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**Pumps & Tanks—Gasoline & Oil**

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SPENCER'S PUMP SERVICE 2310 10 Av S 327-8718

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(See Advertisement This Page)

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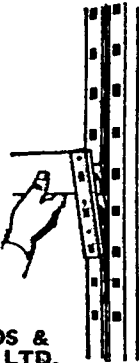
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LETHBRIDGE RADIATORS 1410 2 Av S .....327-8278

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GAS TANKS  
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**Stations**

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CJOC Radio 1015 3 Av S .....327-3161

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LIMITED 401 Mayor Magrath Dr .....328-3311

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General Mobile Telephone  
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PAAR INDUSTRIAL ELECTRONICS LTD ..327-1933

1242 3 Av S .....328-8313

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Ace TV & Radio Co 1406 17 St S .....328-6131

ACME TELEVISION LTD 535 13 St N ...327-6361

Active Television Service 1238 3 Av S .....327-5020

(See Advertisement This Page)

Bert & Mac's Radio-TV Ltd {327-3232

315 7 St S .....327-5560

Bestway Television Appliances Ltd

402 5 St S .....328-2328

Clarke's Television Service 316 3 St S ...328-4977

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.....327-6070

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GALT HOME APPLIANCES 319a 8 St S ...327-3889

JACK'S RADIO & TV SALES & SERVICE

302 13 St N .....327-4979

MODERN ELECTRONICS 1113 3 Av S ...327-6150

Partsmen Automotive Ltd 1280 2 Av S ....327-4585

TEL-RAY ELECTRONICS 312 8 St S ....327-3503

Vaselenak A 546 12 St-C N .....327-2483

**Radio Stations**

See Radio Broadcasting Companies & Stations

**Radio Telephones**

See Radio Communication Equipment & Systems

**Railway Companies**

CP Rail—For Zenith Service Refer to this Listing In the Alphabetical Section Under the Specific Exchange Desired

CP Rail 1 Av & 8 St S

Passenger .....327-3512

Supervisor & Chief Clerk .....327-3354

Freight Traffic .....328-3373

**Ranges**

See Stoves & Ranges Section

**Razors—Electric**

See Shavers Electric

**Reading Improvement**

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**Ready Mixed Concrete**

See Concrete Ready Mixed

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Altasan Realty Ltd 1101a 4 Av S .....327-7566

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5 Metropolitan Bldg .....327-1657

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INDUSTRIAL

FARMS — RANCHES

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1503 3 Av S .....328-8184

**BOWMAN WALLACE CO LTD**

REAL ESTATE &  
MORTGAGES & LOANS

612 3 Av S .....327-2325

Listings Of This  
Classification Are Continued  
On Next Page

**CAR RADIO**

STEREO TAPES  
SALES & SERVICE  
**327-5020**

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1238 - 3rd Avenue South

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Cor 3 Av & 7 St S .....327-8581

**EL RANCHO REALTY** 522 6 St S .....327-7444  
328-3044

**ENGINEERED HOMES LIMITED**  
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**FARMERS & MERCHANTS TRUST CO LTD**  
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SERVICE**

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Mortgages & Loans  
Box 69

699 Main St ..... Pincher Creek 627-3567

Hay Agencies Ltd College Shopping Mall ...327-7077  
327-7975

(See Advertisement This Page)

Hub Swanston Realty & Insurance  
311a 8 St S .....328-2232  
(See Advertisement This Page)

**HUDSON AGENCIES LIMITED**

415 Mayor Magrath Dr .....327-5885

L H C Real Estate Ltd 2020 2 Av N .....328-3644

Lethbridge Real Estate Board Co-op Ltd {327-0287

520 6 St S .....328-4955

McKillop Agencies E Metcalfe Bldg .....327-7464

**NU-MODE REALTY** {327-1130

1652 Mayor Magrath Dr .....328-8011

(See Advertisement This Page)

**PEAT N B & CO**

REAL ESTATE — CITY & FARM PROPERTY

If No Answer Call res. 327-2433

2 Alberta Bk .....327-3570

Reliance Agencies 822 3 Av S .....327-1116

Saunders Real Estate & Insurance Ltd

5222 48 Av .....Taber 223-3396

**SCHWARTZ AGENCIES LTD**

College Shopping Mall .....328-3331

(See Advertisement This Page)

**SONALTA REAL ESTATE** 408 13 St N ...327-4802

Stringam Realty Ltd 122 8 St S .....328-6161

(See Advertisement This Page)

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Cardston Rd .....Fort Macleod 234-3317

Williams Art Agencies Ltd 1503 3 Av S ...328-8184

**Real Estate Loans**

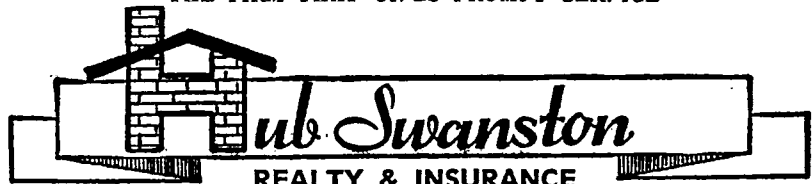
See Loans

**Real Estate Rentals**

See Rental Agents—Real Estate

Eye-shop the  
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"THE FIRM THAT GIVES PROMPT SERVICE"



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311a - 8th Street S., LETHBRIDGE



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LETHBRIDGE'S LARGEST  
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INSTITUTE

**Complete Refrigeration  
and Airconditioning  
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*"Where Quality Has No Substitute"*

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See Time Recorders

## Recording—Equipment & Supplies

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302 13 St N ..... 327-4979

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Leister's Music Ltd  
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## Refrigeration Equipment—Commercial

### Sales & Service

Charlton & Hill Ltd 1262 2 Av S ..... 328-3388  
(See Advertisement This Page)  
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Only Call Long Distance (No Toll Charge)  
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## Refrigeration Equipment—Commercial

### Sales & Service—(Cont'd)

Fedor's Refrigeration & Air Conditioning Ltd  
2214 43 St S ..... 327-5816  
(See Advertisement This Page)  
Jones Refrigeration Service 320 3 St S ... 328-5122  
(See Advertisement This Page)  
Lethbridge Refrigeration Ltd 111 11 St S ... 328-4333  
(See Advertisement This Page)

### TYLER SALES & SERVICE

Complete line of refrigerators;  
storage freezers; condensing  
unit assemblies; steel shelving,  
check stands, fixtures. For supermarkets, food  
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## Refrigeration Contractors

See Refrigeration Equipment Commercial Sales  
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**HOYT'S NORTH LETHBRIDGE**  
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328-3545

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**REFRIGERATORS**

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320 - 3rd Street S.

Residence Phone 328-3910

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• **COMPLETE COMMERCIAL  
REFRIGERATION &  
AIR CONDITIONING** •

**Sales & Service**

**328-3388**

1262 - 2nd Avenue S., Lethbridge

# Lethbridge Refrigeration Ltd.

**COMMERCIAL REFRIGERATION & AIR CONDITIONING**

**Sales &  
Service**

**328-4333**

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Residence  
PETER TURNBULL 327-3051

Residence  
C. HOLLAND 328-1978

111 - 11th Street S., LETHBRIDGE

**Rental Agents—Real Estate**

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1503 3 Av S ..... 328-8184  
**CAMPBELL & HALIBURTON (SOUTHERN)**  
LTD 418 5 St S ..... 327-4444  
**CANADA TRUST-HURON & ERIE**  
Cor 3 Av & 7 St S ..... 327-8581  
**HAY AGENCIES LTD**  
College Shopping Mall ..... 327-7077  
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125 Rideau Crt ..... 328-2925

**Rental Services—General**

See also Specific Kinds

**A-1 RENTALS (1965) LTD**  
714 7 St S ..... 328-7233  
(See Advertisement This Page)

**ALLIED EQUIPMENT LTD**  
1201 2 Av-A N ..... 327-6877  
(See Advertisement This Page)

**Calgary Concrete Company Ltd**  
4836 6 St NE ..... Calgary 277-0115  
(See Advertisement This Page)

**Freddie's Paint (Western) Ltd** 816 3 Av S ... 327-5540  
(See Advertisement This Page)

**PARSONS HARDWARE LTD**  
RENTALS  
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ALUMINUM SAFETY LADDERS  
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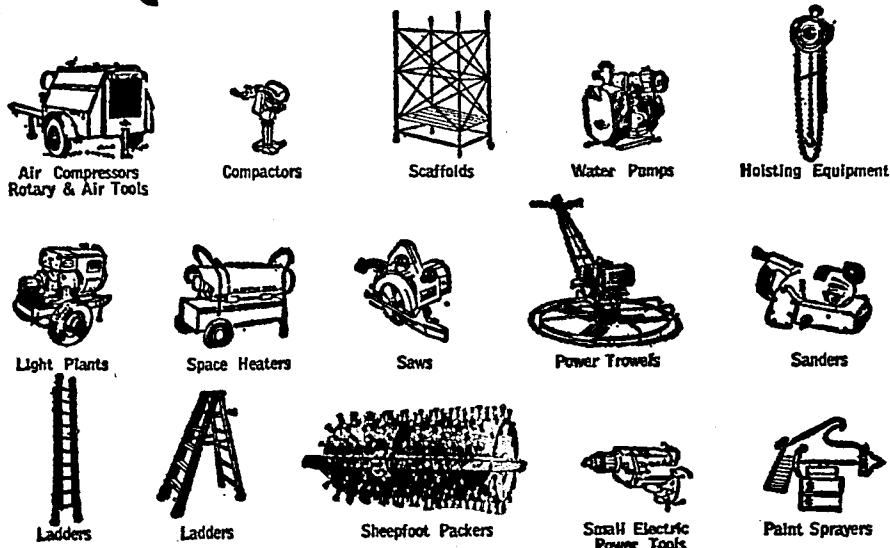
**Resilient Floor Covering**

See Floors—Material & Laying

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**Arbutus Buscombe Cassidy Company**  
510 5 Av SE ..... Calgary 269-5336  
**CHARLTON & HILL LTD** 1262 2 Av S .... 328-3388  
**Pel's Restaurant Supply** 1501 16 Av S ..... 327-6515

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**Allied Equipment Ltd.**

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**CALGARY CONCRETE  
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- ★ AIR COMPRESSORS
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- ★ ELECTRIC TOOLS
- ★ HEATERS
- ★ GENERATORS
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- ★ PUMPS
- ★ COMPACTION EQUIPMENT
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LETHBRIDGE

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*Call Ericksen's*  
SVEN FINE FOODS TAKE-HOME

for

**Kentucky  
Fried Chicken**



IN THESE BIG-VALUE PACKS

- ★ BARREL O'CHICKEN
- ★ BUCKET O'CHICKEN
- ★ THRIFT PACK
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2021 - 3rd Avenue South  
**328-8161**

1701 Mayor Magrath Drive  
**328-7751**

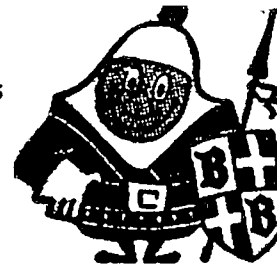
**Restaurants**

- A & W DRIVE-INS** 493 Mayor Magrath Dr 328-2643  
(See Advertisement This Page)
- ALEXANDRA RESTAURANT** 328 5 St S ... 327-2844
- Baker's Ye Olde English 543 13 St S ... 328-5454
- Bridgeview Restaurant 3 Hwy W ... 328-2613
- Burger Baron 2206 7 Av S ... 328-4717  
(See Advertisement This Page)
- C W Chop Suey House** 403 2 Av S ... 327-5573
- CAPRI RESTAURANT** 1520 3 Av S ... 328-4818
- Dragon House 1624 Mayor Magrath Dr ... 327-8696  
(See Advertisement This Page)
- Eastway Restaurant 3110 1 Av S ... 328-4155
- ERICKSEN'S SVEN FINE FOODS TAKE HOME**  
1701 Mayor Magrath Dr ... 328-7751  
2021 3 Av S ... 328-8161  
(See Advertisement This Page)

(Continued Next Page)

**BURGER BARON**

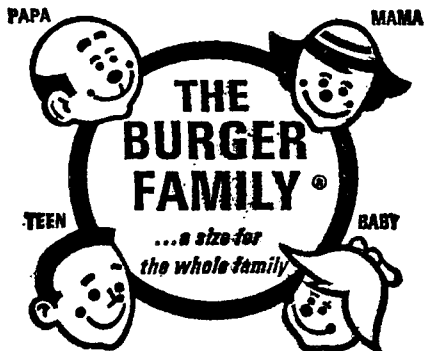
MOST FAMOUS  
HAMBURGERS  
IN ALBERTA



OFF MAYOR MAGRATH DR.  
**328-4717**  
2206 - 7th Avenue S.

There's something for  
**EVERYONE**  
At Your Favorite

**A & W DRIVE-IN**



**A & W DRIVE-INS**  
Chubby Chicken

- 493 Mayor Magrath Drive  
**328-2643**
- 210 - 3rd Avenue South  
**328-6056**
- 1607 Mayor Magrath Drive  
**327-8255**

*The*  
**DRAGON**  
*House*



*"The Finest in  
CHINESE and  
CANADIAN  
CUISINE"*

- Free Home Delivery
- NEW MODERN PREMISES
- UNLIMITED PARKING

IN SAFEWAY SHOPPING CENTRE

**327-8696**  
1624 Mayor Magrath Drive

You Can . . .

**Save Time!**  
**Save Money!**  
**Save Effort!**

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buyers' and service  
guide in town.*

**Restaurants—(Cont'd)**

**ERICKSEN'S SVEN RESTAURANT**  
 1701 Mayor Magrath Dr .....328-7756  
 (See Advertisement This Page)  
**Frank's Lunch Bar** 820 3 Av S .....328-3740  
**Garden City Catering Ltd**  
 1009 Mayor Magrath Dr .....328-1989  
**Golden Gate Restaurant** 320 5 St S .....328-1977  
**Greyhound Grill** 411 5 St S .....328-1802  
**HANNIGAN'S BURGER KING**  
 1415 Mayor Magrath Dr S .....328-4038  
 (See Advertisement This Page)

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 COMMUNICATIONS CONSULTANT  
 ABOUT**



**PBX SWITCHBOARDS  
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He gets things done by  
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 commands attention, saves  
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*Sven Ericksen's Restaurant*



**IN THE TRADITION OF THE WORLD'S FINEST RESTAURANTS  
 TO YOU, MY DEAR GUEST, I OFFER THE VERY BEST FOOD AND ATTENDANCE  
 THAT I AND MY STAFF ARE CAPABLE OF GIVING,  
 SO THAT YOUR MOMENTS AT SVEN ERICKSEN'S MIGHT BE MEMORABLE ONES**

OPEN AT 11:00 A.M.

**LICENSED DINING ROOM & LOUNGE**

Reception Facilities for 300 Guests

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1701 MAYOR MAGRATH DRIVE

**Hannigan's Burger King**



*"It's Out of This World"*

- **BARREL O' CHICKEN**  
 (SERVES 7 to 9)
- **FAMILY PAK**  
 (SERVES 5 to 7)  
 Chicken, Chips, Rolls, Cole Slaw, Etc.
- **BUCKET O' CHICKEN**  
 (SERVES 5 to 7)
- **INDIVIDUAL ORDERS**
- **BURGER BASKETS**

*Heavenly Fried Chicken*

**ORDER BY PHONE — THEN TAKE IT HOME  
 WE DELIVER FOR A NOMINAL CHARGE**

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1415 MAYOR MAGRATH DRIVE S.

# NEW WORLD



## RESTAURANT

**SPECIALIZING IN  
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*"Let Us Arrange A  
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At Your Home, Office or Motel?"*

**DELIVERED PIPING HOT**

# Call: 327-4025

329 - 5th STREET SOUTH, LETHBRIDGE

**Restaurants—(Cont'd)**


- House of Wong 254 13 St N ..... {327-0844  
327-0974  
(See Advertisement This Page)
- I & T Coffee Shop 1406 2 Av S ..... 328-1446
- KENTUCKY FRIED CHICKEN—**  
ERICKSEN'S SVEN FINE FOODS TAKE HOME  
2021 3 Av S ..... 328-8161
- LETHBRIDGE HOTEL COFFEE SHOP**  
Cor 5 St S & 2 Av ..... 327-1049  
(See Advertisement This Page)
- Lotus Inn 102 8 St S ..... {327-2297  
327-0240  
(See Advertisement This Page)
- MAJORETTE RESTAURANT** 612 3 Av S . 327-7511  
(See Advertisement Opposite Page)
- MARY'S COFFEE SHOP**  
OLD FASHIONED HOME COOKED MEALS  
HOME MADE PASTRIES  
1608 Mayor Magrath Dr ..... 327-7486
- New China Chop Suey House  
318 2 Av S ..... 327-3262
- New Moon Cafe 3 Av S ..... 327-3298
- New World Restaurant 329 5 St S ..... 327-4025  
(See Advertisement This Page)

Listings Of This  
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On Next Page

**MEASURING PAIL**

Paint marks to indicate quart and gallon measures on a cleaning pail. It will help in getting the correct mixture of cleaning detergents.

# HOUSE OF WONG




JAMES WONG, PROP.

<p><b>No. 3</b></p> <ul style="list-style-type: none"> <li>● PINEAPPLE CHICKEN</li> <li>● MUSHROOM CHOW MEIN</li> <li>● SWEET &amp; SOUR SPARERIBS</li> <li>● DEEP FRIED SHRIMP</li> <li>● CHICKEN FRIED RICE</li> <li>● STEAMED RICE</li> </ul>	<p><b>No. 4</b></p> <ul style="list-style-type: none"> <li>● CHICKEN CHOW MEIN</li> <li>● DEEP FRIED SHRIMP</li> <li>● SWEET &amp; SOUR SPARERIBS</li> <li>● CHICKEN ALMOND CHOP SUEY</li> <li>● CHICKEN FRIED RICE</li> <li>● STEAMED RICE</li> </ul>
--	--

**252-254 - 13th Street  
North Lethbridge**

**327-0844 • 327-0974**



## LOTUS INN

Phone "N" Eat Service

- \* HOME OF FINEST CHINESE FOOD
- \* SPECIAL SUNSHINE FRIED CHICKEN
- \* CATERING SERVICE FOR HOME, BANQUETS & WEDDINGS
- \* BANQUET ROOMS AVAILABLE

**DELIVERY IN CITY**  
OPEN 7 A.M. - 2 A.M. DAILY  
SUNDAY 11 A.M. - 9 P.M.

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102 • 8th STREET SOUTH



## LETHBRIDGE HOTEL COFFEE SHOP

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**Specializing in**  
**FRIED CHICKEN — BUSINESSMAN LUNCHEONS**  
5th STREET & 2nd AVENUE S., LETHBRIDGE

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Westminster Shopping Centre ..... 327-0633

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BANQUET ROOM FACILITIES  
EXCELLENT WESTERN FOOD  
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Paramount Coffee Shop  
Paramount Theatre Bldg ..... 327-5476

**PARK PLAZA MOTOR HOTEL**  
1009 Mayor Magrath Dr ..... 328-2366

**PHIL'S RESTAURANT & PANCAKE HOUSE**  
1303 Mayor Magrath Dr ..... 328-5077  
Red Rose Garden 212 5 St S ..... 327-3963  
(See Advertisement This Page)

Ron's Restaurant 1256 3 Av S ..... 328-5666  
Shanghai Chop Suey 610 3 Av S ..... 327-3552

Spudnut & Ice Cream Bar 1102 5 Av S ..... 327-4990  
Stockman's Inn Stockyards ..... 328-2451  
T K Cafeteria College Shopping Mall ..... 327-8112

**TABER CAFE**

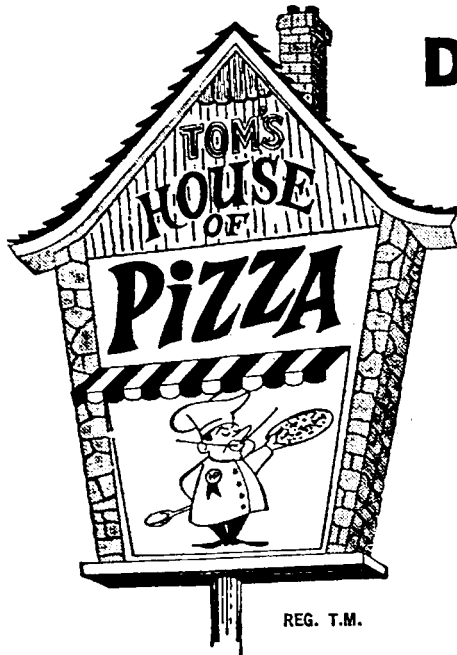
CHINESE FOOD — FISH & CHIPS  
Take Out Orders — Banquet Rooms  
5307 48 Av ..... TABER 223-2028

Tag's Drive In 2002 3 Av S ..... 328-5405  
Tom's House of Pizza

1656 Mayor Magrath Dr ..... 328-6211  
(See Advertisement This Page)

Top Pizza & Spaghetti House 1101 4 Av S 327-1952  
Vancell Coffee Bar 242 13 St N ..... 328-3616  
York Coffee Shop 3 Av & 13 St N ..... 328-4144

One good turn is to the **YELLOW PAGES**: another is to tell the man you found him there.



**DINING ROOM  
&  
TAKE-OUT  
SERVICE**

**HOURS**

Sunday to Thursday  
11:30 a.m. — 12 Midnight

Friday and Saturday  
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"Pizza Made to Perfection"

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LETHBRIDGE**

"Meet Your Friends At The"

**MAJORETTE  
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Finest  
In Chinese Food  
Full Course Meals  
Light Lunches

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From 8 a.m. to 8 p.m.  
DAILY  
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FOR TAKE-OUT ORDERS PHONE

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GARDEN**

SPECIALIZING IN

**Chinese Foods**  
DELIVERY & TAKE-OUT SERVICE

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**FAMILY ROOM  
FAVORITE**

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**DAIRY QUEEN** No 1 422 Mayor Magrath Dr 327-6440  
 No 2 516 13 St N ..... 327-4855  
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 1701 Mayor Magrath Dr ..... 328-7751  
 2021 3 Av S ..... 328-8161  
**HANNIGAN'S BURGER KING**  
 1415 Mayor Magrath Dr S ..... 328-4038  
**ORANGE JULIUS** College Shopping Mall ..... 328-2020  
**TAG'S DRIVE IN** 2002 3 Av S ..... 328-5405  
 (See Advertisement This Page)  
 Tastee Freez 722 23 St N ..... 328-4858

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 In Town**  
 2002 - 3rd Ave. S. **328-5405**

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See Tires Section

**Revolvers**

See Gunsmiths also Sporting Goods Section

**Rifles**

See Gunsmiths also Sporting Goods Section

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**ASPHALT SHINGLES**  
**RE-ROOFING & REPAIR**  
 Free Estimates — Town or Country

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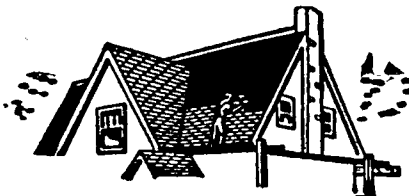
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**Charlton & Hill LTD.**  
 • ROOFING  
 • BONDED TAR & GRAVEL  
 • SHEET METAL WORK

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1262 - 2nd Avenue South, Lethbridge

**ROOFING**



and RE-ROOFING  
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**328-5745**

636 - 21st Street South

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Representing Alberta's Roofing Industry

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 SERVICE

MEMBERS OF ALBERTA ROOFING  
 CONTRACTORS ASSOCIATION LTD. WILL ISSUE  
 A GUARANTEE WHEN SPECIFIED ON  
 ROOFS OF APPROVED SPECIFICATIONS.  
 Buy With Confidence From The  
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**MELDON ROOFS (LETHBRIDGE) LTD**  
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 (See Advertisement This Page)

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Your Residential Roofing Specialist  
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**24 HOUR  
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**Rumpus Rooms**

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**Saddlery & Harness—Retail**

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All Types of Riding Equipment

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YOUR COMPLETE ROUNDUP STORE  
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Thompson Saddlery & Leather Repair  
316 1 Av S .....328-6363

**Safes**

Dan's Repair Shop 1117 3 Av S .....327-3905  
(See Advertisement This Page)

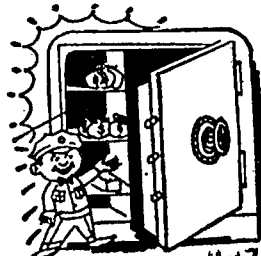
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**MINIS ANYONE!**

Keep knees at their best for the knee-high skirts. Since skin on knees often tends to flake and crack, some petroleum jelly applied right after a bath helps keep a smooth, soft look.

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



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Everything for Safety In Every  
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"WHERE TO BUY THEM"

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**Safety Valves**

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

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Baling Div & Scrap Yard  
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Industrial Equipment - Machinery  
Used Pipe - Iron - Motors - Tractors  
Etc. - Distress Stocks - Fire Damaged  
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USEABLE IRON  
ELECTRIC, GASOLINE & DIESEL MOTORS  
FARM TRACTORS & MACHINERY  
INDUSTRIAL EQUIPMENT & MACHINERY  
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Bronk's Industrial & Home Decorating  
1106 20 St S .....327-7460  
(See Advertisement This Page)

**SANDBLASTING**



★ Portable Equipment  
★ Protective Coatings  
Industrial Equipment,  
Buildings, Bridges,  
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**Bronk's Industrial  
& Home Decorating**

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Lethbridge Sash & Door Factory  
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Division of Tanner Building Supplies Ltd.  
Wood & Aluminum Sliding Patio Doors  
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**LIGHTWEIGHT,  
POWERFUL** **HOMELITE**  
CHAIN SAWS

A complete line of one-man chain  
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woodcutting job.

Ask For Free Demonstration

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**PIONEER CHAIN SAWS**

saw chains, bars  
sprockets, maintenance  
tools, & powered  
accessories, for any  
chain saw, any job



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give your  
**AREA CODE**  
and your phone number  
to friends in other  
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**Scaffolding****ANTHES EQUIPMENT**

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FAIRBANKS MORSE (CANADA) LTD

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MORSE ROBERT CORPORATION LTD

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ALL TYPES & CAPACITIES  
SALES & SERVICE

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Repairs to All Makes.**"FOR SALES & SERVICE CALL"****TOLEDO SCALE CO OF CANADA LTD**

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**Schools—Driving**

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**Schools—Electrolysis**

See Schools—Trade

**Schools—Private**

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**Schools—Public**

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

{327-3797

Lethbridge Junior College Junior College .... 327-2141

**Schools—Public—(Cont'd)**

Lethbridge School District No 51 (City)

Board Offices 433 15 St S ..... 327-4521  
Collegiate Institute 5 Av & 18 St S .... {327-5526

327-5251

327-7173

328-4723

328-2803

327-3465

327-4977

327-8947

327-7321

327-2731

328-5153

328-5959

327-5818

328-4532

327-3653

328-1202

328-1201

327-3945

327-4169

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Oliver House 1401 18 St N ..... 328-3413

**Schools—Secretarial**

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**Schools—Separate**

Lethbridge Separate School District No 9

Board Offices 534 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

Catholic Central High School

4 Av &amp; 18 St S ..... 327-4596

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**Scrap Metals****DAVIS ENTERPRISES (ALBERTA) DIV OF DAVIS  
INDUSTRIES LTD**HIDES — METALS — SCRAP  
USED PIPE & PLATE

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**NATIONAL SALVAGE CO LTD**Always Buying Scrap Iron - Copper  
Brass - Radiators - Batteries - Lead  
Used Pipe - Usable Iron

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**VARZARI IRON LTD**Dealers and Exporters of  
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ANTIQUES

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After Hours 328-4608

212 5 St S ..... 328-5266

Frank's Second Hand Store 407 2 Av S .... 327-0621

Norbridge Trading Centre 106 5 St S ..... 327-7111

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O'LOANE KIELY &amp; CO LTD 2 Av S ..... {327-6022

{328-1819

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

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DEMETER AGRO LTD

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{328-5736

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Wholesalers - Retailers

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Box 338 ..... Barons 757-2233

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DEALER IN FORAGE &amp; CEREAL SEEDS

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Phone ..... Cardston 653-2448

MONTANA MUSTARD SEED CO LTD {328-5737

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ASSN LTD 1221 2 Av S ..... 327-3777

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CONSTRUCTION PRODUCTS

Manufacturers of Precast Concrete

**SEPTIC TANKS**

Delivered & Installed

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**B-A SERVICE STATIONS**—See Gulf Canada Service  
Stations under this heading

**Bert's Maple Leaf Service**  
223 12 St-B N .....327-5467

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

**Chinook 66 Service**  
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**Circle J Husky Service**  
3 Av & 12 St-A S .....328-1522

**Circle Mohawk Services** 502 Stafford Dr ... 328-5017

**Commercial Service** 1903 3 Av S .....327-2087

**DIEPPE SERVICE** 203 28 St S .....327-7411

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

**EASTWAY ESSO SERVICE** 3110 1 Av S ..328-2896

**EL RANCHO TEXACO SERVICE**  
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**Ellis Auto Drome Ltd** 1119 2 Av S .....327-4453

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**COOKIE ICING**

An easy icing for cookies can be made by combining 1 tablespoon of water with 1 cup of sifted powdered sugar. Food coloring may also be added.

**Service Stations—(Cont'd)**

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GULF OIL  
CANADA LIMITED  
the Canadian Member  
of the world-wide  
Gulf Oil family



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HAPPY MOTORING  
STARTS AT THE SIGN—



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BATTERIES & ACCESSORIES

"WHERE TO CALL"

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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**  
301 8 St S .....327-2970

**SKYLINE SERVICE STATION**  
43 St & Courtts Hwy .....327-5565

**SPOTLITE SERVICE STATION LTD**  
301 8 St S .....327-2970

**SUNNY ESSO SERVICE STATION**  
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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  
16 Av & Mayor Magrath Dr .....328-6755

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Mid-Town Texaco Service 4 Av & 4 St S ..327-5250

**MOHAWK CIRCLE SERVICE** 502 Stafford Dr 328-5017

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QUALITY AT  
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Norbridge Automotive Services  
146 N Mayor Magrath Dr .....328-2772

Henry Leenstra res .....328-2641

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305 13 St N .....327-3181

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Specializing in Lubrication — Front-End Service  
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KNOW-HOW AT YOUR



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**Norbridge 66 Pacific**  
740 23 St N .....327-6766

**Northside 66 Service**  
313 13 St N .....327-3366

**Supersonic Car Wash (1969) Ltd**  
1819 3 Av S .....328-6766

Park Service 7 Av & Mayor Magrath Dr ... 327-2219

Riverview Gas & Oil 616 4 St S .....328-1625

Roy-al Service Centre  
1818 Mayor Magrath Dr .....328-7232

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GET  
"ACTION"  
SERVICE  
AT  
ROYALITE



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DEALERS

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No 3 Hwy W .....327-5682

**Chester Gas & Oil Ltd** 1106 3 Av N ..327-2417

**Cooke Motors (Lethbridge) Ltd**  
509 6 Av S .....327-8888

**ELLIS AUTO DROME LTD**  
1119 2 Av S .....327-4453

**ENERSON MOTORS LTD**  
817 4 Av S .....327-5705

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

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Junction Courtts & Cardston Hwy ...327-5255

Herman's Auto Service 2019 2 Av S ...328-1269

**MAYOR MAGRATH ROYALITE**  
16 Av & Mayor Magrath Dr .....328-6755

**MIDTOWN SERVICE** 3 Av & 13 St S 327-4162

**NORBRIDGE AUTOMOTIVE SERVICES**  
146 N Mayor Magrath Dr .....328-2772

Park Service 7 Av & Mayor Magrath Dr 327-2219

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**CHIEF MOUNTAIN MOTORS (CARDSTON) LTD**  
294 Main St .....Cardston 653-3555

Shaughnessy Royalite Shaughnessy ...327-9640

Listings Of This  
Classification Are Continued  
On Next Page

Get action, use Yellow Pages.

**Service Stations—(Cont'd)****SHELL CANADA SERVICE STATIONS**

"MILEAGE  
IS  
OUR  
BUSINESS"



"WHERE TO BUY IT"

Alcan Service Station  
1313 Mayor Magrath Dr ..... 328-2728  
John & Wimp Shell Service 206 9 St S 327-1967  
Northside Shell Service 13 St & 5 Av N 328-2407  
Super Shell Service  
Cor 3 Av & 20 St S ..... 327-0313  
Westwind Service Centre  
3 Av & 9 St S ..... 327-4940

**Short Stop Service Station**

Cor 4 Av & 8 St S ..... 327-4167

**SKYLINE SERVICE STATION**

43 St & Coutts Hwy ..... 327-5565

Snow-Tow 509 6 Av S ..... 327-8888

**SPOTLITE SERVICE STATION LTD**

Con Pilling Mgr  
301 8 St S ..... 327-2970

Subway Gas & Oil 146 N Mayor Magrath Dr 328-7321

**SUNNY ESSO SERVICE STATION**

505 13 St N ..... 327-5224

Sunrise Service 2910 1 Av S ..... 328-8255

**SUPER SHELL SERVICE**

Cor 3 Av & 20 St S ..... 327-0313

**SUPERIOR 77**

GASOLINES  
MOTOR OILS  
PROPANE



"WHERE TO BUY IT"

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**Supersonic Car Wash (1969) Ltd**

1819 3 Av S ..... 328-6766

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TEXACO  
PETROLEUM  
PRODUCTS



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6 Av & Mayor Magrath Dr ..... 327-5406

Lakeview Texaco Service Station  
1001 Mayor Magrath Dr ..... 327-5697

Mechanic Sales Ltd 307 11 St S ..... 327-3933

Mid-Town Texaco Service  
4 Av & 4 St S ..... 327-5250

North Way Texaco Service 603 13 St N 328-2637

Short Stop Service Station  
Cor 4 Av & 8 St S ..... 327-4167

**WESTWIND SERVICE CENTRE**

TUNE-UPS, GENERAL REPAIRS  
WHEEL ALIGNING, WASHING, LUBRICATION  
3 Av & 9 St S ..... 327-4940

**Sewage Service**

See Septic Tanks

**Sewer Pipe**

See Pipe—Sewer

**Sewing Machines—Sales & Service****BAKER APPLIANCES LTD**

Bernina Sales & Service - Sewing Instructor  
1038 3 Av S ..... 328-1332  
319 7 St S ..... 328-1673

**Elna-White Sewing Centre (Lethbridge)**

408 5 St S ..... 327-8877

(See Advertisement This Page)

St Louis Furniture Store 118 5 St S ..... 327-2210

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(LETHBRIDGE)  
**YOUR ONE STOP  
SEWING CENTRE**  
*"Tomorrow's Machine Today"*  
★ WE SERVICE ALL MAKES OF  
MACHINES  
★ PARTS IN STOCK  
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408 - 5th Street South, Lethbridge

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Sales & Service

SCISSORS — SAWS

SKATES & LAWN MOWERS

MACHINE SHARPENED

1117 3 Av S ..... 327-3905

**ROSSNER'S SHARPENING SHOP**

EXPERT SHARPENING SERVICE

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SAWS — POWER & HAND  
SHEARS — CLIPPERS  
SCISSORS — KNIVES

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Repair Centre for All Makes & Models  
Authorized Dealer for Remington, Phillips & Schick  
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Shelving Specialists  
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HANDY ANGLE  
The Bronze Colored Slotted Steel and  
TRIPLE-A  
The Most Versatile Shelving  
Bins — Racks  
138 22 St N ..... 327-2700

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(See Advertisement This Page)

BUILD YOUR OWN  
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SAVE TIME AND MONEY!  
SHELVING, RACKING, CARTS, CONVEYORS,  
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- Free on site survey
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See Roofing Material & Supplies Section

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See Laundry Section also Cleaners

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Hanzel M Mike 317a 7 St S .....327-7823  
 Steve's Shoe Repair Shop 317a 8 St S .....327-5648

**Shoes—Retail**

Agnew Surpass Shoe Stores Ltd  
 326 6 St S .....327-8444  
 College Shopping Mall .....328-7334  
 Avenue Shoes McFarland Bldg .....327-2760  
 Baird's Shoes & Leather Goods Ltd  
 306 5 St S .....327-3764  
**BATA SHOE STORE** 319 5 St S .....327-8308  
**BENEFIT SHOES LTD** 615 4 Av S .....327-7300  
 Camm's Shoes 403 5 St S .....327-3050  
**COPP THE SHOE MAN** College Mall .....328-1567  
 Don Wilson's Juniors Shop  
 Children's Shoes  
 McFarland Bldg .....327-2678  
 Gauze Shoes Westminster Shopping Plaza .....328-5321  
 Green's Shoe Store 324 6 St S .....327-2982  
 LaKay's Ladies' Wear Ltd  
 489 Shoppers World .....328-1651  
**PROGRESS CLOTHING LTD**  
 112-114 5 St S .....327-2717  
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 516 3 Av S .....328-7442  
 Singer's Men's & Boys' Wear 214 5 St S .....327-3958  
 Sterling Shoes Ltd 320a 6 St S .....327-3344  
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**Shoplifting Protection Systems**

See Burglar Alarms

**Shopping Centres**

**COLLEGE SHOPPING MALL LTD**  
 College Shopping Mall .....328-3131  
 Shoppers' World Ltd 413 Mayor Magrath Dr 328-4045  
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 OVER 20 STORES &  
 SERVICES IN  
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 FREE & EASY PARKING



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 A & W Drive-Ins .....328-2643  
 Alberta Gun Craft Ltd .....327-0411  
 Ann's Fabrics .....328-2888  
 Bank of Nova Scotia .....327-5852  
 C F C N TV .....328-8156  
 C H E C Radio .....328-3311  
 Don Roy Homes Ltd .....328-4330  
 Gift Gallery .....327-5200  
 Glendale Recreation Ltd .....328-4545  
 Hudson Agencies Ltd .....327-5885  
 Jones Brown Rugs .....327-4826  
 La Kay's Ladies' Wear Ltd .....328-1651  
 Montana Mustard Seed Co Ltd .....328-5737  
 Parsons Hardware Ltd .....327-7066  
 Skrove Mildred Hair Fashions .....328-1662  
 Southwest Barley Growers Ltd .....327-7616  
 Tambllyn Drug Stores .....328-2121  
 3 D's Hobby Shop .....327-0540  
 Town & Country Warehouse Foods .....328-1841  
 Wigs by Aristocrat .....328-2566  
**BARRISTERS & SOLICITORS**  
 Paterson & Jacobson .....328-7781  
**PHYSICIAN**  
 Palmer Dr G R C .....327-3230  
**ENGINEERS CONSULTING**  
 Underwood & McLellan & Associates  
 Limited .....328-3321

**Shot Gun Shells**

See Ammunition

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Dysigns Rear 508 5 Av S .....327-3510  
 Patey Signs 333 4 Av S .....328-3535

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Alcan Building Products Limited  
 3824 7 St SE .....Calgary 287-1100  
 (See Advertisement This Page)

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 SUPPLIED & INSTALLED  
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 123 30 St N .....327-5444  
**LETHBRIDGE SASH & DOOR FACTORY**  
 5 Av & 4 St S .....327-1581

**PROGRESSIVE ROOFING & AWNINGS**

330 27 St S .....327-6679  
 (See Advertisement This Page)

**YOUR AD  
 HERE  
 WOULD PRODUCE  
 RESULTS**

**Sightseeing Tours & Attractions**

Japanese Garden Henderson Lake .....328-3511  
**NORTHERN BUS LINES** 1415 3 Av S .....327-3536

**Signs**

Anthony Signs 238 12 St-B N .....328-6273  
 (See Advertisement This Page)  
**Art Sign Co** 333 4 Av S .....327-2203  
 (See Advertisement This Page)

**BEHRENS BRONZE INDUSTRIES LTD**

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



"FOR INFORMATION CALL"

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**BEHRENS BRONZE INDUSTRIES LTD**  
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 Mail Address Box 4510 Edmonton

City Sign Co 527 6 St S .....327-4204  
 Commercial Signs 314 3 Av S .....327-7633

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A small magnet attached to the end of  
 a yardstick eases the task of picking up  
 needles or pins in the sewing corner.



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  
 Step & Extension Ladders  
**2 8 7 - 1 1 0 0**

**Alcan Building Products Limited**  
 SIDING DIVISION 3824 - 7th ST. S.E., CALGARY

**Colored Aluminum Siding**



SIDING FOR ALL TYPES OF HOMES  
 20 YEAR GUARANTEE  
 Colored Aluminum Awnings, Shutters  
 Call Us For Estimates

**3 2 7 - 6 6 7 9**  
**PROGRESSIVE ROOFING & AWNINGS**  
 330 - 27th Street S., Lethbridge



- 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



315 STAFFORD DRIVE — LETHBRIDGE

**A LETHBRIDGE INDUSTRY**

DESIGNERS — MANUFACTURERS  
ELECTRICAL ADVERTISING  
NEON & PLASTIC — STORE FRONTS

PHONE

**327-4215 • 328-1517**

**NATIONAL NEON DISPLAYS LTD.**

NIGHT CALLS ... ALLAN BROWN 327-8654  
BUD CARTER 327-6785

**Signs—(Cont'd)**

**DYSIGNS**

WALL SIGNS  
SHOW CARDS  
TRUCK LETTERING

PHONE 327-3510  
328-3018

Rear 508 5 Av S ..... 327-3510

**HOOK SIGNS LETHBRIDGE LTD**

1022 24 St N ..... 327-3686

Jay Signs 1820 10 Av N ..... 327-8794

(See Advertisement This Page)

National Neon Displays Ltd 315 Stafford Dr { 327-4215  
328-1517

(See Advertisement This Page)

**NEON PRODUCTS LTD**

NEON SIGNS

PLASTIC SIGNS

ROTO-VISION

1277 3 Av S ..... 327-4284

**Neon Sales & Service Ltd**

124 N Mayor Magrath Dr ..... 328-6444

(See Advertisement This Page)

Nu-Glo Signs 2116 Highway Av ... Coaldale 345-3091

(See Advertisement This Page)

**SOUTHERN SIGNS**

Specializing In  
TRUCK LETTERING  
BANNERS — DECALS  
PLASTIC SIGNS

1617 20 Av ..... Coaldale 345-3531

**SAY IT WITH JAY**  
*Signs*  
"JOKKO"  
JOE TARNAVA

SIGNS  
OF ALL KINDS

"Quick as a Wink Service"  
24 HOUR  
ANSWERING  
SERVICE

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LETHBRIDGE



**NEON SALES & SERVICE LTD.**

neon and plastic displays  
storefront modernization  
advertising co-ordinators

124 N. Mayor Magrath Drive

**328-6444**

LETHBRIDGE

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Aluminated Plastic Signs

Sign Maintenance

Residence 327-9108

COALDALE

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2116 Highway Avenue, Coaldale

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812 3 St NE ..... Calgary 262-2867

**Silk Screen Processing**

Art Sign Co 333 4 Av S .....327-2203  
Commercial Signs 314 3 Av S .....327-7633

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Bert & Mac's Cycle Ltd 913 3 Av S .....327-3221

**Skating Rinks**

Arena 12 St-A & 2 Av S .....327-2288

**Skis & Skiing Equipment**

Gotschna Ski Haus Ltd 1287 3 Av S .....328-2828  
(See Advertisement This Page)

**Gotschna  
Ski Haus Ltd.**

- Head Qualified Dealer
- Lange Boots
- Full Line of Ski Wear

**HEAD**  
The Ski Shop of the South

**328-2828**  
1287 - 3rd Avenue South, Lethbridge

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See Doors—Rolling & Sliding

**Slip Covers**

Holland's Drapery Shop 325 7 St S .....327-4475

**Smoker's Supplies & Sundries**

Marcel's Smoke Shop 10 Professional Bldg .....327-0146

**Smorgasbord**

See Caterers also Restaurants

**Snow Fences**

See Fences

**Snow Sleds**

See Snow Vehicles

**Snow Vehicles**

B & R SERVICE (CARDSTON) LTD  
"SKI-DOO" SNOW VEHICLE  
SALES & SERVICE  
256 Main St ..... Cardston 653-3672

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Just look for the heading which describes the business you're seeking.  
They're arranged alphabetically.

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SALES  
SERVICE  
PARTS



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TRACT EQUIPMENT LTD  
14325 114 Av ..... Edmonton 455-2135  
DEALERS  
BRUCE'S SERVICE CENTRE  
5316 1 St W ..... Claresholm 235-2661  
RANCHERS' SUPPLY  
LIMITED ..... Pincher Creek 627-4144

**BRUCE'S SERVICE CENTRE**

SKI-DOO'S NEW & USED  
SALES & SERVICE  
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DESIGNED AND MANUFACTURED BY  
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DEALER  
HEPP'S INDUSTRIES LTD  
1 Mile E of Stkys .....327-4242  
PARKSIDE INDUSTRIES  
Rear 235 10 Av SW ..... Calgary 266-2223



**Snowshoes**

See Sporting Goods

**Social Service Organizations**

See also Associations & Societies &  
Charitable Institutions  
A I D 4 Av & 11 St S .....327-7323  
LETHBRIDGE FAMILY SERVICE  
1120 7 Av S .....327-5724

**Societies**

See Associations & Societies

**Sodding & Grading**

Sheep River Sod Farms Ltd  
924 87 Av SW ..... Calgary 255-7696  
(See Advertisement This Page)

**SOD**

**Scientifically Researched and  
Developed Grasses for All  
Conditions and Purposes  
CALL CALGARY**

**255-7696**  
924 - 87 Ave. S.W. Calgary

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See Beverages

**Soft Water Equipment**

See Water Softening Equipment

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AGRI-ANALYSIS LTD  
PROFESSIONAL SOIL CONSULTANT  
Consultant General Agricultural Problems  
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See Lawyers

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**AGT PUBLIC ADDRESS PAGING SYSTEMS**

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 for ..... Zenith 33000



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ENGINEERED P.A. SYSTEMS  
INTERCOMMUNICATION SYSTEMS  
FOR HOME & INDUSTRY  
George Duff  
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Musicland 3rd Av & 13 St S .....327-1056

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See Gas Appliances, also Gas Appliances—  
Whise & Mfrs

**Speed Reading**

See Reading Improvement

**Speedometers**

Hutton's Ltd 321 8 St S .....327-2586  
(See Advertisement This Page)

"The other fellow's time is valuable too. Don't call him by mistake. Dial carefully."

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AUTHORIZED  
SALES & SERVICE

**HUTTON'S LTD.**

Service Dept. 327-5158  
327-2586 — 327-5566  
321 - 8th Street South



**Sporting Goods**

Alberta Gun Craft Ltd  
449 Shoppers World .....327-0411  
(See Advertisement This Page)

ANGLO DISTRIBUTORS 427 5 St S .....327-2023

DOUG'S MUSIC & SPORTS  
404 5 St S .....327-7936

Gotschna Ski Haus Ltd 1287 3 Av S .....328-2828

HOYT'S Downtown 606 3 Av S .....327-5767  
HOYT'S NORTH LETHBRIDGE  
324 13 St N .....328-4441

Kimura's Sporting Centre 1285 3 Av S .....328-1354  
(See Advertisement This Page)

La Kay's Ladies' Wear Ltd  
712 Professional Bldg .....328-6111

MACLEOD'S FAMILY SHOPPING CENTRE  
426 6 St S .....327-4240

Nason R Sporting Goods 1415 2 Av S .....328-8187

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TRADE

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GUNSMITHING RELOADING STOCK MAKING

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DEALERSRifles, Hand Guns,  
Shotguns & Accessories**327-0411**Rex Johnson, Res. 327-8249  
449 Shoppers World**KIMURA'S  
SPORTING CENTRE**

- ★ JACKETS
- ★ UNIFORMS
- ★ GOLF
- ★ TROPHIES
- ★ BALL EQUIPMENT

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Club & School  
Specialist in  
Sporting Goods**328-1354**

1285 - 3rd Avenue S.

**Sporting Goods—Whlse & Mfrs**

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KIMURA'S SPORTING CENTRE 1285 3 Av S 328-1354

NASON R SPORTING GOODS 1415 2 Av S 328-8187

WESTERN CANADA HARDWARE LTD  
907-915 2 Av S .....328-1711

**Sports Car Equipment**

See Automobile Parts &amp; Supplies Section

**Spray Painters**

See Painters &amp; Paperhangers

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ALPINE SPRAY LTD

TREE SPRAYING — SOIL STERILIZATION  
INSECT CONTROL — Government Licensed  
1131 11 St S .....328-1493

**MULTI-SPRAY SERVICE**

TREE SPRAYING — INSECT CONTROL  
Government License No. 737  
2830 12 Av S .....327-7263

**Spraying Equipment**

GRACO SPRAY EQUIPMENT—  
CANADA PAINT & WALLPAPER STORE  
424 7 St S .....327-2513

OLIVER CHEMICAL CO (LETHBRIDGE) LTD  
Agricultural & Industrial  
249 Stafford Dr .....327-1571

**Sprinkler Contractors**

Major Irrigation Company 2125 2 Av S ...{327-5525  
{327-5455

OLIVER CHEMICAL CO (LETHBRIDGE) LTD  
226 36 St N .....328-2616

**Sprinklers—Agricultural**

American Portable Irrigation Co {327-1188  
711 4 Av N .....{327-1688

MAJOR IRRIGATION COMPANY

PIERCE WHEEL MOVE  
BERKELEY PUMPS  
MURPHY CONTROLS

{327-5525  
2125 2 Av S .....{327-5455

**Sprinklers—Agricultural—(Cont'd)**

OLIVER CHEMICAL CO (LETHBRIDGE) LTD

**SERVICE** "BERKELEY"  
**SINCE** Pumps  
**1950** ALCAN ALUMINUM

"RAINBIRD" Turf Sprinkling  
Equipment  
"OLIVER" Irrigation Fittings  
"GORMAN-RÜPP" Pumps  
I.H.C. Power Units  
3 2 7 - 1 5 7 1

{328-2616  
226 36 St N .....{327-1571

**Sprinklers—Lawn**

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"  
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TABER

PARKER ELECTRIC LTD {223-2388  
5316 48 Av .....Taber {223-3931

**Stationers—Retail**

Chinook Stationers Ltd 306 13 St N .....327-4591  
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HEINITZ PRINTERS & STATIONERS LTD

OFFICE SUPPLIES  
FURNITURE  
(NEW & USED)

Filing Cabinets  
Apeco Photostat Equipment  
Edison Voicewriter

324 9 St S .....328-1778

Southern Printing Company Limited {328-5114  
1233 2 Av S .....{327-7164  
{327-7868

(Continued Next Page)

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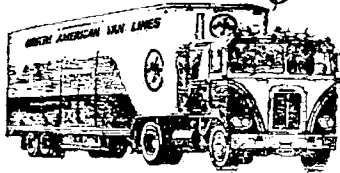
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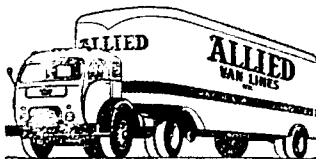
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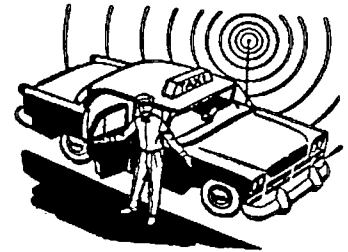
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