

**Steel Fabricators**

Horton Steel Works Ltd 2902 5 Av N .....328-5541  
 (See Advertisement This Page)  
 Liberty Boilers (Lethbridge) Ltd  
 1402 2 Av S .....327-3921  
 Welded Products 210 1 Av S ..... 327-2544

**WESTERN METAL FABRICATORS (1962) LTD**

**REINFORCING STEEL**  
 Welded Wire Mesh — Beams, Etc.  
 Structural Steel Fabricators  
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**HORTON**  
**STEEL WORKS**  
 LTD.  
**STEEL**  
**FABRICATORS**  
 COMPLETE FACILITIES  
 TO MEET ALL INDUSTRIAL  
 & AGRICULTURAL REQUIREMENTS  
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 2902 - 5th Avenue North

**Steel Foundries**

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**Steel Shelving**

See Shelving Steel

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See Stereophonic & High Fidelity Equipment

**Stereophonic & High Fidelity**

**Equipment**

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**Storage—Fur & Garment**

See Fur Storage

**Storage—Household**

L & W Moving Ltd 327 3 St S .....327-3911  
 (See Advertisement This Page)  
 McLean Transfer Ltd 640 6 St S .....327-2097  
 (See Advertisement This Page)

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**McLEAN**  
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**With Care**  
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(See Advertisement This Page)

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All Sizes, All Shapes  
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Pool Enclosures — Reasonable  
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John's Tailor Shop 417 3 Av S .....327-3431  
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FAIRFIELD APPLIANCE SERVICES LTD  
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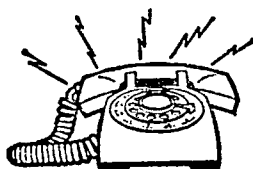
Empty outdoor electric light sockets  
can be kept clean and dry by inserting  
a burned out fuse.

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Before dialing  
**LISTEN FOR THE DIAL TONE.**

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(See Advertisement This Page)
- (City) Yellow Cabs 9-526 Mayor Magrath Dr {328-4566  
327-6200  
(See Advertisement Opposite Page)
- MARQUIS TAXI 409a 5 St S ..... 327-3545  
(See Advertisement This Page)
- North Side Taxi 535a 13 St N ..... {327-6262  
328-6344  
(See Advertisement Opposite Page)
- Star Taxi 7 St & 5 Av S ..... {327-4458  
327-4457

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**DAY OR  
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*Taxi  
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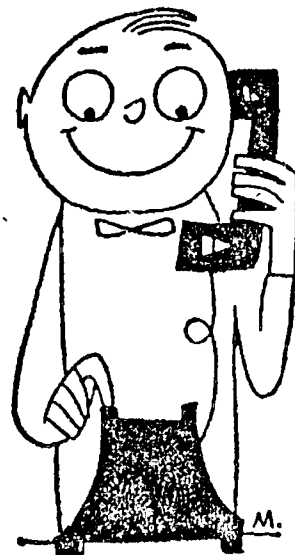
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(See Advertisement This Page)

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(CITY) YELLOW CABS

**Lethbridge Telephone Answering Service Ltd.**  
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  
YOUR REWARD IS FOURFOLD  
\* NO LOST BUSINESS      \* ADDED CONVENIENCE  
\* EXTRA GOODWILL      \* MORE PROFITS FOR YOU  
We Specialize in VHF 2 Way Radio and Rental of Pocket Pagers  
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**Teletypewriter Communication Service**

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See Television Community Antenna Systems

**Television—Community Antenna Systems**

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**Television Parts & Supplies**

See Television Supplies & Parts Whlse & Mfrs

**Television Rentals**

ACE TV & RADIO CO 1406 17 St S .....328-6131

(See Advertisement This Page)

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

Bestway Television Appliances Ltd

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

(See Advertisement This Page)

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TELEVISION RENTAL PURCHASE ON GUARANTEED REBUILT SETS

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**Television Rentals—(Cont'd)**

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- WASHERS
- DRYERS
- SOFAS
- BEDROOM SUITES
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- LAMPS
- RANGES

**328-2328**

402 - 5th Street S.

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ACE TV & RADIO CO 1406 17 St S .....328-6131

(See Advertisement This Page)

Acme Television Ltd 535 13 St N .....{327-6361

{328-8322

{328-1606

(See Advertisement Opposite Page)

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(See Advertisement Opposite Page)

BAKER APPLIANCES LTD

YOUR COLOR TELEVISION

Headquarters For:

PHILCO-FORD — CLAIRTONE GENERAL ELECTRIC

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(See Advertisement Opposite Page)

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(Continued Next Page)

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for a reliable firm?  
You'll find hundreds of  
them right here in the  
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**TELEVISION and RADIO**

YOUR CANADIAN ADMIRAL DEALER  
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Residence 327-4793

**328-6131**

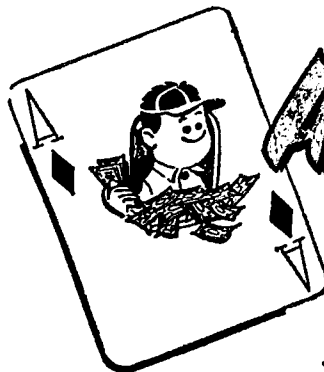
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LETHBRIDGE



**CUT YOUR OPERATING COSTS!**

**BUILD BIGGER PROFITS!**

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**Ace TV & Radio Co.**

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ADMIRAL COLOR AND BLACK & WHITE TV's  
Deep Freezers, Refrigerators, Stereos & Dish Washers

SPECIALIZING IN SOLID STATE

31 Years In The Electronic Field

Manager: Res. 327-4793

**328-6131**

1406 - 17th Street S.  
LETHBRIDGE

**Television Sales & Service—(Cont'd)**

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326 5 St S .....327-8578  
**CLARKE'S TELEVISION SERVICE**  
316 3 St S .....328-4977

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**RENTAL PURCHASE**  
REBUILT TELEVISION SERVICE & SALES  
1244 3 Av S .....327-6684

**FLEETWOOD STEREO & COLOR TV**

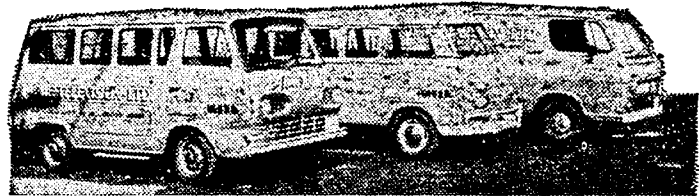
MANUFACTURERS OF  
QUALITY STEREO,  
TELEVISION, RADIOS,  
COLOR T.V. WITH  
EXCLUSIVE FLEETWOOD  
"COLOR-LOK"



"FOR INFORMATION CALL"

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Woolco Appliance Dept  
College Mall Shopping Centre ..... 328-7701  
DISTRICT DEALERS  
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806 Main St ..... Pincher Creek 627-3664  
**MACLEODS FAMILY SHOPPING CENTRE**  
5206 47 Av ..... Taber 223-3143  
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ASSOCIATION LTD**  
782 Main St ..... Pincher Creek 627-3575

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

**Colored TV Specialist**

**ADMIRAL TV'S and HI-FI'S**

*All Small Appliances Repaired*

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535 - 13th STREET NORTH

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**328-1606**



**TV SERVICE  
RENTALS**

90 Day Guarantee - City Wide Service  
Govt. Licensed Technicians

BLACK & WHITE — COLOR

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Who Are Ready to Buy!**

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SALES SERVICE

RADIO  
STEREO

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LETHBRIDGE

**327-5020**

After Hours Call 327-7248

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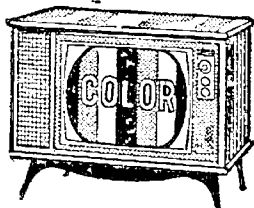
**COLOR T.V.**

Active Television Service

**SERVICE TO ALL MAKES TELEVISION-STEREO**

# HILDER'S TV SERVICE

GENERAL ELECTRIC WARRANTY DEPOT



TV RENTALS

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## COLOR Black & White



GUARANTEED SERVICE

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### Television Sales & Service—(Cont'd)

Hilder's TV Service 310 9 St S .....328-4224  
(See Advertisement This Page)

HOYT'S Furniture & Appliances  
606 3 Av S .....327-5767

HOYT'S NORTH LETHBRIDGE  
324 13 St N .....328-4441  
(See Advertisement This Page)

Jack's Radio & TV Sales & Service  
302 13 St N .....327-4979  
(See Advertisement This Page)

#### LYLE'S HARDWARE LTD

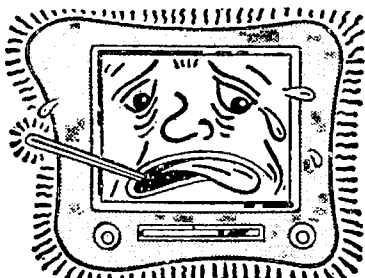
**YOUR WESTINGHOUSE DEALER**  
You Can Be Sure If It's Westinghouse  
Guaranteed Lowest Prices — Free Delivery  
Anywhere in Southern Alberta or B.C.  
See Our Color TV Room

414-416 13 St N .....  
328-3541  
328-3545

Modern Electronics 1113 3 Av S .....327-6150  
(See Advertisement This Page)

Listings Of This  
Classification Are Continued  
On Next Page

## JACK'S RADIO & TV SALES & SERVICE



"We Cure Ailing Sets"  
302 - 13th STREET NORTH

### COLOR BLACK & WHITE

DEALERS FOR

\* PHILIPS \* PHILCO \* DUMONT

STEREO & HI-FI

ROBERTS TAPE RECORDERS

Service Fully Guaranteed

Member of E.T.A.

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Don't forget to plan for concealed telephone conduit and convenient locations for telephone outlets when you build your new home. These built-in telephone facilities add real value to a home yet their cost is very small if they are installed during construction.



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DAY OR EVENING

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Member of Electronic Technicians Association

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*Total Communications  
for modern business*

**Alberta Government Telephones**

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YOUR  
RCA VICTOR  
DEALER

Radio, Television  
Appliance



"Where Sales are Backed by Service"

324 - 13th St. North—328-4441

AND

606 - 3rd Avenue S., 327-5767

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Here's how! Put your sales story in these **YELLOW PAGES**, where more than 90% of your prospects look when they're ready to buy!

**Television Sales & Service—(Cont'd)**

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 535 13 St N ..... 328-7511  
 Smith's Color TV & Appliances Ltd {328-2235  
 236 13 St N ..... {328-6964  
 (See Advertisement This Page)  
 Taber TV & Radio Service  
 5219 47 Av ..... Taber 223-2714  
 (See Advertisement This Page)  
 Tel-Ray Electronics 312 8 St S ..... 327-3503  
 (See Advertisement This Page)  
**WESTINGHOUSE FACTORY SERVICE—**  
**CANADIAN WESTINGHOUSE CO LTD**  
 120a N Mayor Magrath Dr ..... 327-7882

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

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 FOR  
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And The Exciting Craig Stereo Car Radio Record Player  
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FOR **FAST SERVICE**  
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See Costumers

**Thermostats**

See Heating Apparatus

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& Non-Ceramic**

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 (See Advertisement This Page)

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 LTD 325 8 St S .....327-3920  
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**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

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Mix peanut butter with honey and raisins as a variation on the children's favorite sandwich.

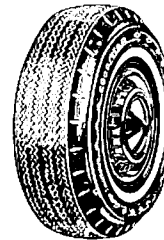
**ERIC'S  
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(LETH) LTD.**

ERIC HOWE

for



**COMPLETE TIRE SERVICE**  
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AND



721 - 2nd Avenue-A North

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**& MARBLE WORKS**  
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*Samples in Your Home*  
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**Mr. Businessman:**

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**ENERSON MOTORS LTD**  
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Goodrich B F Canada Limited 2 Av & 7 St S 327-4314  
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**GREAT WEST TIRE LTD** 1203 2 Av S ...328-2443  
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 WE SELL & SERVICE ALL BRANDS  
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 PERFORMANCE RATED  
 TO LET YOU SELECT  
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 That delivers additional miles super sports wide-track from your Remington Dealer  
  
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**BENY CHEVROLET OLDSMOBILE**  
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**ELRICH TIRE LTD** 402 1 Av S ..... 327-6886

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 Eric's Tire Service (Leth) Ltd {327-8887  
 721 2 Av-A N ..... {327-8858  
 Imperial Motors & Tire Service  
 2 Av & 7 St S ..... 327-2887  
 Kirk's Tire Sales (1964) Ltd 1621 3 Av S ... 327-5985  
 Office ..... 328-7812  
 Service Dept ..... 327-4705  
 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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**CANADIAN HILTI LIMITED**  
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 907-915 2 Av S ..... 328-1711

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**HOYT'S NORTH LETHBRIDGE**  
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Parsons Hardware Ltd Shoppers World ....327-7066

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See Travel Bureaus

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24 HOUR TOWING SERVICE

Days 327-1591 — Evenings 327-8143

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**FRED KING MOTOR CO LTD**

TOWING

24 HOUR SERVICE

Cor 11 St &amp; 3 Av S .....327-1566

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**JOHN & WIMP SHELL SERVICE**

TOWING SERVICE

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324 13 St N .....328-4441

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WHOLESALE ONLY

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SPECIALIZING IN

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(See Advertisement This Page)

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**CATERPILLAR EQUIPMENT**

• Tractors, Track &amp; Wheel

• Dozers, Rippers

• Loaders, Track &amp; Wheel

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SPECIALIZING IN AUTOMATIC TRACK,  
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(See Advertisement This Page)Prairie Farm Power Ltd {327-6427  
120b N Mayor Magrath Dr .....}328-8235

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35 W 100 N .....Raymond 752-3000  
(See Advertisement This Page)**COOKING TIP**

A little oil added to the water in  
 which macaroni or spaghetti is cooked  
 will prevent boiling over.

**NEWINGER  
FORD TRACTOR SALES**YOUR FORD EQUIPMENT  
DEALER

- ★ SALES
- ★ PARTS
- ★ SERVICE

**327-6276**

1009 - 2nd Avenue S.

**SUPER SALES  
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SALES &amp; SERVICE

**HESSTON SWATHERS**

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All Parts Available For Repair Work

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To Find Someone  
 In your NEIGHBORHOOD

**WHO SELLS IT?**

Looking for someone close by  
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**YELLOW PAGES**

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 1803 3 Av S ..... 327-7856
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- PARKVIEW MOBILE HOMES**  
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The number one selling camping trailers in the industry and pacesetter travel trailers from Starcraft, leaders in The Wide World of Recreation.



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Dump Trailers — Steel or Aluminum  
 Custom Built Trailers  
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 Service & Repairs  
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 (See Advertisement This Page)

**GAY-WAY MOTOR HOMES**

A MOTOR HOME  
 THAT HAS  
 THE RIDING QUALITY  
 OF A BIG CAR. NO TOP SWAY.  
 LESS THAN 20 FEET OVERALL.



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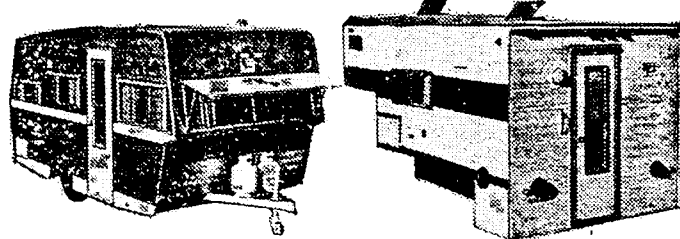
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**CHINOOK 66 SERVICE & TRAILER SALES**



**SOUTH PARK TRAILERS & CAMPERS**

TOTAL CERTIFICATION UNDER C.S.A. STANDARDS  
 — A FIRST FOR THE INDUSTRY —



- ★ FULLY SELF CONTAINED UNITS. MANY MODELS AVAILABLE
- ★ FINEST QUALITY MATERIALS & UNIQUE CONSTRUCTION
- ★ COMPLETE ON THE SPOT HOOK-UP FACILITIES AVAILABLE
- ★ PARTS & ACCESSORIES

Monty Hoot, Prop., Residence 327-0208

**328-4916**

**P. & M. HOOT ENTERPRISES LTD.**

1205 Mayor Magrath Drive

Lethbridge

**Bee-Jay Trailer Sales**

*No Matter The Weather . . . . . It's Always Pleasant In Our*

★ **INDOOR SHOWROOM** ★

YOUR

DEALER



- New & Used Trailers
- Truck Campers

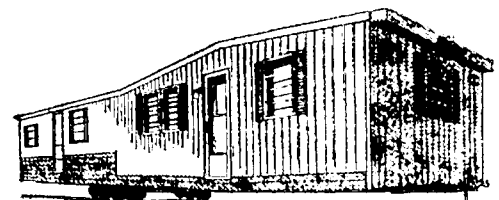
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- Level-All Equalizer Hitches

Franchised Dealer

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- INDUSTRIAL HOUSING
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**NORTHWEST** DESIGN & FABRICATION LIMITED

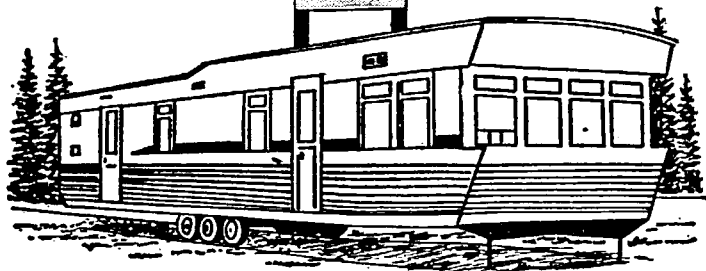
Hangar No. 5 FORT MACLEOD

PHONE

**234-4421**



**EXCLUSIVE  
GENERAL  
GENDALLS PYRAMID  
DEALERS  
MOBILE HOMES**



*"Built The Best For The West"*

**M & K TRAILER SALES LTD.**

P.O. Box 866  
Mgr., AL BAIRD  
Open 9 a.m. till 9 p.m.

**RED DEER 347-6414  
CALGARY 253-2208  
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LETHBRIDGE**

**CUSTOM HAULING**  
Coutts Highway East of Drive-In Theatre

**MIDWEST**

*Quality Mobile Homes*

**Commodore**



**Crestwood**



**MIDWEST MOBILE HOMES**

3110 - 1st Avenue South, LETHBRIDGE — No. 3 Highway East

**327-1986**

**Trailers—Mobile Homes—(Cont'd)**

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**LOKMA INDUSTRIES LTD**

Repairs — Service — Parts  
**CUSTOM BUILT CAMPERS  
TRAILERS, HOUSEBOATS &  
VAN CONVERSIONS**

Hwy. 25 (Between 3 & 3A)

Hwy 25 ..... 327-1225

**M AND K TRAILER SALES LTD** Coutts Hwy 328-8031  
(See Advertisement This Page)

**MARK III MANUFACTURING LIMITED**  
424 6 St N ..... 328-7212  
(See Advertisement This Page)

**MIDWEST MOBILE HOMES** 3110 1 Av S . . . 327-1986  
(See Advertisement This Page)

**Northwest Design & Fabrication Ltd**  
Hangar No 5 ..... Fort Macleod 234-4421  
(See Advertisement Preceding Page)

**Ponderosa Auto & Trailer Sales Ltd**  
20 St & 2 Av S ..... 327-2747  
(See Advertisement Opposite Page)

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Manufacturing Division  
Industrial Camps, Offices, Classrooms  
Homes, Apartments, Motels  
& Motor Hotels

"Scamper" Travel Trailers  
Truck Campers, Motor Homes  
"Skipper" Travel Trailers  
Truck Campers, Motor Homes

FACTORY & HEAD OFFICE . . . 328-4421

619 4 Av N ..... 328-4421

Listings Of This  
Classification Are Continued  
On Next Page

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



**MARK III  
Manufacturing  
Limited**

- \* Trailers - Campers
- \* Tent Trailers
- \* Pick-Up Hardtops

HOME OF  
THE FAMOUS

**MARKEE**

**328-7212**

424 - 6th Street North, Lethbridge

**Trailers—Mobile Homes—(Cont'd)**

**SKYLARK TRAILERS & CAMPERS**

A Complete Line of Travel Trailers & Truck Campers for the Quality Conscious Buyer.



"Quality The Most Important Consideration"

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**GENERAL FARM SUPPLIES DIV OF HAICO**  
**MFG LTD 3516 24 Av S . . . . . 327-3165**

Sunset Mobile Home  
 Macleod Tr . . . . . Fort Macleod 234-3143  
 (See Advertisement This Page)  
 United Motors Co Ltd Mobile Home Division {327-2805  
 219 3 Av S . . . . . {327-1418  
 (See Advertisement This Page)  
**UNITED MOTORS TRAILER DIVISION**  
 219 3 Av S . . . . . 327-2805  
 United Trailer Co Ltd Frank . . . . . Blairmore 562-2444

**WATSON INDUSTRIES (ALBERTA) LTD**

**QUALITY MOBILE HOMES**  
 N.H.A. Homes & Travel Trailers  
 CALGARY CUSTOMERS CALL 263-3673  
 Claresholm Industrial Airprt. Claresholm 235-3311

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*WE BUY — SELL OR TRADE*  
 Franchise Dealer For  
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 FULL STOCK OF TRAILER PARTS  
**327-2747 — 327-0144**  
 20th St. & 2nd Ave., S., Lethbridge

**Trailers—Rentals**

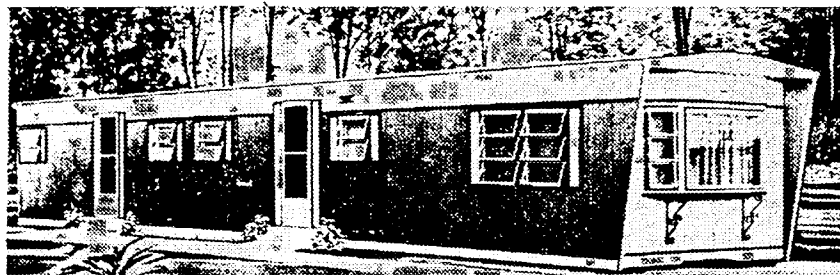
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**PREBUILT RENTALS LTD**  
 RENTALS DIVISION  
 SPECIALISTS IN  
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Listings Of This Classification Are Continued On Next Page

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Try browning canned white potatoes in the oven. Season with salt and pepper and dot with butter to give them good color and flavor.



**Sunset Mobile Home**  
**"Sales & Service"**

THE HOME OF

**Detroitter & Pyramid Shamrock**

12' and 14' DOUBLE WIDES

THE COMPLETE HOUSE

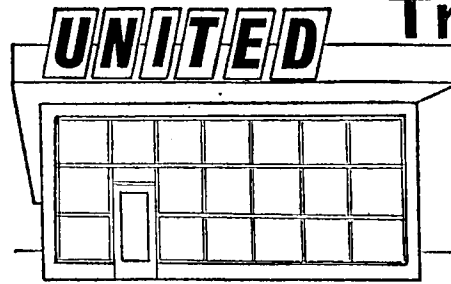
Also A Good Stock Of Furniture

**234-3143**

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FORT MACLEOD, ALBERTA

**South Alberta's Largest Trailer Dealer**



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In a complete range of sizes & prices to fit every budget, including the largest choice of double-wides in the industry.

**THE KNIGHT** The Recognized Cadillac of the Trailer Industry

**SCAMPER** Travel Trailers—In all Sizes

*The Quality Leader In Western Canada*

**MOBILECRAFT** Styling for the '70's

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United Guarantees A Finance Plan To Fit Any Circumstance. Be Sure You See Us Before You Buy.

**UNITED MOTORS CO. LTD.**

MOBILE HOME DIVISION

**327-2805 — 327-1418**

219 - 3rd AVENUE SOUTH, LETHBRIDGE

**Trailers—Rentals—(Cont'd)****ROADWAY TRAILERS LTD**

- \* One Way Hauling
- \* Local Hauling
- \* Hitches Furnished
- \* Horse Trailers
- \* Utility Trailers

**"RENT THEM AT"**

**SUPER SHELL SERVICE**

3 Av & 20 St S ..... 328-2924

**TRANS-CANADA RENT-A-TRAILER**

**RENT HERE — LEAVE THERE**  
**WE SUPPLY THE HITCH**  
**TRAILERS — ALL SIZES**  
**VANS & UTILITY**  
**Over 600 Dealers**  
**TRANS-CANADA**

**"WHERE TO RENT THEM"**

**ALCAN SERVICE STATION**

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COMPLETE FLEET OF ALWAYS NEW, FULLY INSURED, SANITIZED VACATION TRAILERS, TRUCK CAMPERS, FOLD DOWNS & TENT TRAILERS FOR RENT BY DAY - WEEK OR MONTH

**PLEASE BOOK EARLY**

219 3 Av S ..... 327-2805

U-Haul Co Ltd 203 28 St S ..... 327-7411  
 (See Advertisement This Page)

**BETTER WEAR**

Fitted bottom bed sheets with elastic sewn into the corners wear longer than fitted sheets with nonelastic corners.

**Trailers—Towing****ERNIE'S CANADIAN TRAILER TRANSPORT**

**INDUSTRIAL TRAILERS**  
**MOBILE HOMES**

Fully Insured

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**LACOMBE PIPE SERVICES LIMITED**

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30 Pheasant Trlr Crt ..... Taber 223-2888

M and K Trailer Sales Ltd Coutts Hwy .... 328-8031

Shop in the Yellow Pages.

**Trailers—Towing—(Cont'd)****MOBILE HOME TRANSPORT SERVICE LTD**

719 14a St SE ..... Calgary 262-5485

(See Advertisement This Page)

National Trailer Convoy of Canada Ltd

919a 46 Av SE ..... Calgary 243-3542

(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

# MOBILE HOME TRANSPORT SERVICE LTD.

TRAVEL CLUB

**"Join Today — Save Tomorrow"**

SERVING CANADA

## 262-5485

BOX 922 — CALGARY

## NATIONAL TRAILER CONVOY OF CANADA LTD.

Transporters Of

- \* MOBILE HOMES
  - \* TRAVEL TRAILERS
  - \* INDUSTRIAL CAMPS
- FULLY BONDED AND INSURED  
 CALL COLLECT CALGARY

## 243-3542

CALGARY

## RIGHT WAY



Before dialing, look up the number if you're in doubt.

If it's not listed, ask "Information."

## U-HAUL



**GET U-HAUL'S  
EXTRAS  
AT NO EXTRA  
COST**

ALL SIZE TRAILERS  
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LOCAL AND ONE-WAY ACROSS CANADA/LOW RATES

Cargo-Trailer Insurance/Free Road Service/Free Moving  
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U-HAUL COMPANY LTD. DEALERS

LETHBRIDGE 203 28 St S ..... 327-7411  
 TABER 5008 46 Av ..... 223-2123  
 BELLEVUE ..... 564-4984  
 MEDICINE HAT 418 - 7th Street S.W. . . 527-3151

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When Dad's away, you'll sleep better with a phone by your bed. Provides a feeling of security in case of fire, sickness or prowlers. Saves steps during the day, too.

For further information contact  
 your local Telephone Business Office



**Travel Bureaus**

Alberta Motor Association 903 3 Av S ..... {328-1771  
328-7921

(See Advertisement This Page)

**BURRITT TRAVEL SERVICE LTD** 5302 48 Av  
Call Long Distance and ask for  
(Collect) ..... Taber 223-3321

(See Advertisement This Page)

Butte Travel Service 1271 3 Av S ..... 328-3201  
(See Advertisement This Page)

**GREYHOUND BUS LINES** 411 5 St S ..... 327-1551

**LAWSON P TRAVEL LTD**

Canada's Largest  
Travel Service

25 Offices

Coast to Coast



Expert Professional Travel Service To  
Individuals, Groups & Charters  
Anywhere in the World

"FOR INFORMATION AND  
RESERVATIONS, CALL"

**LAWSON P TRAVEL LTD**

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**Tricks & Jokes**

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**Trophies**

**DOUG'S MUSIC & SPORTS**

404 5 St S ..... 327-7936

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

(See Advertisement This Page)

Telephone service is a friendly service. The people who operate and maintain it take a genuine satisfaction in serving you pleasantly and well. People who use the telephone a great deal find that friendliness is an instinctive habit. The telephone helps folks to know each other better.

# Butte Travel Service

*Domestic and Foreign Travel*

## World-Wide Travel Service

AIRLINE TICKETS - STEAMSHIP - RESERVATIONS - CRUISES

We'll arrange the details . . . assist you in your plans . . .  
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**EMERGENCY CALLS ONLY**

AFTER HOURS: GEORGE ARMITT, residence 327-7864

# 328-3201 OR 328-6858

1271 - 3rd AVENUE SOUTH, LETHBRIDGE

# ALBERTA MOTOR ASSOCIATION

# WORLD TRAVEL SERVICE

24 HOUR ANSWERING SERVICE

Official Agents For All  
**AIR — STEAMSHIP — RAIL — TOURS & CRUISES**  
PASSPORTS — VISAS — INTERNATIONAL DRIVING PERMITS

**OFFICE HOURS** 903 - 3rd Avenue S.  
Mon. - Sat., 9 a.m. - 5 p.m. **LETHBRIDGE**

# 328-1771

## KIMURA'S SPORTING CENTRE

- ★ TROPHIES
- ★ GOLF
- ★ FISHING
- ★ CRESTS
- ★ TENNIS

\*\*\*\*\*

Club & School  
Specialist in  
Sporting Goods

# 328-1354

1285 - 3rd Avenue S.

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If you reach a wrong number, ask the person who answers for the name of the city you reached. Then dial the Operator right away and give her this information. That way, you won't be charged for the call.

**BURRITT TRAVEL SERVICE**

YOUR FIRST STOP  
ON ANY TRIP

**AIRLINES — STEAMSHIP  
CRUISES — TOURS**

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**223-3321**

5302 48th Avenue — Taber  
Mr. N. A. Long, Resident Manager  
Head Office, Calgary. 269-3791



**Truck Bodies & Equipment**

**NEUFELDT INDUSTRIES LTD**  
Manufacturers Of  
Truck Bodies  
Truck Hoists  
Truck Bumpers  
LETHBRIDGE .....328-7788  
COALDALE .....345-4444  
Hangar No 3 Airport .....328-7788

**NIVEN TRUCK EQUIPMENT LTD**  
216 1 Av S .....327-2732  
(See also Advertisement This Page)

**Truck Bodies & Equipment—(Cont'd)**

**STUBER CASCADE MANUFACTURING LTD**  
Airport .....328-8117  
(See Advertisement This Page)

**THOMPSON S J TRUCK EQUIPMENT LTD**  
Specialists in Truck Equipment, Fabricating  
Truck Bodies & Oil Field Equipment  
6230 Centre St S .....Calgary 255-4446

**WELDED PRODUCTS**  
TRUCK BODY LENGTHENING  
GRAVEL BOXES — ROAD TANKS  
210 1 Av S .....327-2544

**Truck Dealers—New—(Cont'd)**

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**DATSUN**  
**KAISER JEEPS**  
  
**SALES & SERVICE**  
328-9651  
Parts Dept .....327-2622  
307 11 St S .....328-9651

**Truck Dealers—New**

**Alberta White Trucks (Calgary) Ltd**  
111 Glenmore Tr SE .....Calgary 255-7701  
(See Advertisement This Page)

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

**CANADIAN KENWORTH LTD**  
KENWORTH MOTOR TRUCKS  
Sales & Service — Parts Dept. 252-8871  
58 Av & Blackfoot Tr SE . . .Calgary 252-3301

**COLLEGE MERCURY SALES LTD**  
Complete Line (Ford) Trucks  
Sales - Service & Parts  
24 Hour Towing Service  
6 Avenue & 6 Street S., 328-5344  
1902 3 Av S .....327-5763

**DUNLOP FORD SALES LTD** 1718 3 Av S ..328-5526

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

**FLEMING MOTORS LTD** 7 St & 1 Av S ...327-1591

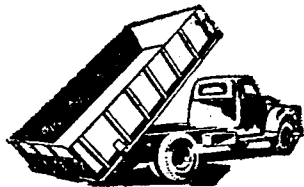
**Fred King Motor Co Ltd** 11 St & 3 Av S ..327-1566  
**INTERNATIONAL HARVESTER CO OF CANADA**  
LTD 304 Stafford Dr .....327-3125  
(See Advertisement This Page)

**YELLOW PAGES Save You Steps.**



### Hydraulic Hoists - Truck Boxes & Bodies of All Kinds

- POWER TAKE-OFFS
- SPICER PRODUCTS
- BUMPERS • WINCHES
- DRIVE SHAFT SPECIALISTS



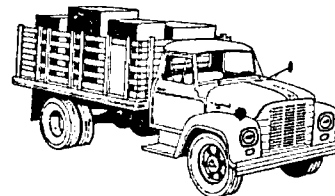
**327-2732**  
**328-5980**

216 - 1st Avenue S., Lethbridge

## "QUALITY FIRST - - - TO LAST"



- A Truck For Every Job
- 15 Hours A Day  
Parts & Service
- Factory Trained Personnel
- On The Spot Financing



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304 Stafford Drive, LETHBRIDGE, ALBERTA

**327-3125**

### STUBER CASCADE MANUFACTURING LTD.

LETHBRIDGE, ALTA.



SERVICE & REPAIRS FOR ALL TRUCK EQUIPMENT

**328-8117**

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- DISTRIBUTORS FOR
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CUSTOM MADE TRUCK BODIES  
WOOD & STEEL GRAIN & BEET BOXES  
STOCK RACKS - AUXILIARY TANKS  
TRAIL AXLES - WINCHES & CRANES  
FRAME LENGTHENING  
CUSTOM BREAKING & SHEARING

**Shop  
by  
phone**



the **YELLOW PAGES**  
will save you time & energy

**Truck Lettering**

See Signs

**Truck Lines**

**A C TRANSPORT LTD** 249 12 St N ..... 327-5546  
**ANCA CONSTRUCTION LTD**

249 12 St N ..... 328-5315

**AURORA TRANSPORT**

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 Calgary - Lethbridge, GENERAL FREIGHT  
 1521 3 Av ..... Fort Macleod 234-3833

Block J 540 12 St-C N ..... 327-2589

Bluebird Cartage Ltd 1210 3 Av N ..... 327-8004

**BROOKS E M TRANSPORT LTD**

CATTLE LINER SERVICE ALTA. & B.C.  
 Res 234-3224 — Bus 234-3565  
 559 29 St ..... Fort Macleod 234-3565

**C & L TRANSPORT LTD**

DAILY SERVICE  
 CALGARY — LETHBRIDGE  
 1106 3 Av N ..... 328-5656

**CP TRANSPORT** 4128 2 Av N ..... 328-2311

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(Formerly O'Connor Transport)

WHEEL VEHICLES TO & FROM  
 ALL PARTS OF CANADA

2020 13 St SE ..... Calgary 264-5721

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Crighton T & Son 2335 2 Av-A N ..... 328-4822

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Serving

Cowley  
 Lundbreck  
 Burmis

Bellevue, Hillcrest, Frank,  
 Blairmore, Coleman, Sentinel

1231 2 Av A N ..... 328-5105

Danielson D Transport A-1423 13 Av S ..... 327-1234

**DERKSEN TRANSPORT** 1216 1 Av S ..... 328-4485

**ECONOMY CARRIERS LTD**

1216 1 Av S ..... 327-8639

**F & W CUSTOM & LIVESTOCK HAULING**

SERVING SOUTHERN ALBERTA  
 If no answer call 223-8221

5221 55 St ..... Taber 223-2262

Fernie Cartage Company 518 3 St S ..... 328-8643

(See Advertisement This Page)

Fort Macleod Transport 725 2 Av-A N ..... 327-8353

**FORT MACLEOD TRANSPORT**

515 21 St ..... Fort Macleod 234-3877

**FREDDY'S CATTLE LINER SERVICE**

3 Hwy W ..... 327-6111

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Office (Call Collect) Calgary 265-4961  
 Dispatcher (Call Collect) Calgary 265-5606  
 4111 13a St SE (Collect) Calgary 265-4961

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 After Hours 327-6650 — 327-6920  
 223 12 St-B N ..... Office 328-2935

**Truck Lines—(Cont'd)**

Hart Transport 725 2 Av-A N ..... 327-8353

**HAWLEY AL**

BULK HAULING  
 LIVESTOCK CARTAGE

ALBERTA, SASKATCHEWAN & MONTANA

24 Hour Service

1026 23 St S ..... 327-1652

**HRICOY TRUCKING**

SAND — GRAVEL — ASPHALT  
 HAULING

Hardieville ..... 328-3165

Jarvie A M 440 20 St N ..... 327-3047

Johnny's Express 725 2 Av-A N ..... 327-0488

**Truck Lines—(Cont'd)**

**KINGSWAY FREIGHTLINES LTD**

2327 2 Av N ..... 328-5521

**KUNSMAN H W TRANSPORT LTD**

CATTLE LINER SERVICE  
 24 HOUR SERVICE

1808 26 St S ..... 327-8300

**LENGYEL LIVESTOCK CARTAGE**

2509 16 Av S ..... 327-3265

24 Hour Service ..... 327-3265

**Lethbridge Medicine Hat Transport**

725 2 Av-A N ..... 327-8353

**Little Chief B-Line Express Ltd**

1231 2 Av-A N ..... 328-3778

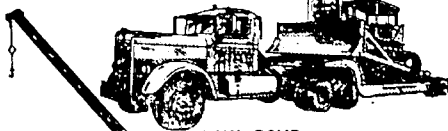
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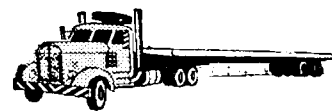
**SPEEDY STORAGE & CARTAGE LTD.**

**CONTRACT HAULING**

SERVING: Saskatchewan, Alberta, British Columbia, Montana & N.W.T.  
**WINCHING, GIN POLES, POLE TRAILERS, YARD STORAGE**



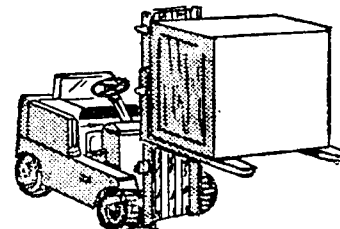
LOW BOYS



HI-BOYS



CHERRY PICKERS



FORK LIFTS

PHONE

**327-5734**

24 HOUR SERVICE

2345 - 2nd AVENUE A N., LETHBRIDGE

**FERNIE**  
*Cartage*  
 COMPANY

"Freight Service From All Points in Alberta"

DAILY SERVICE TO  
 Crowsnest Pass & Fernie

**328-8643**

518 - 3rd Street South  
 HEAD OFFICE: 423-6664, Fernie B.C.



**Little Chief**  
**B-LINE**  
**EXPRESS LTD.**

Serving the Needs of Southern Alberta —  
 DAILY CALGARY — VANCOUVER  
 LETHBRIDGE & DISTRICT

**328-3778 — 328-3781**  
 LETHBRIDGE

**Truck Lines—(Cont'd)**

Lynn's Transport 1231 2a Av N .....328-9331  
 Markus K 218 22 St N .....327-0777  
 McLean Transfer Ltd 640 6 St S .....327-2097  
**MIDLAND SUPERIOR EXPRESS LTD**  
 1216 1 Av S .....327-7100  
 Mike's Transport 725 2 Av-A N .....327-8353  
**MILLAR & BROWN LTD** 2420 4 Av N .....328-3381  
**MOTORWAYS LTD** 725 2a Av N .....327-5532  
**MURRAY TRANSPORT LTD**

SERVING: MONARCH  
 FORT MACLEOD — GRANUM  
 CLARESHOLM & STAVELY  
 GARAGE: 1503 3 Av S. 328-8621

518 3 St S .....327-3750

Peake Robert Transport Ltd  
 727 12 St-A S .....328-1323  
**PERRETT R BOB LIVESTOCK CARTAGE**  
 Stockyards .....328-2652  
 Residence .....Sterling 756-3456  
 Peterson Herbert A 1611 2 Av-A N .....327-6126  
**R & W EXPRESS LTD** 725 2a Av N .....327-8353  
 {327-8354

**RALPH TRANSPORT** 434 8 St S .....327-2577  
**REIMER EXPRESS LINES LTD CALGARY—**  
 Lethbridge Customers Only Call Long Distance  
 (No Toll Charge) & ask for .....Zenith 06164  
 Rocking R Livestock Cartage 4009 24 Av S 328-7056  
 Rosenau Transport 2-4606 50 St Valleyview 524-3444  
 (See Advertisement This Page)

Rosenau's Delivery 725 2 Av-A N .....327-8353  
**SKINNER GEORGE LIVESTOCK CARTAGE** {327-5462  
 Alberta Stockyards .....327-4814

**SMITH TRANSPORT LTD—**See CP Transport  
**SOO-SECURITY MOTORWAYS LTD** {327-5532  
 725 2 Av-A N .....328-1855  
 Southwest Trucking 606 4 St S .....328-8311  
**Speedy Storage & Cartage Ltd**

2345 2 Av-A N .....327-5734  
 (See Advertisement Preceding Page)  
 Steve Szutorisz General Trucking  
 1-1347 Scenic Dr .....327-5856

**TABER TRANSPORT LTD**  
 5009 56 St Taber .....Taber 223-2134  
 725 2a Av N .....328-3888  
 Terry's Livestock Transport  
 1014 Lakeview Dr .....328-3703

**TETACHUK A C**

CATTLE LINER HAULING  
 GENERAL TRUCKING  
 GRAIN TRAILERS

Box 69 .....Cayley 395-3770

**ROSENAU  
 TRANSPORT**  
 GENERAL FREIGHT  
 Overnite Service  
 EDMONTON & CALGARY  
 TO LETHBRIDGE

"Serving All Points In-Between"

LETHBRIDGE CUSTOMERS CALL ..327-8353  
 DAYS OR EVENINGS  
 CALL .....VALLEYVIEW 524-3444

VALLEYVIEW **524-3444**

**Truck Lines—(Cont'd)**

Trans-Canada Highway Express Ltd  
 1231 2 Av-A N .....328-7344  
 Vauxhall Transport 1216 1 Av S .....328-4485  
 Vulcan Transport 327 3 St S .....327-1144

**Truck Painting**

See Automobile Painters

**Truck Renting & Leasing**

**FORD RENT-A-CAR SYSTEM**

FOR AN HOUR,  
 A DAY OR A WEEK.

RENT A TRUCK FROM FORD—  
 AND YOU'RE ON YOUR WAY.



**RENT-A-CAR**

"FOR RESERVATIONS CALL"

College Mercury Sales Ltd  
 6 Av & 6 St S .....327-5763  
 Dunlop Ford Sales Ltd 1718 3 Av S ..328-5526

**U-HAUL RENTAL TRUCKS**

LOCAL RENTALS OR  
 ONE-WAY TO YOUR  
 NEW NEIGHBORHOOD.  
**U-HAUL**  
 Easy-driving 12' to 24' Ford moving trucks. Low  
 rates include cargo insurance, road service,  
 moving guide. Moving aids & packing cartons  
 available. Major credit cards accepted.

"WHERE TO RENT THEM"  
 LETHBRIDGE

Dieppe Service 203 28 St S .....327-7411  
 CALGARY

**U-HAUL CO LTD**  
 2738 17 Av SE .....Calgary 272-2887

**Truck Washing & Cleaning**

A & A Mobile Cleaners Ltd 515 19 St N ..328-4570  
 (See Advertisement This Page)

**A & A  
 Mobile Cleaners Ltd.**

- Mobile Industrial Cleaner
- Trucks & Trailers
- Heavy Equipment
- Machinery
- Buildings
- Food Store Equipment
- Parking Lot Maintenance
- Trailer Acidizing & Disinfect

SERVING SOUTHERN ALBERTA  
**328-4570**  
 515 - 19th Street N., Lethbridge

**Trucking**

See Cartage

**Trucks—Industrial**

**HYSTER FORK LIFT TRUCKS—**  
 WAJAX (WESTERN)  
 424 51 Av SE .....Calgary 253-7701

**MAINLINE EQUIPMENT LTD**

LANSING BAGNALL ELECTRIC FORKLIFTS.  
 MOBILIFT GAS FORKLIFTS  
 404 Manitou Rd SE (Collect) Calgary 264-5638

**Trucks Industrial Rental**

**MAINLINE EQUIPMENT LTD**

Forklift Rentals, Day, Week, Month  
 All Capacities, Gas, Propane or Electric  
 404 Manitou Rd SE (Collect) Calgary 264-5638

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 Cor 3 Av & 7 St S .....327-8581  
 Farmers & Merchants Trust Co Ltd  
 309 7 St S .....328-5548  
**ROYAL TRUST COMPANY** 323 7 St S ....328-1761

**Tubes—Television & Radio**

See Television Supplies & Parts Whlse & Mfrs

**Tuxedos—Rental**

See Formal Wear—Rental

**Typewriters & Supplies**

Chinook Office Machines 620 13 St N .....328-6868  
 (See Advertisement This Page)

**FACIT TYPEWRITERS**

ELECTRIC  
 STANDARD  
 PORTABLE  
 Swedish designed & engineered  
 Serviced by factory trained  
 experts



SALES - SERVICE - RENTALS

**CENTENNIAL OFFICE MACHINES  
 (LETHBRIDGE) LTD**  
 1275 3 Av S .....328-6222  
 Centennial Office Machines Ltd  
 1010 16 Av NW .....Calgary 289-9271

**IBM ELECTRIC TYPEWRITERS**

SALES  
 SUPPLIES  
 SERVICE  
 RENTALS  
 LONG TERM LEASE



**IBM CANADA LTD**  
 302 10 St S .....327-0312

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Brush a sweater with a dry sponge to  
 remove fuzz balls.

Chinook  
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 Machines

**ROYAL**

Electrics - Standards - Portables  
 Dictating Machines

SALES - SERVICE

**328-6868**

620 - 13th Street North, Lethbridge

**Typewriters & Supplies—(Cont'd)**

**KEENAN OFFICE EQUIPMENT LTD**

REMINGTON RAND EQUIPMENT CENTRE

PORTABLE TYPEWRITERS  
ELECTRIC PORTABLES  
STANDARD TYPEWRITERS  
ELECTRIC TYPEWRITERS  
Leasing — Rentals — Sales  
SERVICE — ALL MODELS

423 5 St S ..... (327-3966)  
..... (327-1717)

**LETHBRIDGE OFFICE FURNITURE LIMITED**

316 7 St S ..... 328-7411

**U-Drive**

See Automobile Renting & Leasing

**Undertakers**

See Funeral Directors

**Uniforms—Retail**

**JEN'S UNIFORM CENTRE**

Made To Measure Uniforms For  
Hospital - Beauty Salon - Clinic - Cafe - Hotel  
7 Lafferty Bldg ..... 328-3631

**Union Organizations**

See Labor Organizations

**Universities**

See Colleges & Schools

**Unpainted Furniture**

See Furniture Dealers Section

**Upholsterers**

**BASTEDO FURNITURE & UPHOLSTERY**

Custom Work For  
Chesterfields, Chairs & Cars

"The Upholstery Man"

522 5 St S ..... 327-7711

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

E & R Custom Furniture & Upholstery  
231 Stafford Dr ..... 328-7631  
(See Advertisement This Page)

GRAHAM & JOHNSON UPHOLSTERING & HOME  
FURNISHINGS 411 3 Av S ..... 327-3470  
(See Advertisement This Page)

**HARP FURNITURE & UPHOLSTERY**

COMPLETE UPHOLSTERY SERVICE  
FURNITURE — CARS — TRUCKS

5404 50 Av ..... Taber 223-3012

Herman's Upholstery 1709 20 Av .. Coaldale 345-3421  
(See Advertisement This Page)

**L & M UPHOLSTERY & EXCHANGE**

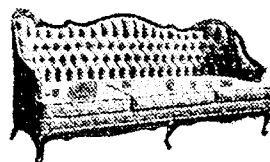
FURNITURE — CARS — TRUCKS WITH  
COMPLETE UPHOLSTERY SERVICE

Phone ..... Coleman 563-3155

Lethbridge Upholstery 611 6 Av S ..... 327-8422  
(See Advertisement This Page)

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For better service — answer your  
telephone promptly and pleasantly.



**E. & R. CUSTOM  
Furniture & Upholstery**

Specialists in

- ★ FRENCH    ★ SPANISH    ★ ITALIAN    ★ PROVINCIAL FURNITURE
- ★ ANTIQUE   ★ RECOVERING   ★ REPAIRING   ★ REMODELLING
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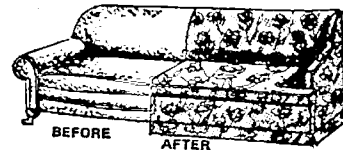
Emil Ott, Mgr., Residence 328-4220  
231 Stafford Drive

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"WE'LL FIX . . . RIGHT DOWN TO THE FRAME"

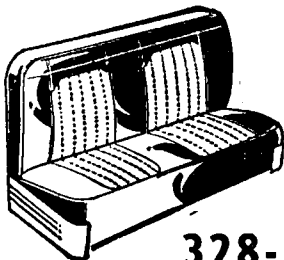
- CAR & TRUCK UPHOLSTERY
- CONVERTIBLE & LANDAU TOPS
- FURNITURE    • LAMPS



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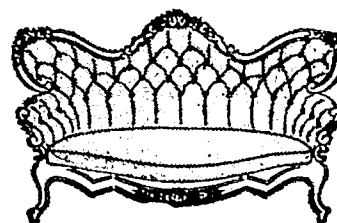
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- Repairing
- Restyling
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A Wide Selection Of  
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(See Advertisement This Page)  
FAIRFIELD APPLIANCE SERVICES LTD  
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(See Advertisement This Page)  
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Vacuum Cleaners, Polishers,  
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Fry Pans, Coffee Makers,  
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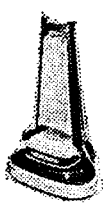
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Dr G R Clark res ..... 327-3282

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HOLMES APPLIANCES  
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Bruce Robinson Electric Ltd  
1108 1 Av S ..... 327-8561  
FAIRFIELD APPLIANCE SERVICES LTD {327-6684  
1244 3 Av S ..... 327-6070  
(See Advertisement This Page)

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RANGES — DISHWASHERS

"FOR INFORMATION CALL"

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**—(Cont'd)**

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PARTS — SALES  
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FAIRFIELD APPLIANCE SERVICES LTD  
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ON ALL MAKES OF ALL  
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MAYTAG . . . the choice of  
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cleaner, faster wash. *Maytag*

Protect your MAYTAG with service by trained  
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HOLMES APPLIANCES

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 (See Advertisement This Page)

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 Water Conditioning Products 618 19 St S ..328-4055  
 (See Advertisement This Page)

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See Well Drillers

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(See Advertisement This Page)

Bell's Welding Ltd 317 4 St S .....328-4528

(See Advertisement This Page)

Bob's Portable Welding 623 7 St S .....328-5882

(See Advertisement This Page)

**GOWIN'S WELDING & ALIGNMENT SHOP**

328 4 St S .....327-3860

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(Continued Next Page)

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317 - 4th Street South, Lethbridge



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(See Advertisement This Page)  
Hunt Welding Service Ltd 2005 2 Av S ..... 327-5575  
(See Advertisement This Page)  
Lethbridge Industries Ltd 1117 2 Av-A N ... 327-2323

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**NEW & USED BOILERS FOR SALE**  
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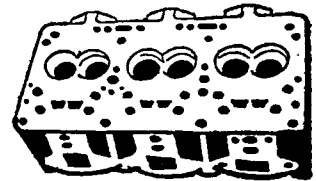
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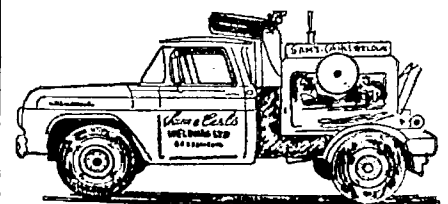
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(Continued Next Page)



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Human European Quality Hair

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- Eye Lashes
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8:30 a.m. 'Til 5:00 p.m.

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 (See Advertisement Opposite Page)  
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 Rusco Industries Alberta Limited  
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 (See Advertisement This Page)

**Windows—Wood**

**FOUR STAR MILL WORK CO**  
 Windows of all Kinds  
 SCREENS  
 GLASS  
 DOOR UNITS — SEALED UNITS  
 Units Made to Your Requirements  
 Harm J. Stoffer, Prop. res. 327-0360  
 242 12 St B N ..... 327-1042

Listings Of This  
 Classification Are Continued  
 On Next Page

**WIGS  
 OF  
 HI FASHION**



**SALES & SERVICE**

EXPERT STYLING, COLORING,  
 RECONDITIONING, REPAIRING  
 OF WIGS & HAIR PIECES

APPOINTMENTS  
 NOT  
 NECESSARY

**328-2843**

Prop.:  
 DOREEN FILGAS

412 - 5th Street S., Lethbridge — Next Door To Capital Theatre



**WIGS**  
*by Aristocrat*

FINEST WIGS, HAIR PIECES & FALLS  
 NEW MODACRYLIC WIGS  
 MODERATELY PRICED

EXPERT STYLING COLORING & REPAIRING

Have a Custom Made Hair Piece from Your Own Hair

Phone **328-2566** For  
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**Strength & Quality**

IN FAMOUS

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WINDOWS & DOORS



**20 BEAUTIFUL COLORS BAKED ON ENAMEL FINISH**

VERTICAL, HORIZONTAL, SLIDE OR SEALED

Complete Replacement & Remodelling Line For All Residential, Commercial & Industrial Buildings

For Free Estimates or Consultation — No Obligation

**RUSCO INDUSTRIES ALBERTA LIMITED 328-7421**  
 633 - 24th Street North, LETHBRIDGE, ALBERTA

**Windows—Wood—(Cont'd)****LETHBRIDGE SASH & DOOR FACTORY**

Suppliers of  
Aristocrat Wood Window Units  
& Screens  
Thermopane & Panolite Picture  
Windows  
UNITS MADE TO YOUR SIZES  
5 Av & 4 St S .....327-1581

**NORTH LETHBRIDGE MILL WORK LTD**

THE MOST ADVANCED STYLE  
BASEMENT WINDOWS  
HEAVY DUTY ALUMINUM DOORS  
CUSTOM MADE WINDOWS  
& DOORS  
REPLACEMENT WINDOWS

120 North Mayor Magrath Dr .....328-5215

**TANCO MILLWORK PRODUCTS**

Division of Tanner Building Supplies Ltd

Manufacturers of

**"AWN-TOP"**

WOOD WINDOW UNITS

ALUMINUM WINDOWS  
& PATIO DOORS

Tanco Wood Sliding Glass Doors

1601 3 Av S .....327-5161

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**Wire Rope****BLUE STRAND WIRE ROPE—**

WIRE ROPE INDUSTRIES OF CANADA LTD

See Our Local Representative

Or Please Call

4073 Ogden Rd SE—Call Long Distance & ask for  
(Charge Will Apply) .....Calgary 265-1541

**MARTIN-BLACK—**

OLIVER CHEMICAL CO (LETHBRIDGE) LTD

249 Stafford Dr .....327-1571

**WESTERN CANADA HARDWARE LTD**

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**Wired Music**

See Music Background Systems

**Wood Products—Laminated**

See Laminated Structural Members

**Wreckers—Automobile**

See Automobile Wreckers

**Wreckers—Tractor**

See Tractor Wreckers

For better service—keep a smile in  
your voice.

**Wrecking Contractors****NATIONAL SALVAGE CO LTD**

DEMOLITION

NO JOB TOO BIG OR TOO SMALL

Bonded & Insured

206 33 St N .....328-1721

**VARZARI IRON LTD**

COMPLETE PLANT DEMOLITION  
AND WRECKING CONTRACTORS

Completely Insured Property & Liability

Mailing Address

P.O. Box 434, Lethbridge

2802 2 Av N

327-1296

328-6414

328-1913

**Wrought Iron Work**

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**Yard Goods—Retail**

Baker's Fabric Centre 426 13 St N .....328-4536

Fraser's Fabrics Limited 320 7 St S .....327-4400

SEWING BASKET College Shopping Mall ...328-8414

**Yellow Page Advertising**

See Advertising Directory

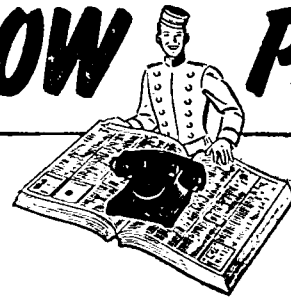
A wise buy—a Yellow Pages ad.

# FOUR *Thoughtful* ITEMS OF TELEPHONE PROCEDURE

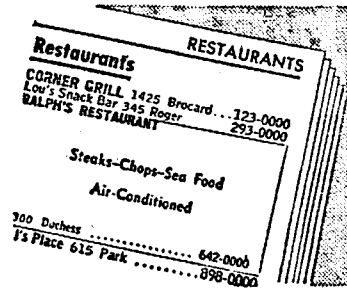
1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and slowly, with the lips just clearing the transmitter.
4. Please replace the receiver gently when through talking.

# HOW TO USE THE

# YELLOW PAGES



**F**OR YOUR CONVENIENCE a complete list of all business and professional telephone subscribers, throughout the community, appear in alphabetical order under the classification appropriate to their business, or the article or service they sell. The classifications, too, are in alphabetical order. You can quickly and easily find the Business, Service or Product you need.

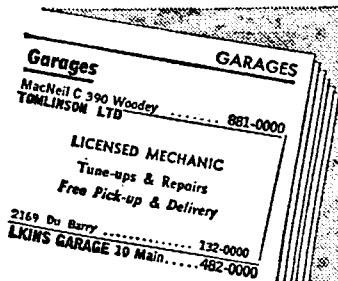


## WHEN YOU WANT TO BUY SOMETHING . . . OR GO SOMEWHERE

Suppose you are looking for a restaurant — just do this:

First find "RESTAURANTS" on the "R" pages.

Then pick out the one whose message appeals to you most, or specializes in the kind of food you want, or whose location is convenient to you. Use the Yellow Pages in exactly the same way, whether you want a **MOVER, CARPET & RUG CLEANER, PLUMBING CONTRACTOR** or any one of hundreds of other products or services.



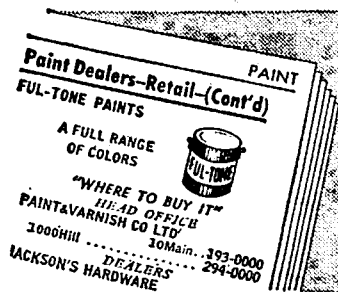
## WHEN YOU HAVE FORGOTTEN A BUSINESS FIRM'S NAME BUT REMEMBER THE ADDRESS . . .

You may forget a business establishment's name but remember its location.

For example — you want a garage located on Dubarry Street.

Simply turn to the "GARAGES" classification.

Here you will find all the garages, and then all you have to do is look for the address which you know.



## WHEN YOU WANT TO FIND A TRADE NAME PRODUCT OR SERVICE . . .

Suppose you want a dealer for a nationally known product. For example, let us assume you were looking for "Ful-Tone" Paint:

First turn to "PAINT" on the "P" pages.

Then select your dealer from the list of "Ful-Tone" dealers. It is just as easy as using a dictionary.



## EVEN WHEN YOU KNOW THE NAME . . .

The Yellow Pages will frequently help you.

Suppose you want to telephone Martin, the roofer. All the roofers are listed in the Yellow Pages at the classification of "ROOFING CONTRACTORS" on the "R" pages, and it is easier to find your Martin among the few listed under "ROOFING CONTRACTORS" than in the long list of Martins in the White Pages.

USE THE CLASSIFIED,  
IT'S AS EASY AS **ABC**

IF YOU HAVE DIFFICULTY IN FINDING WHAT YOU ARE SEEKING IN THE YELLOW PAGES

Call Long Distance at no charge  
and ask for . . . Calgary 263-5088 (Collect)

Miss Yellow Pages will Gladly Lend a Helping Hand  
Monday through Friday 8:00 a.m. — 5:00 p.m.

