

# LETHBRIDGE CLASSIFIED TELEPHONE DIRECTORY AUGUST, 1971

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## Abattoirs

City Packers Ltd near Exhibition Grds .....327-3048  
Merlin A Adams 1010 32 St S .....327-3831  
Lethbridge Locker & Seafoods Ltd  
1023 3 Av S .....327-7171

## Abrasives

**NORTON SAND PAPERS—**  
SUCEE EQUIPMENT DISTRIBUTORS LTD  
7053b Farrell Rd SE .....Calgary 252-7705

## Accordion Instruction

See Music Colleges & Teachers

## Accordions

See Music & Musical Instruments

## Accountants

Boulton & Boulton 109 McFarland Blk ....327-3974  
DALGLIESH KEN 1201 3 Av S .....328-6966  
DEWAR J M

### ACCOUNTANT & AUDITOR

FARMERS & TRUCKERS

— Bookkeeping & Income Tax A Specialty —

"No Job Too Small or Too Large"

SERVICE OUR AIM

E Metcalfe Bldg .....327-4213

## EDWIN K WILLIAMS INTERNATIONAL LETHBRIDGE

Service Station Dealers, Business Counsellors

F. M. (Milo) Douglas, Counsellor

453 Mayor Magrath Dr .....327-1807

Gruman Richard 501 Canada Trust Bldg ....327-5006  
Howard Leslie 5 Metcalfe Bldg .....328-3966

## KAY J G ACCOUNTING SERVICE

1910 2 Av S .....328-5121

McKAGUE ACCOUNTING 302 10 St S ....328-8787

NIRK HELMUT 1622 17 Av S .....327-4708

Pukk Arnold 6-706 3 Av S .....327-8429

Thompson E W 814 18 St S .....327-2840

VISSER LLOYD Stockyards .....327-5048

## WARDS SERVICES LTD

24 Hours

1712 2 Av S .....328-8775

Woolf Office Services

409a Mayor Magrath Dr .....328-3645

## Accountants—Accredited Public

Henderson Tom 302 10 St S .....328-7821  
Huising Peter 2018 2 Av N .....328-6973  
Langridge E A 1277 3 Av S .....328-5384  
McKague Accounting 302 10 St S .....328-8787  
Nirk Helmut 1622 17 Av S .....327-4708  
Teteris V (Ted) 2020 2 Av N .....328-3644

## Accountants—Chartered

Card & Card 348 Main St .....Cardston 653-3376  
Card & Card 28 Broadway N ....Raymond 753-3662

## Accountants—Chartered—(Cont'd)

Johnston Dick 208 Professional Bldg .....327-6959  
McGregor Lord & Co 434 7 St S .....328-6691  
Price Deering Pritchard & Co  
697 Main St .....Pincher Creek 627-3233  
Watkinson Hanhart Duda & Co  
511 5 St S .....328-1741  
Wells Alex B .....Blairmore {562-2131  
562-2513  
Williams Tanner Bell Gerla & Co {327-8511  
207 Canada Trust Bldg .....327-6902  
Young Parkyn McNab & Co  
1003 4 Av S .....328-4426  
Milk River Office  
Attended Thursdays  
140 Main St .....Milk River 647-3544

## Accounting & Bookkeeping Machines

**BURROUGHS BUSINESS MACHINES LTD**  
2630 S Parkside Dr .....327-7577  
**NATIONAL CASH REGISTER CO OF CANADA LTD**  
316 13 St N .....328-5534

## Acetylene

**WELDERS SUPPLIES LTD**  
5 Av & 28 St N .....327-7249

## WESTERN CANADA WELDING PRODUCTS LTD

Distributors for Canadian Liquid Air Co. Ltd.  
Gases & Welding Products

912 1 Av S .....328-1711

## Acetylene Welding

See Welding Electric & Oxy-Acetylene

## Acids

See Chemicals

## NEED PROFESSIONAL HELP?

- AUDITING
- ACCOUNTING
- INCOME TAX
- ESTATE PLANNING
- MANAGEMENT SERVICE



CONSULT  
A

## CHARTERED ACCOUNTANT

The Institute of Chartered  
Accountants of Alberta  
207 Empire Bldg., Edmonton

You shop at home when you eye-shop  
the Yellow Pages.

## TASTES FABULOUS

You can make a quick ice cream pie  
by concocting a crust made up 1 cup  
of oven toasted uncooked quick oats  
combined with 1/2 cup firmly - packed  
brown sugar and 1/3 cup of melted  
butter. Press the mix onto the bottom  
and sides of a 9-inch pie pan and fill  
with 1 quart softened ice cream.  
Then freeze until firm.

## Adding & Calculating Machines &

### Supplies

**BURROUGHS BUSINESS MACHINES LTD**  
2630 S Parkside Dr .....327-7577

### CANON ELECTRONIC CALCULATORS

Integrated Circuits  
Ultra High Speed  
Completely Silent  
Compact & Light  
Large, Illuminated Numerals  
Learn To Operate In Minutes  
Models For Every Purpose



"FOR INFORMATION CALL"

Looker C A Office Equipment Ltd  
250 13 St N ..... 328-6313

### CENTENNIAL OFFICE MACHINES (LETHBRIDGE) LTD

SHARP ELECTRONIC

CALCULATORS & ADDING MACHINES

1011 3 Av S ..... 328-6222

### CHINOOK OFFICE MACHINES

620 13 St N ..... 328-6868

### DENON ELECTRONIC CALCULATORS

Models for every  
budget and application.  
Memory Registers.  
Automatic Constants.  
One Step Square Root.  
Simplified Keyboard.

**DENON**

Denon, Nippon Columbia Corp. of America

SALES & SERVICE

**CENTENNIAL OFFICE MACHINES (LETHBRIDGE) LTD** 1011 3 Av S ...328-6222

### KEENAN OFFICE EQUIPMENT LTD

Remington Rand Equipment Centre

ADDING MACHINES

PRINTING CALCS

ELECTRONIC CALCS

Leasing — Rentals — Sales

Service — All Models

423 5 St S ..... {327-3966  
327-1717

### LETHBRIDGE OFFICE FURNITURE LIMITED

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

Looker C A Office Equipment Ltd

250 13 St N ..... 328-6313

### MARCHANT CALCULATORS & ADDING MACHINES—

KELLAM H J LTD

613 11 Av SW ..... Calgary 264-6612

### VICTOR BUSINESS MACHINES—

CHINOOK OFFICE MACHINES

620 13 St N ..... 328-6868

## Addressing & Letter Service

Man Friday 1-706 3 Av S ..... 328-8771

### Addressing Machines

#### ADDRESSOGRAPH-MULTIGRAPH OF CANADA LTD

1227 48 Av NE ..... Calgary 276-5551

#### PITNEY-BOWES ADDRESSER-PRINTER—

PITNEY-BOWES OF CANADA LTD

2014 2 Av N ..... 328-6033

#### SOUTHERN STATIONERS LTD

316 7 St S ..... 328-2301

### Adhesive Materials

#### NORTH WEST INDUSTRIAL PRODUCTS

427 58 Av SE ..... Calgary 252-6601

### Adjusters

#### CARBERT HOWE McKEEN ADJUSTERS LTD

1014 3 Av S ..... 327-5788

Nights & Holidays Call res ..... {328-1490  
328-6112

#### CROSLAND PEACOCK LETHBRIDGE CO LTD

515 7 St S ..... 327-1545

#### LILLY SHERLOCK ADJUSTERS (LETHBRIDGE) LTD

304 9 St S ..... 327-8531

#### STEWART F F & CO ADJUSTERS LTD

1201 3 Av S ..... 328-5545

#### UNDERWRITERS ADJUSTMENT BUREAU LTD

10-1277 3 Av S ..... 327-2191

## Advertising Agencies & Counsellors

#### EDWARDS ADVERTISING

Hunt Bldg ..... 327-0034

Lien D C & Associates 114 McFarland Blk ...328-3475

## Advertising—Direct Mail

#### HUNTER B J DIRECTORIES INC

6381 St Lawrence Montreal Quebec 514-273-8588

Keep watching the dial . . . and you'll dial accurately. Remember to pull the finger all the way to the stop . . . let the dial return at its own speed. Speeding up or slowing down the dial's return may interfere with perfect operation of the equipment for you.

## Advertising—Directory

### YELLOW PAGES



Yellow Page Advertising  
Reaches More Buyers  
More Often

More Economically  
Than Any Other Medium

THE FINAL TIE-IN FOR ALL  
YOUR ADVERTISING

"FOR INFORMATION CALL"

#### ALBERTA GOVERNMENT TELEPHONES

8th Flr 120 7 Av SW—Call Long Distance

(Collect) & ask for ..... Calgary 261-3111

## Advertising Specialties

Perry Agencies Box 295 Collect ..Magrath 758-3095

### Aerated Waters

See Beverages

### Agricultural Implements

See Farm Machinery & Supplies

### Air Compressors

See Compressors Air & Gas

## Air Conditioning—Contractors

#### B & E Control Service

3311 Lakeside Rd ..... 327-7733

#### C & A SHEET METAL LTD 1709 2 Av S 328-5973

Canadian Electronics Limited 1107 2 Av S ...328-9696

CAPITAL HEATING LTD 1273 3 Av S .... 327-1630

CHARLTON & HILL LTD 1262 2 Av S .... 328-3388

#### FEDOR'S REFRIGERATION & AIR

CONDITIONING LTD 2214 43 St S .... 327-5816

(See Advertisement This Page)

FREEL SHEET METAL LTD 405a 4 St S ... 327-2713

#### LETHBRIDGE REFRIGERATION LTD

COMMERCIAL & DOMESTIC

AIR CONDITIONING SALES & SERVICE

111 11 St S ..... 328-4333

#### RITT WAY HEATING & AIR CONDITIONING LTD

136 N Mayor Magrath Dr ..... {328-3172  
328-2516

SIMPSON-SEARS Centre Village Mall .... 328-9231

Tom's Roofing & Air-Conditioning

1822 18 Av S ..... 328-4661

ASK YOUR  
A.G.T.

COMMUNICATIONS CONSULTANT  
ABOUT



TELETYPE

ALBERTA GOVERNMENT TELEPHONES

Total Communications for modern business

## FEDOR'S Refrigeration & Air Conditioning Ltd.

Complete Commercial Refrigeration and Airconditioning  
SALES AND SERVICE

Fabrication Fibreglass Cooler Doors, Tyler Store Fixtures



**Carrier**

AUTHORIZED DEALER

**Frigiking**

**TRANSICOLD**

"Where Quality Has No Substitute"

Conway Cameron, Residence 327-5502

Allan Draper, Residence 328-5042

2214 - 43 Street South

**327-5816**

LETHBRIDGE

**Air Conditioning Equipment & Supplies**

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

**CANADIAN COLEMAN COMPANY LIMITED**CANADA'S ONLY  
BONDED LINE OF AIR  
CONDITIONING  
EQUIPMENT

With Exclusive Thermo Silencer Design

**"WHERE TO BUY IT"****CAPITAL HEATING LTD** 1273 3 Av S 327-1630**CARRIER AIR CONDITIONING**

Individual units or complete systems for Stores—Offices—Homes or Industrial Buildings built by Carrier. The world's largest manufacturer of air conditioning equipment. You can rely on the recommendations of our dealers.

**"WHERE TO BUY"****FEDOR'S REFRIGERATION & AIR  
CONDITIONING LTD** 2214 43 St S .. 327-5816**LENNOX AIR CONDITIONING**

Custom designed central air conditioning systems for residential, school, commercial and industrial use. Installed separately, or added by factory-trained crews. Free estimating. Prompt service to all makes.

**"WHERE TO CALL"****CHARLTON & HILL LTD** 1262 2 Av S 328-3388**SIMPSON-SEARS** Centre Village Mall .... 328-9231**Air Cooled Engines**

See Engines—Gasoline

**Air Express Service**

Time Airways Ltd Airport ..... 328-2331

**Air Filters**

See Filters—Air &amp; Gas

**Air Line Companies**

Air Canada Calgary—Lethbridge Customers Only

Call Long Distance

(No Toll Charge) &amp; ask for ..... Zenith 07260

Air France—Call Long

Distance and ask for (No Toll Charge) Zenith 6070

CP AIR Calgary—Call Long Distance

(No Toll Charge) &amp; ask for ..... Zenith 3900

**JAPAN AIR LINES** 777 Hornby Vancouver BC

Lethbridge Customers Only Call Long Distance

(No Toll Charge) &amp; ask for ..... Zenith 6800

Lufthansa German Airlines Edmonton—Call Long

Distance (No Toll Charge) &amp; ask for .. Zenith 6036

**Air Line Companies—(Cont'd)**

Pacific Western Airlines Ltd Call Long Distance

(Charge Will Apply) &amp; ask for ... Calgary 265-0790

(See Advertisement This Page)

**SCANDINAVIAN AIRLINES SYSTEM INC**

211 Portage Av Call Long Distance and ask for

(Charge Will Apply) ..... Winnipeg 943-0673

**TIME AIRWAYS LTD** Airport ..... 328-2331

(See Advertisement This Page)

**Air Services—Chartered**

Canwest Aviation Ltd Kenyon Field ..... 328-6843

**LETHBRIDGE AIR SERVICE LTD**

Hangar No 7 Kenyon Field Airport ..... 327-1561

(See Advertisement This Page)

Lethbridge Flying Club

Hangar No 4 Kenyon Field Airport ..... 327-3380

(See Advertisement This Page)

**TIME FLIES - WHY DON'T YOU?  
FREQUENT FLIGHTS DAILY**



Serving Edmonton, Calgary  
Red Deer, Lethbridge  
& Medicine Hat

**time AIRWAYS**  
Send parcels the quick **time** airway.

**328-2331**



**PACIFIC  
WESTERN  
AIRLINES  
LTD.**

**DAILY SCHEDULED SERVICES**

**FROM CALGARY TO**  
KAMLOOPS — VANCOUVER

- **SOUTHWESTERN**  
**FROM CALGARY TO**  
Cranbrook — Castlegar — Grand Forks  
Penticton — Kelowna — Vancouver  
Victoria & Seattle, U.S.A.
- **NORTHWEST TERRITORIES**
- **AIR CARGO TO ALL POINTS**

**SEE YOUR TRAVEL AGENT  
OR DIAL INFORMATION FOR  
YOUR NEAREST PWA OFFICE**  
or Call Long Distance (Charge Will Apply)  
for **CALGARY 265-0790**

**Lethbridge Air Service Ltd.**

**PASSENGER  
& CARGO**

**"It's Smarter to Charter"**

**327-1561**  
HANGAR 7, LETHBRIDGE

TELEX 038-49189 LETHBRIDGE  
AIRCRAFT AVAILABLE FOR CHARTER


CESSNA 310	5 Passenger	Twin Engine	CESSNA 206	5 Passenger	Single Engine
CESSNA 337	5 Passenger	Twin Engine	CESSNA 185	5 Passenger	Single Engine
CESSNA 402	8 Passenger	Twin Engine	CESSNA 172	3 Passenger	Single Engine

**LEARN  
TO FLY!**

*Established 1946*

**Lethbridge Flying Club**

**AIRCRAFT RENTALS**



**HANGAR & OFFICE**  
**327-3380**

Hangar No. 4, Kenyon Field Airport — Box 272

## Air Travel Ticket Agencies

**ART WILLIAMS TRAVEL**  
Centre Village Mall ..... 328-3201  
**LAWSON P TRAVEL LTD** Marquis Hotel ... 327-4094

## Aircraft Dealers

**CESSNA AIRCRAFT**  
MORE PEOPLE ARE  
BUYING AND USING  
CESSNAS THAN ANY  
OTHER AIRCRAFT.  
  
SALES, SERVICE, INSTRUCTION  
CHARTER, RENTAL  
"FOR INFORMATION CALL"  
**SOUTHWEST AVIATION LIMITED**  
Hangar No 7 Kenyon Field Airport ... 327-1561

## Aircraft Maintenance & Repairing

**Southwest Aviation Limited**  
Hangar No 7 Kenyon Field Airport ..... 327-1561  
**Veer Aircraft Services**  
Hangar 4 Kenyon Field Airport ..... 328-4855

## Airplanes

See Aircraft Section

## Alarms

See Burglar Alarm Systems—Fire Alarm Systems

## Alignment Service

See Automobile Wheel Aligning

## All Terrain Vehicles

See Vehicles—All Terrain

## Alterations

**Win's Alteration Upstrs** 304 5 St S ..... 328-7024

## Alternators

See Auto Electrical Service, also Generators &  
Alternators—Repairing

## Aluminum Doors

See Doors—Metal

## Aluminum Siding

See Siding

## Aluminum Windows

See Windows Metal

## Ambulance Service

**City of Lethbridge Ambulance** ..... 327-3340

## Ambulances & Hearses Mfrs

**SORENSEN DISTRIBUTORS LTD**  
4918 52 St ..... Red Deer 347-3338

## Amphibious Vehicles

See Vehicles—All Terrain

## Anaesthetists

See Physicians & Surgeons

## Animal Hospitals

See Veterinarians

## Answering Service

See Telephone Answering Service

## Antennas—Television

See Television Antennas & Antenna Systems—Also  
Radio Communication Equipment & Systems

## Antiques

**BASHFORD'S**  
**ANTIQUE WORKS OF ART**  
British & European Pieces  
Dorothy Doughty Birds  
Canadiana & Americana  
Estate & Insurance Appraisals  
Member Canadian Antique Dealers Ass'n  
736 17 Av SW ..... Calgary 269-3560  
**Trifles & Treasures** 428 13 St N ..... 328-7545

## Apartments, Blocks & Buildings

(For complete list of Apartments, Blocks & Buildings  
see last page in Lethbridge. Alphabetical Section)  
**Bel-Aire Apartments Office** 321 6 St S ..... 327-0211  
After Hours res ..... 327-8393

**PARK TOWERS APARTMENTS**  
32 - GRACIOUS HIGH RISE SUITES  
After Hours Mr. Marquardson 328-3658  
Lethbridge ..... 327-5455

**Rideau Court Development**  
125 Rideau Crt ..... 328-2925  
**Victoria Mansions** 1002 3 Av S ..... 327-5698

## Appliance Repairs

See Electric Appliances—Repairing  
Also Specific Kinds

## Appliances—Electric

See Electric Appliances Section

## Appliances—Gas

See Gas Appliances, also Gas Appliances—Whise &  
Mfrs

## Appraisers

**Hu-Harries & Associates Ltd**  
510 9 Av SW ..... Calgary 262-3304  
**Look Jack Coalhurst** ..... 327-3744  
**Schwartz Agencies Ltd** College Shopping Mall 328-3331

## Architects

**CHANDLER SHELTON H**  
522 16 Av SW ..... Calgary 263-1006  
**FOOKS N H & ASSOCIATES**  
2650 S Parkside Dr ..... 327-8211  
**LURIE & NEUFELD** 309 6 St S ..... 328-2066  
**ROBINS MITCHELL WATSON** 529 6 St S ..... 327-3113

## Architectural Draftsmen & Designers

See Draftsmen

## Architectural Photographers

See Photographers—Commercial

## Argon

**WELDERS SUPPLIES LTD** 5 Av & 28 St N 327-7249

## Artificial Flowers

**Lorna's Flowers** 1508 9 Av S ..... 327-8766  
**North Plaza Florist** 618 13 St N ..... 327-1212

## Artificial Insemination

**ISLAND BREEDERS SERVICE**  
5702 54 St ..... Taber 223-4217  
**Arnold Van Sivieten Mgr** ..... Taber 223-4217  
**Bow Island Highway No 3 &**  
**Main St** ..... Bow Island 545-2432

## Artificial Insemination—(Cont'd)



**LETHBRIDGE ARTIFICIAL BREEDERS CO-OP**  
**Animal Clinic**  
**Stockyards** ..... 327-8822  
After Hours Call M Donkin res ..... 328-2569  
**SOUTHERN ANIMAL BREEDERS**  
**SERVICE** ..... Taber 223-8096  
**SOUTHERN BREEDERS LTD**  
Artificial Insemination Stud  
Coutts Hwy ..... 328-9671

## Artificial Limbs

**Limb & Brace Co Lethbridge**  
210 13 St S ..... 327-8411  
(See Advertisement This Page)

**Limb & Brace Co.**  
**LETHBRIDGE**

Everything for  
Orthopedic Supply

**Artificial**  
**Limbs - Braces**

**Renting &**  
**Servicing**  
**Wheel Chairs**



**327-8411**

210 - 13th Street South

## Artists & Designers

**City Sign Co** 527 6 St S ..... 327-4204  
**EDWARDS ADVERTISING**  
Hunt Bldg ..... 327-0034

## Artists' Supplies

**ART STUDIO ON FIFTH AVENUE THE**  
710 5 Av S ..... 327-0278

## Asbestos & Asbestos Products

**Calgary Asbestos & Insulation Ltd**  
312 16 St N ..... 328-1932  
**NORTH WEST INDUSTRIAL PRODUCTS**  
427 58 Av SE ..... Calgary 252-6601

## Asphalt & Paving Contractors

See Paving Contractors

## Associations & Societies

See also Social Service Organizations  
**ALBERTA CHIROPRACTIC ASSOCIATION**  
211 Bonnie Doon Shopping  
Centre ..... Edmonton 469-5455  
**ALBERTA MOTOR ASSOCIATION**  
903 3 Av S ..... 328-1771  
24 Hour Emergency Service ..... 328-1771  
**Alberta Sugar Beet Growers**  
417 3 Av S ..... 327-3242  
**Boy Scouts of Canada** 217 12 St-A S ..... 327-4647  
**Canadian Automobile Association—See Alberta Motor**  
**Association**  
**Canadian Cancer Society**  
409 Canada Trust Bldg ..... 327-5452  
**CANADIAN DIABETIC ASSOCIATION**  
505 18 Av NE ..... Calgary 277-8606  
**Canadian Polish Association of Lethbridge**  
745 13 St N ..... 328-9038

(Continued Next Page)

**Associations & Societies—(Cont'd)**

Canadian Red Cross Society	
7 Av & 12 St S	327-7117
Community Chest 1120 7 Av S	327-1700
Dominion Automobile Association	
740 4 Av S	328-4241
Friendship Centre of Southern Alberta	
5 St & 1 Av S	328-7361
Independent Order of Foresters	
2146 9b Av S	328-8776
John Howard Society of Alberta	
4-612 3 Av S	327-8202
Ladies Auxiliary To The Fraternal Order of Eagles	
631 13 St N	327-8365
Lethbridge Construction Association	
1321 3 Av S	328-2474
Meals On Wheels 296 7 Av S	327-7990
Rehabilitation Society of Lethbridge	
1261 2 Av-A N	328-2048
Scandinavian Hall 229 12 St-C N	328-2985
Southern Alberta Sheep Breeders Ltd	
918 1 Av S	327-3760
Tuberculosis Association	
415 Canada Trust Bldg	327-5401
Weight Watchers (Alberta) Ltd—Lethbridge	
Customers Only Call Long Distance	
(No Toll Charge) & ask for	Zenith 06124
Y M C A 515 9 St S	328-7771
Y W C A Office 604 8 St S	327-2284
Executive Directors Office	327-8221
Residence 610 8 St S	328-9015
Residence 604 8 St S	328-9016

**Attorneys**

See Lawyers

**Auctioneers**

Christie H L Herb Lethbridge—For Zenith Service  
Refer to This Listing In The White Page Section  
under The Specific Exchange Desired  
Christie Livestock Ltd 2811 Parkside Dr ...328-7662

**Auctioneers—(Cont'd)****FORT MACLEOD AUCTION MARKET LTD**

At The Cross Roads of Canada's Cattle Country

CATTLE SALES EVERY TUESDAY 11 a.m.

John Milne, res.	234-3016
Ken Hurlburt, res.	234-3408
Dave McNabb, res.	234-2206
P. Robert Dyck, res.	234-4349
Harvey A. Bourassa, res.	234-3822

Cardston Rd .....Fort Macleod 234-3315

**HANDLEY AUCTION & ENTERPRISES LTD**

1808 21 Av .....Coaldale 345-3534

Hat Livestock Auction Co Ltd

Box 28 .....Medicine Hat 527-2148

(See Advertisement This Page)

Hurlburt Auction Service Ltd 1920 2 Av S ...328-4705

(See Advertisement This Page)

Hurlburt Ken

Fort Macleod Auction Market Ltd

Cardston Rd .....Fort Macleod 234-3315

Newby E L 212 23 St S .....327-2349

Perlich Bros Auction Market Ltd Box 1057 328-3951

(See Advertisement This Page)

**PICTURE BUTTE AUCTION MART**

Specializing in Livestock Sales

**CATTLE SALES**

Every Wednesday at 1:00 p.m.

**Hogs, Baby Calves & Dairy Sales**

Every Saturday at 1:00 p.m.

Joe Juris, Residence .....732-4468

Jim Juris, Residence .....732-4377

Phone .....Picture Butte 732-4400

**Auctioneers—(Cont'd)****PRAIRIE LIVESTOCK LTD**

SALE: MONDAY 1:00 P.M.

Listings Anytime — Day or Night

JOHN CHARLTON, AUCTIONEER

Gary Jensen, Yard Mgr.

Phone .....Taber 223-3921

Schlenker Auction Service

Box 28 .....Medicine Hat 527-2814

(See Advertisement This Page)

Avoid wrong numbers.  
Please DIAL CAREFULLY.

**HAT LIVESTOCK AUCTION**  
CO. LTD.

"Auction  
Means  
Action"

HOGS & DAIRY CATTLE  
EVERY MONDAY

REGULAR BEEF CATTLE  
EVERY TUESDAY

Box 28

Medicine Hat **527-2148**

Located on Highway No. 3

Jim Schlenker Auctioneer, res. 527-7376



TONY  
328-9872

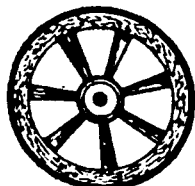


"IN THE HUB OF THE LIVESTOCK INDUSTRY"

Livestock

Farm

Equipment



Liquidation

Real

Estate

EDWARD TORSHER, Lic. No. 793, Bow Island 545-6452

**Perlich Brothers Auction Market Ltd.****3 2 8 - 3 9 5 1**

HOG &amp; DAIRY SALES TUESDAY

CATTLE SALES THURSDAY

BOX 1057 — LETHBRIDGE



JOE  
328-9772



"Conducting All Kinds of Auction Sales"

★ HOUSEHOLD ★ FARM  
★ LIVESTOCK

Auctioneering Service

**527-2814**OFFICE LOCATED ON HWY. NO. 3  
AT HAT LIVESTOCK AUCTION

AFTER HOURS

JIM SCHLENKER Medicine Hat 527-7376

Box 28, Medicine Hat

**Hurlburt Auction Service Ltd.**

1920 - 2nd AVENUE SOUTH

LETHBRIDGE

\*YOU TOO  
CAN HAVE A  
SUCCESSFUL SALE\*

**PHONE 328-4705***Specializing In*

- FARM SALES
- PUREBRED SALES
- FURNITURE SALES
- COMMERCIAL CATTLE SALES
- DISPERSION SALES

AUCTIONEERS

KEN HURLBURT

TED NEWBY

KEITH ERDMANN

## Auditoriums

Yates Memorial Centre 10 St & 4 Av S ..... 328-6116

## Auditors

See Accountants Section

## Auto Courts

See Motels

## Automatic Transmissions

See Automobile Transmission Sales & Service

## Automatic Controls

See Controls

## Automobile Accessories, Equipment &

### Supplies

See Automobile Parts & Supplies—Retail & Automobile Parts & Supplies—Wholesale

## Automobile Agencies & Dealers—

### New Cars

#### AMERICAN MOTORS SALES & SERVICE

GREMLIN  
HORNET  
MATADOR  
JAVELIN  
AMBASSADOR

**American Motors**

"Giving Wheels to Greater Value"

"AUTHORIZED DEALERS"

UNITED MOTORS CO LTD

302 3 Av S ..... 327-2750

#### BENY CHEVROLET OLDSMOBILE

Cor 2 Av & 8 St S ..... 327-3147

(See Advertisement This Page)

Cambridge Motors Ltd

1403 3 St NE ..... Calgary 276-6646

(See Advertisement This Page)

#### CHIEF MOUNTAIN MOTORS (CARDSTON) LTD

DODGE - CHRYSLER - DODGE TRUCKS  
L. S. Taylor & E. E. Hacking, Props.

294 Main St ..... Cardston 653-3555

#### CHRYSLER-PLYMOUTH AUTOMOBILES

SALES

PARTS

SERVICE

**CHRYSLER  
PLYMOUTH**

"WHERE TO BUY THEM"

FLEMING MOTORS LTD

7 St & 1 Av S ..... 327-1591

College Mercury Sales Ltd

1902 3 Av S ..... 327-5763

(See Advertisement This Page)

#### DATSUN

1200 Sedan and Fastback  
1600 2 & 4-Door Sedans & Wagon  
1600 Pickup Truck  
240-Z GT Sports



THE MORE-FOR-YOUR-MONEY CARS  
"WHERE TO BUY THEM"  
DEALERS

CHINOOK SERVICE 5332 46 Av Taber 223-3063

FOREIGN CAR (LETHBRIDGE) LTD

307 11 St S ..... 328-9651

HARRY'S AUTO SERVICE LTD

2111 20 Av ..... Coaldale 345-3090

Dunlop Ford Sales Ltd

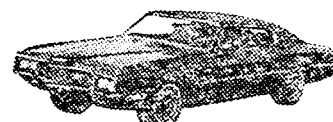
1510 Mayor Magrath Dr ..... 328-8861

(See Advertisement This Page)

(Continued Next Page)



SALES LTD.



THIS IS FORD COUNTRY — WHAT DO YOU DRIVE?

MAVERICK — PINTO — TORINO — MUSTANG

THUNDERBIRD — FORD — FORD TRUCKS

FORD AUTHORIZED SERVICE AND SALES — GENUINE FORD PARTS

**328-8861**

1510 Mayor Magrath Drive

**BENY**

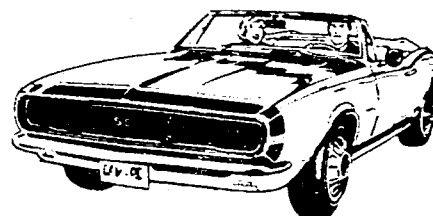
CHEVROLET  
OLDSMOBILE

**327-3147**

2nd Ave. &  
8th Street S.

MONTE CARLO CUTLASS  
CHEVELLE CADILLAC  
NOVA-VEGA CAMARO

CHEVROLET TRUCKS



**Cambridge Motors Ltd.**  
AUTHORIZED DEALER



AUSTIN — M. G.  
ROVER — TRIUMPH  
LAND ROVER

SALES — SERVICE — PARTS

**276-6646**

1403 - 3 Street N.E., Calgary

**College Mercury  
SALES LTD.**

Car & Truck Sales

19th Street & 3rd Avenue S.

Parts & Service Sales

6th Avenue & 6th Street South

24 HOUR TOWING SERVICE 328-5344

**327-5763**



**Fleming**  
**MOTORS LTD.**

LETHBRIDGE  
PLYMOUTH  
CHRYSLER  
IMPERIAL

Sales & Service

**327-1591**

24 HOUR TOWING SERVICE  
AFTER HOURS: Towing 327-8143  
7th Street & 1st Avenue S.

**FOOTHILLS FORD SALES LTD.**



"Your Friendly Ford Dealer" Claresholm

**235-3328**

NO. 1 STATION  
5203 - 1st Street

**235-3494**

NO. 2 STATION  
4526 - 1st Street

AFTER HOURS CALL

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Roy Hoffarth ..... 235-3807

Box 640, Claresholm

**HERMAN'S  
AUTO SERVICE**

GULF PRODUCTS



**RENAULT**  
Sales & Service

**328-1269**

2019 - 2nd Avenue South, Lethbridge

**PRO - MOTORS**  
LTD.

MAZDA & MERCEDES-BENZ  
SALES & SERVICE



COMPLETE LINE OF PARTS & ACCESSORIES  
GUARANTEED USED CARS

**328-4021**

1520 - 2nd Avenue South

**RAYMOND MOTORS**  
CO. LTD.

★ MERCURY

★ METEOR



★ MONTEGO ★ CORTINA DEALER

Mechanical & Auto Body Repairs  
AMA & DAA TOWING SERVICE

"Service Is A Must"

OFFICE 752-3284

**752-3035**

102 Broadway N., Raymond

**Toyota Travel Centre**

DIV OF HAICO MFG. LTD.



**Toyota Cars**

The Best Economy Car Ever Built

SALES & SERVICE

**327-3165**

AFTER HOURS CALL: Res. H. P. Camp 328-1419

3516 - 24th Avenue South

**Automobile Agencies & Dealers—**

**New Cars—(Cont'd)**

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VENTURA - LEMANS  
PONTIAC - BUICK  
FIREBIRD - VAUXHALL  
G.M.C. TRUCKS  
G.M. PARTS  
GENERAL TIRES

817 4 Av S ..... 327-5705

Fleming Motors Ltd 7 St & 1 Av S ..... 327-1591  
(See Advertisement This Page)

**Foothills Ford Sales Ltd**

5203 1 St ..... Claresholm 235-3328  
(See Advertisement This Page)

**FORD-CARS & TRUCKS**

SALES  
LEASING  
PARTS  
SERVICE  
TOWING



"WHERE TO BUY"  
**SUPERIOR MOTORS (TABER) LIMITED**

5403 48 Av ..... Taber 223-3537

**FOREIGN CAR (LETHBRIDGE) LTD**

307 11 St S ..... 328-9651

Herman's Auto Service 2019 2 Av S ..... 328-1269  
(See Advertisement This Page)

**JEEP VEHICLE SALES & SERVICE**

'JEEP' UNIVERSALS  
'JEEP' WAGONEER  
STATION WAGONS  
'JEEP' GLADIATOR TRUCKS  
'JEEPSTER' & 'JEEPSTER COMMANDO'  
AUTHORIZED SERVICE & APPROVED PARTS  
4 WHEEL DRIVE



"SALES & SERVICE"  
DEALERS

**UNITED MOTORS CO LTD**

302 3 Av S ..... 327-2750

**King Chrysler Dodge Ltd**

11 St & 3 Av S ..... 328-9271

(See Advertisement This Page)

(Continued Next Page)

**TRY THIS**

You can sometimes restore the whiteness of enameled bathtubs and wash bowls turned yellow by scrubbing with salt and turpentine.



**Dodge**

**CHRYSLER**

**Dodge Trucks**

SALES/SERVICE

**KING CHRYSLER—DODGE**

AUTHORIZED CHRYSLER LEASING

**Chryco & Autopar Parts**

24 HOUR TOWING SERVICE

"KINGS CORNER"

3rd Ave. & 11th St. South

**328-9271**


Lethbridge, Alberta

# Automobile Agencies & Dealers—

## New Cars—(Cont'd)

**MAZDA**

"THE BEAUTIFUL  
BUY  
FROM JAPAN"



**MAZDA**

"WHERE TO BUY THEM"  
DEALER

**PRO-MOTORS LTD** {328-4021  
1520 2 Av S {328-4845

**MERCEDES-BENZ SALES & SERVICE—**  
**PRO-MOTORS LTD**  
1520 2 Av S .....328-4021

## MERCURY & METEOR CARS

SALES  
LEASING  
PARTS  
SERVICE  
TOWING



"WHERE TO BUY"  
**SUPERIOR MOTORS (TABER) LIMITED**  
5403 48 Av .....Taber 223-3537

## PERDUE MOTORS (1964) LTD

PONTIAC — BUICK — GMC TRUCKS  
5408 48 Av .....Taber 223-3571

## PINCHER CREEK MOTORS LTD

General Motors Service — Gulf Oil Products  
Chevrolet & Oldsmobile Dealer  
767 Main St. ....Pincher Creek 627-3166

Pro-Motors Ltd 1520 2 Av S .....328-4021  
(See Advertisement Opposite Page)

**RAEWOOD MOTORS LTD** 1519 3 Av S ...328-4539  
Parts & Service .....328-4189

Raymond Motors Co Ltd  
102 Broadway N .....Raymond 752-3035  
(See Advertisement Opposite Page)

Toyota Travel Centre Div of Haico Mfg Ltd  
3516 24 Av S .....327-3165  
(See Advertisement Opposite Page)

## VOLKSWAGEN AUTHORIZED SALES

### SERVICE & PARTS

VW Custom & Deluxe  
VW Karmann Ghia  
VW Fastback,  
Squareback & Notchback  
VW Station Buses, Trucks  
& Campers



"SALES, SERVICE & PARTS"

LETHBRIDGE

**RAEWOOD MOTORS LTD** 1519 3 Av S 328-4539

TABER

**SUMMIT MOTORS** 5124 48 Av Taber 223-2524

CARDSTON

**CARDSTON AUTO SERVICE**  
195 Main St .....Cardston 653-3162

BLAIRMORE

**MINERS' PARKLAND SERVICE**  
GARAGE .....Blairmore 562-2134

# Automobile Agencies & Dealers—

## Used Cars

**COLLEGE MERCURY SALES LTD**  
1902 3 Av S .....327-5763

**DUNLOP FORD SALES LTD**  
1510 Mayor Magrath Dr .....328-8861

El Dorado Sales 2910 1 Av S .....327-1233  
(See Advertisement This Page)

# Automobile Agencies & Dealers—

## Used Cars—(Cont'd)

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

Foreign Car (Lethbridge) Ltd 307 11 St S 328-9651  
Parts & Service .....{327-2622  
{328-3215

## PONDEROSA AUTO & TRAILER SALES LTD

20 St & 3 Av S .....327-2747

**RAEWOOD MOTORS LTD** 1519 3 Av S ...328-4539  
Used Car Lot 1403 3 Av S .....328-4356

## TOWN & COUNTRY MOTORS & SPEED CENTRE

DEALER IN FINE USED CARS & TRUCKS  
SPECIAL ON SPEED EQUIPMENT  
Box 494 .....328-3654

**UNITED MOTORS CO LTD** 219 3 Av S ...{327-1780  
{327-2805

## El Dorado Sales

USED CARS & TRUCKS  
"EL DORADO" TRUCK CAMPERS  
TRAVEL TRAILERS

### BOATS

By Jolly Roger

OWNED & OPERATED BY:  
MIRK KLOVANSKY & LEN ULLY

**327-1233**

2910 - 1st Avenue S., Lethbridge

# Automobile Air Conditioning Equipment

## A R A AUTOMOTIVE AIR CONDITIONING

Superior performance and  
Slenderline styling with  
factory-built appearance.  
26 custom models to fit  
most applications, including foreign cars. From  
the Originators of Automotive Air Conditioning  
"FOR INFORMATION CALL"  
**A-R-A OF ALBERTA**  
28 3 St NE .....Medicine Hat 527-4119



Beny Chevrolet Oldsmobile  
2 Av & 8 St S .....327-3146

## Automobile Batteries

See Batteries Storage

# Automobile Body Repairing

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

**Bullock's Auto Body Ltd** 312-314 1 Av S ...327-1245  
(See Advertisement This Page)

**CHINOOK PAINT & BODY SHOP** 612 4 St S 328-2975

**COLLEGE MERCURY SALES LTD**  
1916 2 Av S .....328-5344

**DUNLOP FORD SALES LTD**  
1510 Mayor Magrath Dr .....328-8861

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

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

Gough's Auto Body Ltd 206 11 St S .....328-5145  
(See Advertisement This Page)

**KING CHRYSLER DODGE LTD**  
11 St & 3 Av S .....328-9271

(Continued Next Page)

## BULLOCK'S AUTO BODY LTD.



CALL

**327-1245**

- 24 Hour Towing
- Custom Painting
- Glass Replacements
- Fast Insurance Work
- Free Estimates
- All Work Guaranteed
- Complete Mechanical Repairs

312-314 - 1st Avenue S., Lethbridge

## GOUGH'S AUTO BODY LTD.

- COLLISION REPAIRS
- AUTO GLASS
- COMPLETE AUTO REFINISHING
- PAINTING

FRAME STRAIGHTENING  
WHEEL ALIGNING

APPLIANCE PAINTING

24 HOUR TOWING

206 - 11th Street South, LETHBRIDGE  
AFTER HOURS 328-9812



FAST EFFICIENT SERVICE

**328-5145**



**Automobile Body Repairing—(Cont'd)**

Kustom Auto Body 1617 20 Av ..Coaldale 345-3079  
(See Advertisement This Page)

**MODERN BODY SHOP** 1511 3 Av S .....327-5544  
(See Advertisement This Page)

Raewood Motors Ltd 1519 3 Av S .....328-4539

Speedy Paint & Body Shop Ltd  
323 3 St S .....327-0717  
(See Advertisement This Page)

United Motors Co Ltd 302 3 Av S .....327-2750

**Automobile Camps**

See Motels

Shopping is as simple as A-B-C if  
you use the **YELLOW PAGES**.

**Automobile Driving Instruction**

ABC Driving Academy 706 3 Av S .....327-1241

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ELECTRICAL REPAIRS TO ELECTRIC MOTORS  
GENERATORS - STARTERS - MAGNETOS  
226 12a St N .....327-7508

**HAGEN AUTO ELECTRIC LTD** 1209 3 Av S 327-5090

**HUTTON'S LTD** 321 8 St S .....327-2586

**Automobile Financing**

See Financing

**Automobile Garages**

See Garages Service

**Automobile Glass**

See Glass Auto Plate & Window

**Automobile Leasing**

See Automobile Renting & Leasing—Also Leasing Service

**Automobile Machine Shops**

See Machinists—Automotive

**Automobile Mufflers**

See Mufflers—Exhaust

**Automobile Painters**

Bullock's Auto Body Ltd  
312-314 1 Av S .....327-1245  
Speedy Paint & Body Shop Ltd 323 3 St S 327-0717

**Automobile Parts & Supplies—Retail**

B & H Wrecking Ltd Riverbottom .....327-7637

**MACLEOD'S FAMILY SHOPPING CENTRE**  
13 St & 2a Av N .....327-4240

**MIDLAND AUTO SUPPLY (1971) LTD**

"OUTFITTERS FOR THE MOTORIST"

Chrome Accessories — Gauges  
Fender Skirts — Seat Covers  
Hollywood Mufflers — Waxes

421 5 St S .....327-4951

**TOWN & COUNTRY MOTORS & SPEED CENTRE**

SPECIAL PARTS & ACCESSORIES  
FOR ALL MAKES

Box 494 .....328-3654

**Automobile Parts & Supplies—****Wholesale****ACKLANDS LIMITED**

WHOLESALE AUTOMOTIVE PARTS  
& ACCESSORIES

2 Av & 11 St S .....328-8111

**BALIM WHOLESALE LTD**

CAR - TRUCK & TRACTOR PARTS

MACHINE SHOP SERVICE {328-9888

205 10 St S .....327-8587

**BOWES "SEAL FAST" PRODUCTS—**

**DUNCAN AUTOMOTIVE (LETH) LTD**

2 Av & 7 St S .....328-4852

Dalquist D 1016 1 Av S .....327-2138

**DUNCAN AUTOMOTIVE (LETH) LTD**

Cor 2 Av & 7 St S .....328-4852

**FRANK AUTOMOTIVE SUPPLIES**

A COMPLETE AUTO ELECTRIC SERVICE

**FASCO RE-BUILT PRODUCTS**

Motorcraft - Parts & Accessories

216 12 Av SW .....Calgary 265-7393

King Chrysler Dodge Ltd 11 St & 3 Av S ..328-9271

Marshall Auto Wreckers Ltd 308 2 St S ....328-3316

**MIDLAND AUTO SUPPLY (1971) LTD**

421 5 St S .....327-4951

(Continued Next Page)

**KUSTOM AUTO BODY**

*"Fast Insurance Service"*

- COMPLETE AUTO BODY REPAIRS
- TOWING SERVICE
- EXPERT PAINTING & REFINISHING

DAYS & EVENINGS CALL 345-3079

1617 - 20th Avenue  
COALDALE

**345-3079**

FREE ESTIMATES

**MODERN BODY SHOP**

WE SPECIALIZE IN COMPLETE  
AUTO BODY REPAIRS, PAINTING  
& REFINISHING

To All Makes of  
Cars & Trucks  
24 HOUR TOWING  
SERVICE — ESTIMATING

**327-5544**

1511 - 3rd Avenue South



LETHBRIDGE

**SPEEDY PAINT & BODY  
SHOP LTD.**

TOWING SERVICE

Night & Day

Specialize in  
REPAIRING WRECKS

**327-0717**

After Hours Call 328-4041

323 - 3rd Street South, Lethbridge

**OVER A BARREL...  
mr. businessman?**

... about how to tell your sales  
story at the very moment people  
want to buy what you sell?

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!

## Automobile Parts & Supplies—

### Wholesale—(Cont'd)

Minute Muffler Installations 509 6 Av S ... 327-8888  
PARTSMAN AUTOMOTIVE LTD

AUTOMATIC - CAR & HOME  
STEREOS - WIX FILTERS  
P & D IGNITION PARTS  
GATES BELTS - R. M. PAINTS  
1280 2 Av S ..... 327-4585

STANDARD AUTO PARTS LTD {328-5932  
315 8 St S ..... {327-2001

### Automobile Racing Equipment

J B's Automotive Centre Ltd  
425 6 Av SE ..... Calgary 264-3839  
(See Advertisement This Page)

TOWN & COUNTRY MOTORS & SPEED CENTRE

High Performance Components  
Accessories For All Makes  
BEST DEAL ON CUSTOM WHEELS  
PERFORMANCE INSTALLATIONS

Box 494 ..... 328-3654



**Automotive  
Centre Ltd.**

- HURST
- MAG WHEELS
- HEADERS
- TACHS & GAUGES
- RACING OIL
- MANIFOLDS
- ENGINE PARTS
- CARBURETORS & PARTS
- TOOLS
- CUSTOM STEERING WHEELS
- FAT TIRES
- STEREOS & TAPES
- FIBRE GLASS

V W Import Car Parts  
TRY OUR MAIL ORDER SERVICE

**264-3839 • 262-4294**

425 - 6th Avenue S.E., Calgary

### Automobile Radiator Service

John's Radiator Shop 401 4 Av S ..... 327-3250  
(See Advertisement This Page)

THOMAS RADIATORS

CLEANING, REPAIRING & RECORING  
ALL TYPES — Tom Gellery, res. 327-0288  
1209 2 Av S ..... 327-4121

## Automobile Renting & Leasing

Avis Rent-A-Car System 2 Av & 8 St S ... 327-0665  
(See Advertisement This Page)

BENY AUTOMOTIVE ENTERPRISES LTD  
Cor 2 Av & 8 St S ..... 327-3147

BUDGET RENT-A-CAR 807 4 Av S ..... 328-6555

CHRYSLER LEASING SYSTEM

Local &  
National Leasing Plans  
Custom Tailored to your  
Company's needs.



"FOR INFORMATION CALL"

KING CHRYSLER DODGE LTD  
11 St & 3 Av S ..... 328-9271

DUNLOP DOUG LEASING  
1510 Mayor Magrath Dr ..... 328-8861

FLEMING MOTORS LTD  
TILDEN DAILY RENTALS — LEASING  
CHRYSLER - PLYMOUTH - VALIANT  
7 St & 1 Av S ..... 327-1591

FORD RENT-A-CAR SYSTEM

For An Hour,  
A Day Or A Week,  
Rent A Car From FORD -  
And You're On Your Way



"FOR RESERVATIONS CALL"

DUNLOP FORD SALES LTD  
1510 Mayor Magrath Dr ..... 328-8861  
COLLEGE MERCURY SALES LTD  
6 Av & 6 St ..... 327-5763

HERTZ RENT-A-CAR 302 3 Av S ..... 327-4038

## Automobile Renting & Leasing—(Cont'd)

HERTZ RENT A CAR

Rent a new fully  
equipped car. Low rates  
include insurance, gas,  
and oil. You need only driver's license and  
identification. Call to reserve a car anywhere in  
the World.

**Hertz**

"FOR RESERVATIONS CALL"

HERTZ INTERNATIONAL LICENSEE  
302 3 Av S ..... 327-4038

Rentabug 714 7 St S ..... 328-6935  
(See Advertisement This Page)

TILDEN RENT-A-CAR

The Only CANADIAN  
Name In World-Wide  
Car Rentals - New Cars  
Hourly — Daily — Weekly — Yearly  
Free World-Wide Reservation Service  
Free Delivery to Hotels, Motels & Terminals  
"FOR INFORMATION CALL"  
LETHBRIDGE

**TILDEN**

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7 St & 1 Av S ..... 327-1591

TABER

CENTRAL ESSO SERVICE (1964)  
5008 46 Av ..... Taber 223-2123

TILDEN RENT-A-CAR SERVICE  
Cor 11 St & 3 Av S ..... 327-1566

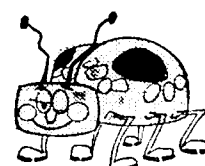
Take the RUN out of RUNNING  
your home ... Order a handy  
EXTENSION TELEPHONE.

# RENTABUG!

## VOLKSWAGEN RENTALS

### 328-6935

Think  
Small!



## RIGHT WAY



Before dialing, look up the  
number if you're in doubt.  
If it's not listed, ask  
FOR DIRECTORY ASSISTANCE



SYSTEM

Operated by a Division of  
Beny Automotive Enterprises Ltd.  
24 HOUR SERVICE

### 327-0665 327-3146

## JOHN'S Radiator Shop

COOLING SYSTEM SPECIALISTS  
CARE WILL SAVE YOUR CAR  
RADIATORS (All Makes)  
CLEANED - REPAIRED - RECORDED

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401 - 4th Avenue South  
Rear of Alexandra Hotel



Manufacturers & Distributors  
ESTABLISHED 1924

## SPRINGS

Auto - Bus - Truck - Tractor

HELPER SPRINGS - BUILD UP KITS  
REBUILDINGS - RESETTING - AIR LIFTS  
STAMPINGS - HEAT TREATING  
ALIGNMENT & FRAME STRAIGHTENING  
REESE AND BAIR EQUALIZING HITCHES  
INDUSTRIAL BALANCING  
SPICER DRIVE LINE PARTS  
DRIVE SHAFT RETUBING  
SPICER POWER TAKE-OFFS  
TRUCK BUMPERS

CALGARY

# 269-3736

TELEX 038-21777  
OR WRITE

**STANDEN'S LIMITED**  
24th Avenue & Macleod Trail S.E.  
CALGARY

## Automobile Springs

Bell's Welding Ltd 317 4 St S ..... 328-4528  
(See Advertisement This Page)  
Standen's Limited  
24 Av & Macleod Tr SE ..... Calgary 269-3736  
(See Advertisement This Page)

## BELL'S WELDING LTD.

SEE US FOR  
SPRING SERVICE



- AUTO • TRUCK
- BUS
- TRAILER HITCHES

# 328-4528

317 - 4th Street South, Lethbridge

## Automobile Tires

See Tires Section

## Automobile Top Builders

See Automobile Upholstering

## Automobile Towing

See Towing Service

## Automobile Trailers

See Trailers Section

## Automobile Transmission Sales & Service

Jasper Auto Parts (1965) Ltd  
101 St Albert Rd ..... St Albert 599-6621  
(See Advertisement This Page)  
Lethbridge Automatic Transmission Ltd  
1520 3 Av S ..... 327-0910  
(See Advertisement This Page)  
Lo-Cost Automatic Transmission Rebuilders Ltd  
101 17 Av SW ..... Calgary 264-7650  
(See Advertisement This Page)

Mr. Businessman: A touch of the button keeps you in touch with your staff — if you have the **CALL DIRECTOR**, today's most versatile business telephone.

WHOLESALE — RETAIL



"Western Canada's Largest"



SERVICED

EASY TERMS  
FREE DIAGNOSIS

CALL "COLLECT"  
CALGARY

# 264-7650

COMPLETE STOCK OF PARTS

LO-COST AUTOMATIC  
TRANSMISSION REBUILDERS LTD.  
101 - 17th Avenue S.W., Calgary

CALGARY - EDMONTON - WINNIPEG - VANCOUVER

## Automatic Transmissions

ONE FULL YEAR OR 12,000 MILE  
REPLACEMENT WARRANTY  
ALL MAKES — ALL MODELS

JASPER AUTO PARTS (1965) LTD.  
EDMONTON  
CALL US FIRST & SAVE

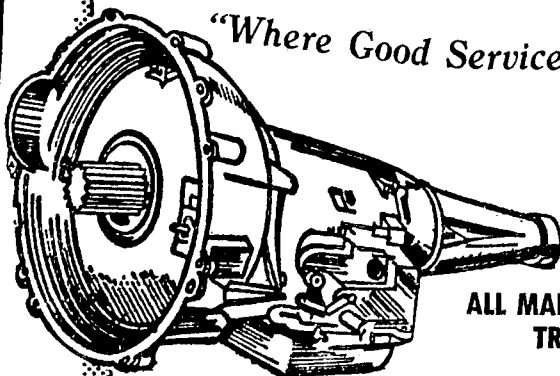
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PROMPT MAIL ORDER SERVICE  
MAILING ADDRESS  
P.O. Box 262, St. Albert, Alta.  
TELEX 037-2908

LETHBRIDGE

## Automatic Transmission LTD.

REPAIR & SERVICE



"Where Good Service is Automatic"

- ★ REPAIRS
- ★ OVERHAULS
- ★ EXCHANGES

ALL MAKES OF AUTOMATIC  
TRANSMISSIONS

All Work Guaranteed  
FREE ESTIMATES

Robert A. Ludwig, Res. 327-0616  
1520 - 3rd Avenue South

# 327-0910

**Automobile—Trucks**

See Truck Dealers Section

**Automobile Upholstering**

**CUSTOM AUTO UPHOLSTERY**

**COMPLETE AUTO UPHOLSTERY**

Truck Seats - Convertible Tops  
Boats - Aircraft

215 12 St-B S .....328-5611

**GRAHAM & JOHNSON UPHOLSTERING & HOME  
FURNISHINGS** 411 3 Av S .....327-3470

**Automobile Washing & Polishing**

Econo Wash & Gas Service 1903 3 Av S ...327-0303  
King Koin Car Wash 944 5 Av N .....328-6411  
Lethbridge Robo Car Wash Ltd  
1505 Mayor Magrath Dr .....328-8646

**SOF-SPRA CAR WASH**  
108 N Mayor Magrath Dr .....328-2932

**SUPERSONIC CAR WASH** 1819 3 Av S ....328-6866

**Automobile Wheel Aligning**

Dorge's Husky Auto Center 1219 3 Av S ...328-6932  
Dudley's Custom Shop 311 11 St S .....327-0237  
Ellis Auto Drome Ltd 1119 2 Av S .....327-4453  
Firestone Stores 3 Av & 8 St S .....327-8548  
Gowin's Welding & Alignment Shop  
328 4 St S .....327-3860  
(See Advertisement This Page)

Quick as a Wink—Yellow Pages

**GOWIN'S**

**WELDING**

**★ & ALIGNMENT SHOP ★**

Wheel Alignment — Balancing  
New Shocks Installed

**327-3860**

328 - 4th Street S.

**Automobile Wheel Aligning—(Cont'd)**

Great West Tire Ltd 1203 2 Av S .....328-2443  
(See Advertisement This Page)  
**KIRK'S TIRE SALES (1964) LTD**  
1621 3 Av S .....327-5985  
**KOJI'S WHEEL ALIGNMENT & SERVICE**  
5401 50 Av .....Taber 223-3318  
**NORTH LETHBRIDGE MO-TIRES LTD**  
305 13 St N .....327-3181  
Pete's Wheel Alignment Ltd 518 5 St S ...327-1030  
(See Advertisement This Page)

**Automobile Wreckers**

B & H Wrecking Ltd Riverbottom .....{327-7637  
{327-2935  
(See Advertisement This Page)

**HEPP'S INDUSTRIES LTD**

**LATE MODEL AUTO WRECKING**

BOX 577

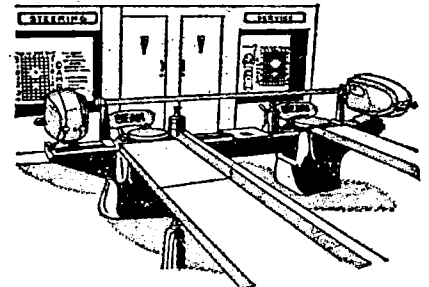
One Mile East on Experimental Farm Road  
Parts & Service .....327-2533  
Office & Marine 1 Mi. E of Stockyards 327-4242

Listings Of This  
Classification Are Continued  
On Next Page

Kitchen, bedroom, living room —  
these are only a few of the rooms  
where extension telephones will  
save you steps all day long. They  
come in a variety of beautiful  
colors. Just call our telephone  
business office.

**Wheel Alignment  
& Balancing**

**JOHN BEAN**  
**Front End Equipment**



Headlights Adjusted  
Wheel & Frame Straightening  
General Repairs & Tune-Ups

**PETE'S**  
**WHEEL ALIGNMENT LTD.**  
**327-1030**

518 - 5th Street S.

**GREAT WEST TIRE LTD.**

**A COMPLETE WHEEL  
ALIGNMENT SERVICE  
FOR ALL MAKES &  
MODELS OF  
CARS & TRUCKS**

Dynamic Balancing  
Brake Service  
JOHN BEAN EQUIPMENT

**328-2443**

1203 - 2nd AVENUE SOUTH

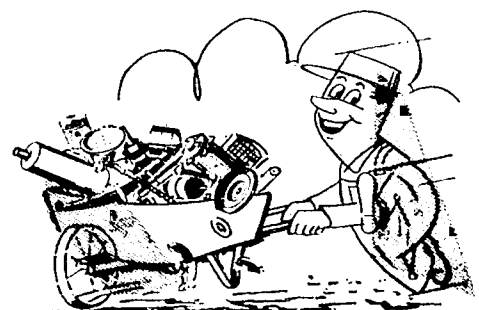
**B & H WRECKING LTD.**

*"Drive Carefully We're Overstocked"*

GENERATORS — STARTERS — MOTORS  
TRANSMISSIONS — STANDARD & AUTOMATIC GUARANTEED

BOX 173, LETHBRIDGE  
RIVERBOTTOM — AFTER HOURS CALL 328-4383

**327-7637 • 327-2935**



save 50% and more on  
guaranteed

**USED  
PARTS** TELEX  
038-2859

**10 BIG ACRES  
MANCHESTER  
AUTO PARTS**

two blocks east of the  
chinook centre on 61st avenue  
just behind Maclin Ford

**255-7373**

CALGARY

MANCHESTER AUTO WRECKERS

**255-6776**

### Automobile Wreckers—(Cont'd)

Jasper Auto Parts (1965) Ltd  
101 St Albert Rd ..... St Albert 599-6621  
(See Advertisement This Page)

Manchester Auto Wreckers  
229 61 Av SW ..... Calgary 255-7373  
(See Advertisement This Page)

Marshall Auto Wreckers Ltd 308 2 St S ..... 328-3316  
(See Advertisement This Page)

#### TOWN & COUNTRY AUTO WRECKERS

Building on McNally School Road  
2 1/4 Miles East of Airport

**YOUR DISCOUNT AUTO PARTS  
CENTRE**

Box 494 ..... 328-3654

#### WESTERN AUTO WRECKERS (1966) LTD

"6 Big Acres of Used Parts Bargains"

Sub P.O. 69 ..... 272-4610  
52 St & 26 Av SE ..... Calgary 272-4611

**LONG DISTANCE  
APPOINTMENTS  
SAVE TIME AND MONEY**

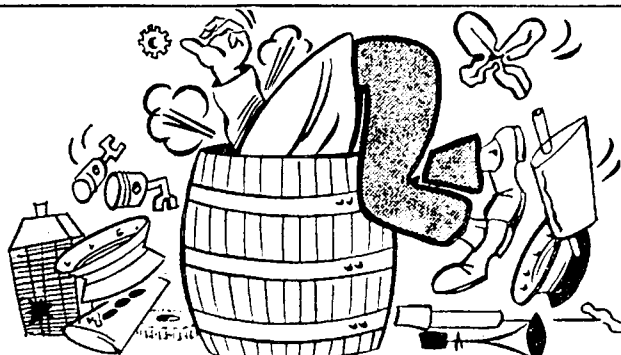
Avoid wasted trips,  
Allow better planning of  
your time.

Make certain you are expected.  
Avoid long delays in waiting to  
see people.

Enable your prospects to  
prepare for your visits.

## Marshall Auto Wreckers Ltd.

**YOUR PARTS SUPERMARKET  
LARGEST AUTO WRECKERS IN THE WEST**



WE HAVE EVERYTHING .... ALMOST

**USED PARTS FOR ALL MAKES**

\* Cars \* Trucks \* Tractors

**\* 130 ACRES OF CARS  
AND TRUCKS**

**328 - 3316**

Telex 038-49158

308 - 2nd Street South

LETHBRIDGE

**JASPER**  
**AUTO PARTS**  
EST. 1954 LTD.

EDMONTON

**ALL PARTS GUARANTEED**

*"One of Canada's Largest Auto  
& Truck Wreckers"*

- Used & Rebuilt Parts For All Makes of Cars & Trucks
- Prompt Mail Order Service
- Motors - Transmissions
- Rear Ends - Fenders - Grills Radiators
- Batteries - Generators Starters

*"If It's For a Car or Truck —  
We Have It"*

**Large Stock of Foreign Car Parts**

TRY US WON'T YOU . . .

**Ph. 599-6621**

Telex 037-2908

MAILING ADDRESS

P.O. Box 262, St. Albert, Alta.  
EDMONTON

# Aviation

See Air Line Companies also Aircraft Section

# Aviation Instruction

Lethbridge Flying Club  
Hangar No 4 Kenyon Field .....327-3380

# Awnings & Canopies

CALGARY TENT & AWNING LTD  
3624 Manchester Rd SE ..... Calgary 243-4666  
HOVEY ROOFING & AWNINGS

ALUMINUM - ACRYLIC  
AWNINGS & SHUTTERS

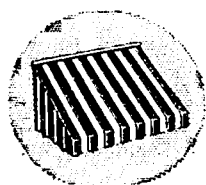
ALUMINUM SIDING

Colored Aluminum Facia Boards

1702 14 Av N .....327-5994

# PROGRESSIVE ROOFING & AWNINGS

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



**Colored  
Aluminum  
Awnings**

COLORED ALUMINUM SIDINGS  
CARPORTS & PATIOS

**327-6679**

PROGRESSIVE  
ROOFING & AWNINGS

330 - 27th STREET S., LETHBRIDGE

# Baby Chicks

See Hatcheries

# Baby Sitters

Costanzo's Day Care Centre 1116 3 Av S ... 328-5057

# KRADLE KOOP

BABY SITTING SERVICE  
AT THE NURSERY ONLY

502 5 Av S ..... 328-2835

# Background Music—Leased

See Music Background Systems

# Baggage

See Luggage

# Bags—Paper

Bonar & Bemis Ltd 2235 15 St SE Calgary 265-3556

# Bags—Textile

BONAR & BEMIS LTD

Manufacturers of

Jute, Cotton & Paper Bags

2235 15 St SE ..... Calgary 265-3556

A wise buy—a YELLOW PAGES ad.

# Bags—Transparent

Bonar & Bemis Ltd 1222 34 Av SE Calgary 287-0450  
MODERN PACKAGING CO LTD

Manufacturers of Polyethylene  
& Marlex Bags  
Also all types of Plastic Packages

TELEX 038-21505 OR WRITE

5319 3 St SE ..... Calgary 252-4481

# Bakers—Retail

## CENTRE VILLAGE IGA BAKERY

HOME MADE BREAD — BUNS — ROLLS  
PIES — COOKIES & PASTRY  
BIRTHDAY & WEDDING CAKES  
FRESH DAILY

Centre Village Mall .....327-0353

Colonial Bakery 1112 6 Av S .....328-6923  
(See Advertisement This Page)

ERICKSEN'S SVEN DRIVE-IN PASTRY SHOP  
2021 3 Av S .....328-8161  
FRED'S BAKERY

"FRED'S ON THE LABEL  
MEANS QUALITY ON THE TABLE"

Westminster Plaza .....327-0877

George's Bakery Holiday Village .....328-8452  
(See Advertisement This Page)

Lakeview Bakery (Lethbridge) Ltd  
2622 S Parkside Dr .....328-3532  
(See Advertisement This Page)

Marquis Pastry Shop Marquis Hotel .....327-4441  
(See Advertisement This Page)

McGAVIN TOASTMASTER LTD .....327-4488  
1502 3 Av S .....327-3378

Nilsson's Pie Shop 1708 Mayor Magrath Dr 327-1912  
North Side Bakery 610a 13 St N .....328-1629  
(See Advertisement This Page)

# PRIDDLE F

WEDDING & ANNIVERSARY CAKES

MADE & DECORATED — Box S.S. 1-4-19  
Campus Lodge .....327-5136

Quality Bakery 1640 Mayor Magrath Dr ... 328-4853  
Value Village Markets Ltd 538 13 St S ... 327-2424  
Vienna Bakery 740 23 St N .....327-2960  
Woolworth F W & Co Ltd 601 4 Av S .....328-4344

# HAMBURGER TIP

Handle ground meat lightly when making  
into patties. For extra flavor, try adding  
sweet basil, thyme, celery salt, or chili  
powder to the beef before broiling.

# COLONIAL BAKERY

\* HOME MADE BREAD  
\* ROLLS — BUNS — COOKIES  
\* CAKES — PIES — PASTRIES



**328-6923**

1112 - 6th Avenue S.

# Wedding Cakes

\* BIRTHDAY CAKES  
\* Specializing in Cookies  
\* The Finest of All  
Pastries  
\* Home Style  
Bread & Buns  
\* 100% Whole Wheat  
Bread  
\* WE DELIVER



**GEORGE'S BAKERY**

**328-8452**

HOLIDAY VILLAGE

# LAKEVIEW BAKERY

(LETHBRIDGE) LTD.

Specializing In Delicious Homemade  
Bread, Buns, Rolls, Cookies & Pastries

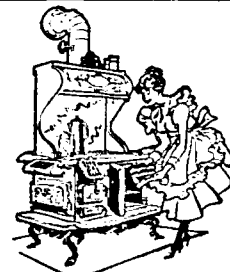
\* WEDDING, BIRTHDAY & SPECIAL  
OCCASION CAKES

**328-3532**

10th Ave. S. & Mayor Magrath Drive

# MARQUIS PASTRY SHOP

OLD  
FASHIONED  
BAKED-IN  
FLAVOR



\* BREAD \* BUNS  
WE SPECIALIZE IN  
\* WEDDING CAKES \* PASTRIES  
\* SWEET GOODS

**327-4441**

MARQUIS HOTEL

# NORTH SIDE BAKERY

"The Home of Quality Baking"

SPECIALIZING IN  
OLD COUNTRY STYLE RYE BREAD  
BUTTER CREAM CAKES  
FINEST IN PASTRY  
BAKED FRESH DAILY

**328-1629**

610a - 13th Street N.

**Bakers—Wholesale**

George's Bakery Holiday Village ..... 328-8452  
**McGAVIN TOASTMASTER LTD** {327-4488  
 1502 3 Av S ..... {327-3378  
 (See Advertisement This Page)  
**QUEEN DONUT SHOP** 239 12 St-A N ..... 327-6312



**McGavin ToastMaster  
Limited**

**GOOD BREAD  
FINE CAKES**

1502 - 3rd Ave. S. **327-4488**

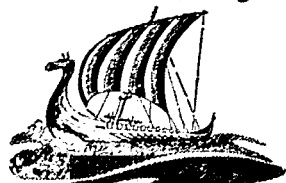
**Banks**

**BANK OF MONTREAL** 522 3 Av S ..... 327-3175  
 230 13 St N ..... 328-8831  
**Bank of Nova Scotia The**  
 Main Br 702 3 Av S ..... 327-5794  
 Mayor Magrath Dr Branch  
 465 Mayor Magrath Dr ..... {328-9661  
 {327-5173  
 Westminster Shopping Plaza Branch  
 13 St & 5 Av N ..... 328-7736  
**Canadian Imperial Bank of Commerce**  
 331 7 St S ..... 328-3341  
 13 St N Branch 515 13 St N ..... 328-7796  
 1502 9 Av S ..... {328-1415  
 {327-0228  
 University Campus ..... 327-7041  
 Mgr Ofc ..... 328-9733  
**Industrial Development Bank**  
 205-740 4 Av S ..... 328-9681  
**Royal Bank of Canada** 4 Av & 7 St S ..... 327-8541  
 Mayor Magrath Dr Branch  
 1660 Mayor Magrath Dr ..... 328-9626  
 Centre Village Mall Branch  
 1240 2a Av N ..... 328-9261  
**Toronto-Dominion Bank** 612 4 Av S ..... 328-1746  
 6 College Shopping Mall ..... 327-2194

**Barbers**

Bob's Barber Shop 432 7 St S ..... 327-3852  
 De Caires Barber Shop 1102a 9 Av S ..... 327-4474  
 Enso's Barber & Style Centre College Mall ..... 328-8738  
 Modern Barber Shop 813 3 Av S ..... 327-8708

**VIKING**  
*Men's Hairstyling Ltd.*



CUSTOM MADE HAIRPIECES AND REPAIRS  
 OPEN THURSDAY & FRIDAY TIL 9 P.M.

**327-0150**

218 - 5th Street S., Lethbridge

**Barbers—(Cont'd)**

South Plaza Barber Shop  
 1636 Mayor Magrath Dr ..... 328-2757  
 Towne House Barber Shop 710a 3 Av S ..... 328-4122  
 Viking Men's Hair Styling Ltd 218 5 St S ..... 327-0150  
 (See Advertisement This Page)

**Barbers' Equipment & Supplies**

Alberta Beautician & Barber Supply Co Ltd  
 404a 4 Av S ..... 327-2051

**Barristers** See Lawyers

**Bath Room Accessories**

Golden Dolphin Bath Boutique  
 Centre Village Mall ..... 327-1323  
 (See Advertisement This Page)

*Golden  
Dolphin*

**Bath Boutique**

**Bathroom Supplies**

- ★ SHOWER CURTAINS
- ★ TOWELS — BATH MATS
- ★ SOAP — BATH OILS
- ★ BOUTIQUE ACCESSORIES

**Everything For The Bath**

**327-1323**

Centre Village Mall — Lethbridge



**ELEKTRO SAUNA  
SALES & SERVICE  
OF ALBERTA**

Manufacturers Of The World's  
Finest Sauna Heaters

- WALL & FLOOR MODELS —
- ALL SIZES FOR RESIDENTIAL,
- COMMERCIAL INSTALLATIONS
- PREFABRICATED SAUNA UNITS
- ALL ACCESSORIES
- TRIM GYM EXERCISERS

**289-6466**

1011 - 16th Avenue N.W., Calgary

**Bath Room Fixtures**

See Plumbing & Heating Supplies

**Baths**

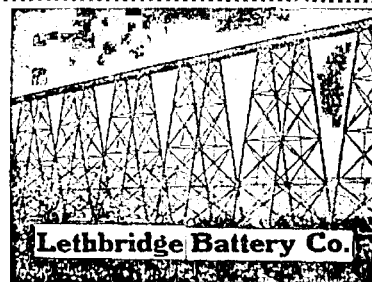
Elektro Sauna Sales & Service of Alberta  
 1011 16 Av NW ..... Calgary 289-6466  
 (See Advertisement This Page)

**Batteries—Storage**

**GREAT WEST TIRE LTD**  
 DUNLOP QUALITY BATTERIES  
 "Quality Costs No More"  
 1203 2 Av S ..... 328-2443

Lethbridge Battery Co 217 12b St S ..... 327-5587  
 (See Advertisement This Page)

Superior Gulf Service 1804 3 Av S ..... 327-0313



"Batteries For Every Purpose"

OUT OF TOWN  
CUSTOMERS  
CALL COLLECT

**327-5587**

217 - 12b Street South

**Bearings**

**B C BEARING ENGINEERS LTD**  
 Bearing & Power Transmission Specialists  
 24 Hour Emergency Service  
 625 Manitou Rd SE ..... Calgary 243-5521

Sproule Bearing Supply 1271 2 Av S ..... 328-6681  
 (See Advertisement This Page)

**BATHTUB CLEANER**

When bath tubs and other enamelled  
equipment turn yellow, rub with a sponge  
dipped in a solution of salt and turpentine  
to bring back their sparkling whiteness.

**BEARINGS ALL TYPES & SIZES  
SEALS OIL & GREASE**

**ROLLER CHAINS & SPROCKETS  
U-JOINTS — MATERIALS HANDLING  
CASTERS & INDUSTRIAL WHEELS**

**BRONZE & URETHANE BUSHING STOCK — BELTS & SHEAVES**

**SPOULE BEARING SUPPLY**

1271 - 2nd Avenue S., Lethbridge

**328-6681**

## Beauty Parlor Supplies & Equipment

Alberta Beautician & Barber Supply Co Ltd  
404a 4 Av S .....327-2051  
(See Advertisement This Page)  
Exeter Enterprises Ltd  
110 7 Av SW .....Calgary 264-0681  
**LONDON LINES NO 2 LTD**  
1913 4 St SW .....Calgary 264-0697  
Monarch Beauty & Barber Supply Co  
135 6 Av SE .....Calgary 263-3390  
(See Advertisement This Page)  
Obsco Beauty Supply 106 61 Av SW Calgary 253-8811  
(See Advertisement This Page)

### BENEFITS FROM SPICE

Pork gravy benefits from adding a bit of herb-sage or thyme.

## Beauty Parlors

Alberta Beauty School 405 5 St S .....327-2250  
(See Advertisement This Page)  
B & J Hair Styling Salon 506 4 Av S .....328-3650  
(See Advertisement This Page)  
Beau Monde Beauty Shoppe  
12 Rylands Bldg .....327-3575  
(See Advertisement This Page)  
Beautique Beauty Salon 724 23 St N .....328-5335  
(See Advertisement This Page)

Listings Of This  
Classification Are Continued  
On Next Page

Advertisers like to know if their advertising pays. Tell them you saw their ads in the **YELLOW PAGES**.

## BEAU MONDE Beauty Shoppe

Thelma Miller & Erma Peters

**HAIR STYLING &  
PERMANENTS  
THAT SATISFY**

SPECIALIZING IN WIGS,  
STYLING & SERVICING

**327-3575**

Located For Your Shopping  
Convenience In The Rylands Block  
304 - 5th Street South



## Alberta Beautician & Barber Supply CO. LTD.

Exclusive Distributors For  
REDKEN — BONAT — COVENTRY WIGS

Also Carrying  
ROUX — SILHOUETTE — NESTLE  
NIGHTINGALE — GLOBAL — BELVEDERE  
MARTIN ELECTRIC, ETC.

And A Full Range of Barber Supplies

**327-2051**

404a - 4th Avenue S., Lethbridge  
BRANCHES IN CALGARY & MEDICINE HAT

## MONARCH

Beauty & Barber Supply Co.

Exclusive Distributors of Rayette, Realistic, L'Oreal  
and Wella Beauty Products

Exclusive Distributors for Clairol Salon Collection Wigs

Clairol - Roux - Stephan - Misslyn  
Cosmetics — Complete lines of Nightingale,  
Global, & Belvedere First Lady Furniture  
Realistic & Rayette Hair Dryers

Complete Line of  
**BARBER SUPPLIES**

**263-3390**

135 - 6th Avenue S.E. — Calgary

## Obsco Beauty Supply

Beauty & Barber Supplies

Exclusive Distributors For  
Zotos - Revlon - Breck  
Silver Ann - Helene Curtis  
Caryl Richards

Clairol - Silhouette - Roux - Plastiset - Nestle  
Rilling - Fermodyl - Belvedere - Nightingale  
Wahl - Oster - Turbinator  
Global - Belmont.

**253-8811**

106 - 61st Avenue S.W., Calgary

## B & J HAIR STYLING SALON

PROP., JUNE SKRIVER

WIGS — WIGLETS — FALLS  
100 PER CENT HUMAN HAIR

The Finest European  
Wigs & Wiglets

Synthetic Wigs

EXPERT STYLING, REPAIRING  
&  
RECONDITIONING

**SALES & SERVICE**

CHARGEX AVAILABLE

**328-3650**

506 - 4th AVENUE SOUTH



EXPERIENCED OPERATORS  
TO SERVE YOU

Appointments Not Always Necessary

REVLON COSMETICS

DERMATICS COSMETICS

HAIR SPRAY — COMBS

BRUSHES — SCARVES

## ALBERTA BEAUTY SCHOOL

QUALIFIED INSTRUCTRESSES

LEARN BY EXPERIENCE

Hair Shaping & Styling  
Coloring — Cold Waving  
Air-Conditioned  
Cold Waves Guaranteed

**327-2250**

405 - 5th Street S.

## Beautique Beauty Salon

THAT PROFESSIONAL TOUCH  
EVERYTIME BY —

- Hairshaping
  - Styling • Tinting
  - Style Specialist
- Urilla Raisbeck, Prop.

**328-5335**

724 - 23rd Street N.





# Freda Walton's

MEMBER OF THE OFFICIAL HAIR STYLING COUNCIL

## SPECIALISTS IN:

- ★ HAIR SHAPING & STYLING
- ★ FROSTING & CUSTOM PERMANENT WAVING
- ★ MANICURES & FACIALS
- ★ APPOINTMENTS NOT ALWAYS NECESSARY



*Classic Coiffures  
& Boutique*

**328-3066**

323 - 6th Street S.

*El Rancho*

*Beauty Salon*

**328-3237**

526 Mayor Magrath Drive

## Beauty Parlors—(Cont'd)

- Beauty Box 539 5 St S .....327-4251  
(See Advertisement This Page)
- Beauty School of Elegance 317 7 St S .....328-6422  
(See Advertisement This Page)
- Bel Aire Beauty Salon 410 13 St N .....327-7377  
(See Advertisement This Page)
- Bonnydale Beauty Salon 1414 17 St S .....328-1637
- Chris's Beauty Salon 706 3 Av S .....327-2079  
(See Advertisement Opposite Page)
- Classic Coiffures 323 6 St S .....328-3066  
(See Advertisement This Page)
- Coby's Beauty Shop 322 13 St N .....327-5687  
(See Advertisement This Page)
- (Continued Next Page)

The **YELLOW PAGES** work for you  
24 hours a day, 365 days a year.

## THE BEAUTY BOX

MARY HONMURA, PROP.

- HAIR STYLING
- HAIRCUTTING & SHAPING
- PERMANENT WAVING
- HAIR COLORING
- SILVER BLONDING, FROSTING

**327-4251**

539 - 5th Street S.

—AMPLE PARKING SPACE—

# Bel-Aire

**Beauty Salon**

COMPLETE BEAUTY STYLING

3 EXPERIENCED OPERATORS

Open 8 a.m. to 6 p.m.  
Tuesday to Saturday

**327-7377**

410 - 13th Street North

## Beauty School of Elegance

Qualified Instructresses  
Teaching Complete Course In  
Hair Dressing & Wig Styling  
NIGHT CLASS THURSDAY & FRIDAY NIGHT  
Ethel Downey, Prop.

**328-6422**

317 - 7th Street South



**COBY'S HAIR  
STYLISTS**  
WE SPECIALIZE IN  
**PERMANENTS**  
EXPERTS IN

- ★ HARD TO CURL HAIR
  - ★ TINTS - BLEACHES - HAIR CUTS
- WIG SALES & SERVICE**  
FULLY GUARANTEED  
Coby's Beauty Shop

**327-5687**

322 - 13th Street N.

## BONNYDALE BEAUTY SALON

Individual Shaping &  
Styling For  
Women With Taste

WIG SALES & SERVICE  
EXPERIENCED OPERATORS

**328-1637**

1414 - 17th Street S.



CUT YOUR  
OPERATING  
COSTS!

**BUILD  
BIGGER  
PROFITS!**

Contact Your A.G.T.  
Communications  
Consultant Today

# Beauty Parlors—(Cont'd)

COSMOTIQUE LTD 305 6 St S ..... 328-1212  
 (See Advertisement This Page)  
 Doreen's Boutique Centre Village Mall ..... 327-3494  
 (See Advertisement This Page)  
 ELIZABETH ANN BEAUTY SHOP ..... 327-0640  
 1102 9 Av S .....  
 FANCIFULL BEAUTY SALON 738 13 St N 327-1626

Listings Of This  
 Classification Are Continued  
 On Next Page

## RAISIN SALAD

Youngsters usually like a salad made from grated raw carrots plus raisins. Let the raisins stand in boiling water for a few minutes to soften, then drain well and use.

## CHRIS'S BEAUTY SALON

Specializing in  
 PERMANENT  
 WAVES

Distinctive Hair Cuts

HAIR CUTTING

COLORING

All Work Guaranteed

PHONE

**327-2079**

706 - 3rd Avenue S.  
 Oneta Christensen, Prop.  
 After Hours Call 328-3510

Mr. Businessman:

YOUR AD  
 HERE  
 WOULD  
 PRODUCE  
 RESULTS



A COMPLETE BEAUTY CARE CENTRE

## For HER and For HIM

Featuring The Specialized Services of a "WIG" Bar  
 And All Phases of Beauty Culture  
 Manicures, Facials & Hair Styling

A Specialty Shoppe With Exclusive Beauty Preparations

*Charles of the Ritz Elizabeth Arden Estée Lauder*

ALSO INTRODUCING FOR HIM, Gentleman's Corner  
 FEATURING A WIDE SELECTION OF MEN'S GROOMING AIDS

**328-1212**

305 - 6th STREET SOUTH, (DOWNTOWN) LETHBRIDGE

## DOREEN'S BOUTIQUE

### BEAUTY SALON

Centre Village Mall

**327-3494**

WIGS SALES & SERVICE

**WIGS**  
 OF  
**HI FASHION**



Confidential  
 Fittings for Ladies  
 & Gentlemen

*Beauty awaits you at...*

# HOUSE OF ROBERT Hair Styling & Wig Boutique

*"Every Operator  
A Specialist"*

OPEN  
8 a.m. to 6 p.m.

TUESDAY THROUGH SATURDAY  
APPOINTMENTS  
NOT ALWAYS NECESSARY

Just Call...

**328-4141**

COLLEGE SHOPPING MALL



## Beauty Parlors—(Cont'd)

House of Robert Hair Styling & Wig Boutique  
College Shopping Mall ..... 328-4141  
(See Advertisement This Page)

LAKEVIEW BEAUTY SALON  
2638 Parkside Dr ..... 327-4843  
Le Ron's Hair Styles 524 6 St S ..... 328-4729  
(See Advertisement This Page)

Lovely Lady Beauty Salon 902 7 Av S ..... 327-4020  
(See Advertisement This Page)

NORTH PLAZA BEAUTY SALON  
610a 13 St N ..... 327-0260  
(See Advertisement This Page)

Pauline's At The Marquis 4 Av & 7 St S ..... 328-8023  
Silverdale Beauty Shop 1016 20 St S ..... 327-1086  
(See Advertisement This Page)

Listings Of This  
Classification Are Continued  
On Next Page

## Silverdale Beauty Shop

MRS. VERA STANKO, PROP.



- PERMANENT  
WAVING
- COLD WAVES
- HAIR STYLING
- HAIR COLORING

We Guarantee  
All Our Work

**327-1086**

1016 - 20th STREET S.

## Le Ron's Hair Styles

Every Operator A Specialist

Modern Equipped Shop  
Custom Permanent Waves  
Frosting & Tipping

Keeping With The Latest Trends In  
Hair Styling & Cutting

PERSONALIZED "Metrin Skin Care"

**328-4729**

2 HOUR FREE PARKING 524 - 6th Street South, Lethbridge



## Lovely Lady Beauty Salon

ISABEL FORRAYI  
FOR  
APPOINTMENTS  
CALL

**327-4020**

902 - 7th Avenue South



**NORTH PLAZA  
BEAUTY SALON**  
THE PERFECT PLACE  
FOR COMPLETE  
HAIRSTYLING

**327-0260**

610a - 13th Street N.

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(See Advertisement This Page)	
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(See Advertisement This Page)	
THERESA BEAUTY SALON 14 Professional Bldg .....	328-6424
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(See Advertisement This Page)

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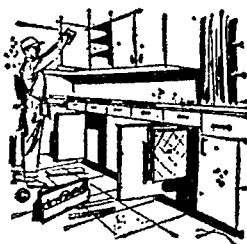
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