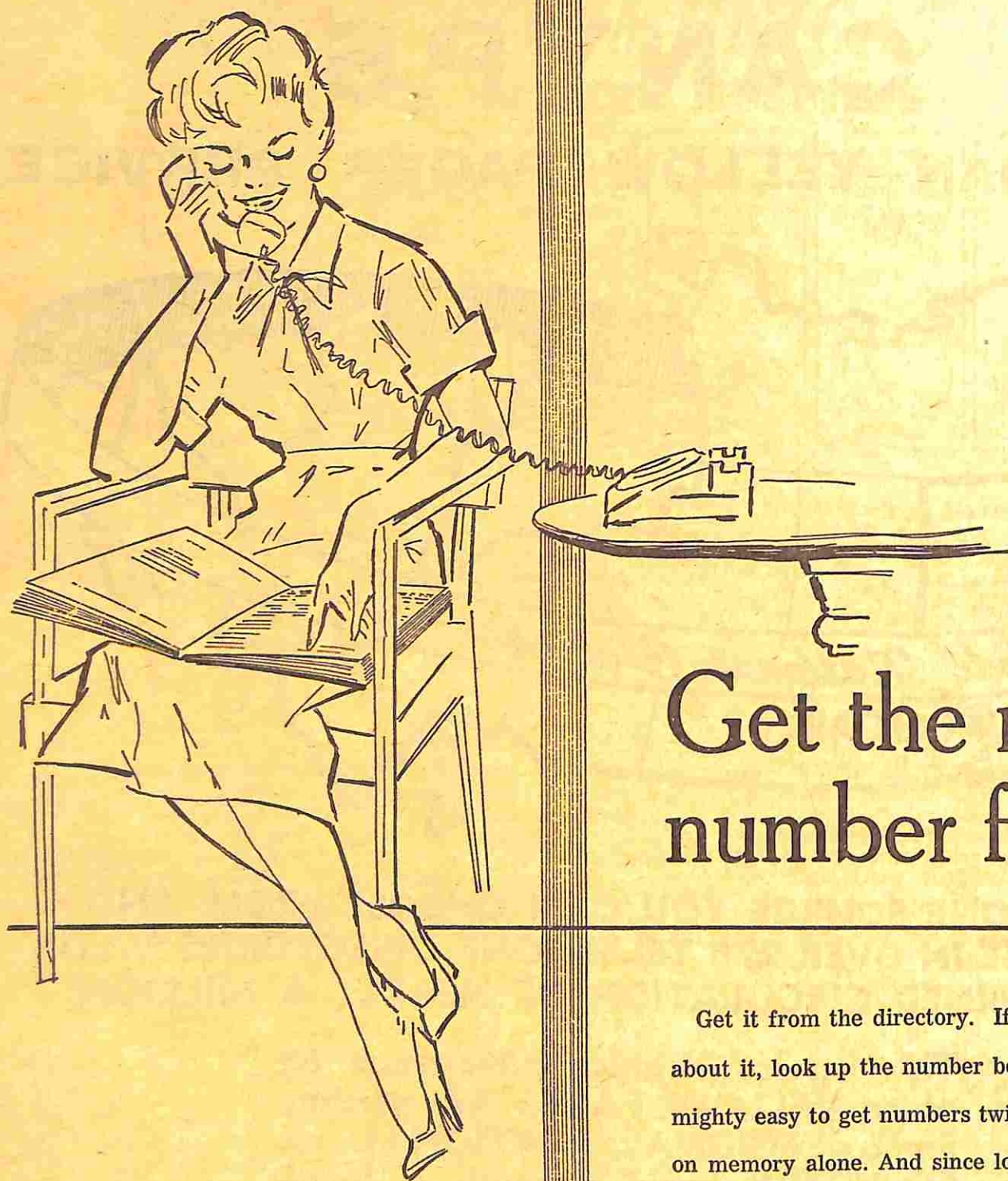


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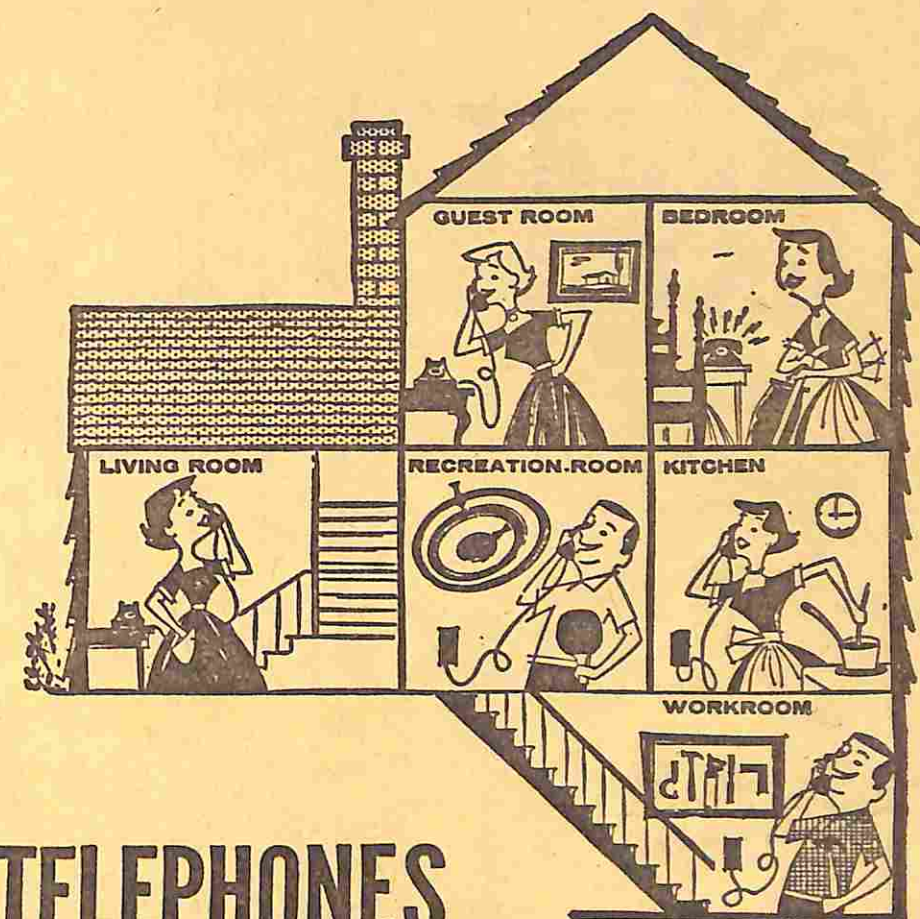
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