

Store Fixtures

Westmount Office Store Fixtures Ltd
9652 Jasper Av Edmonton 422-2625
See Our Advertisement This Classification

WESTMOUNT OFFICE STORE FIXTURES

DISTRIBUTOR FOR



COMPLETE STORE OUTFITTERS
For Professional Planning Assistance
By Your Local Representative

9652 JASPER AVENUE — EDMONTON

SAVES TIME
When baking potatoes, save time by boiling first for five minutes.

- Shelf Brackets • Islands • Wall Standards
- Gondolas • Wall Units • Show Cases
- Pegboard Hooks • Metal Shelving

**STOCKROOM & WAREHOUSE
SHELVING**

- Space Saver • Cost Savings
- Maintenance Free • Rapid Assembly
- Fully Adjustable • Increase Load Factor
- Allows Future Expansion
- Versatile & Adaptable

1-422-2625**1-424-2525****Surveyors—Aerial****T & S TOPOGRAPHIC SERVICES LTD**

PHOTOGRAMMETRIC MAPPING
REMOTE SENSING
ORTHOPHOTO
AERIAL PHOTOGRAPHY
MOSAICS

*"FOR INFORMATION CALL"*

T & S TOPOGRAPHIC SERVICES LTD
10551 123 St Edmonton 482-5536

Surveyors—Land**BROWN OKAMURA & ASSOCIATES LTD****LAND SURVEYORS
& ENGINEERS**

401 Mayor Magrath Dr 328-3321

MARTIN D A & ASSOCIATES**LAND SURVEYORS**

ALBERTA & DOMINION LAND SURVEYOR

1240a 3 Av S 328-3025

STEWART WEIR STEWART WATSON & HEINRICH**SURVEYORS — ENGINEERS****TOWN PLANNERS**

Photogrammetric Mapping

10551 123 St Edmonton 482-5536

Swimming Pool Equipment**HTH POOL CHEMICALS—**

Distributor
CANADIAN INDUSTRIES LTD
6940 Fisher Rd SE Calgary 253-8261

Swimming Pools

Paul's Plumbing & Heating Ltd Hardieville .. 327-8123
See Our Advertisement This Classification

A workshop phone is a handy
tool for Dad.

Store Fronts**ADVANCE GLASS & ALUMINUM CO LTD**

Designed & Installed to Your Specification
Free Estimates

231 12b St N 327-1581

CANADIAN PITTSBURGH INDUSTRIES LTD

252 12 St N 327-1508

Storm Windows

See Windows Metal & Windows Wood

Stove Oil

See Gas & Oil Bulk Stations

Stoves & Ranges—Sales & Service

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

Baker Appliances Ltd 812 4 Av S 328-1673

ST LOUIS FURNITURE STORE

118 5 St S 327-2210

Stoves & Ranges—Supplies & Parts—**Retail****FAIRFIELD APPLIANCE SERVICES LTD**

APCOM & CHROMALOX PARTS
REPAIRS TO ALL MAKES & MODELS

1244 3 Av S 327-6684

HOYT'S

APPLIANCES 606 3 Av S 327-5767

Straw

See Feed & Poultry Supplies

Structural Engineers

See Engineers—Structural

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.

Stucco & Stucco Contractors

Guzowski J 1821 8 Av N 327-0021

Suede Cleaning

See Leather Cleaning

Supermarkets

See Grocers—Retail

Surgeons

See Physicians & Surgeons

Surplus Goods

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

Surveying Instruments**CALDRAFT LTD**

K & E - ZEISS DISTRIBUTORS
RENTAL — SALES — SERVICE

615 8 Av SW Calgary 269-4361

GRAPHIC REPRODUCTIONS LTD

SALES & SERVICE

323 5 St S 328-1033

NORMAN WADE COMPANY LIMITED

WILD SURVEYING EQUIPMENT
SALES — RENTALS — REPAIRS

4620 Manilla Rd SE Calgary 287-1530



Hallmark
FIBERGLAS POOLS



Paul's Plumbing & Heating Ltd.

- The Pool with the 15 Year Fibreglas Guarantee, any size, any shape
- Residential • Commercial

327-8123

HARDIEVILLE

Swing Stages

See Scaffolding

Tabulating Service

See Data Processing Service

Tailors

Benjamin's Cleaners-Tailors 317 10 St S ... 327-5771
 John's Tailor Shop 417 3 Av S 327-3431
 Mary's Tailor Shop 208 5 St S 328-3213
 O K Laundry & Dry Cleaning 312 3 St S... 327-4039
 Park's-Neilson's Dry Cleaners Ltd
 311 6 St S 327-4141
 Spic & Span Dry Cleaners 112 8 St S 327-8116
 Stan's Men's Wear Ltd 321 5 St S 327-3730

Tanks—Fibre Glass, Steel & Wood

LIBERTY BOILERS (LETHBRIDGE) LTD
 1402 2 Av S 327-3921
WELDED PRODUCTS

FUEL, WATER &
 TRUCK ROAD TANKS
 GENERAL REPAIRS
 PORTABLE WELDING
 AUXILIARY TANKS FOR ½ TON TRUCKS
 210 1 Av S 327-2544

Tanks—Septic

See Septic Tanks

Tape Recording Equipment & Supplies

See also Recording Equipment & Supplies
ANGLO STEREO & PHOTO

SONY
 The Worlds Best
 Franchised Dealer &
 Warranty Service Centre

419 5 St S 328-6661

Fairfield Appliance & Television Sales Ltd
 1242 3 Av S 328-0082
 College Mall 328-9443

JACK'S RADIO & TV SALES & SERVICE
 ROBERTS PHILIPS AKAI & TEAC
 Franchised Dealers

302 13 St N 327-4979

Tapes—Stereophonic Automotive

See Automobile Stereophonic Equipment

Tartans

See Dry Goods Section, Fabric Shops, Knit Goods
 Section, Woollen Goods, also Yard Goods

Tax Consultants

See Tax Return Preparation

Tax Return Preparation

BLOCK H & R INCOME TAX CO

"THE INCOME TAX PEOPLE"

815 3 Av S 327-3712

Dalgliesh Ken 1201 3 Av S 328-6966

Taxicabs

A-1 Taxi 7 St & 5 Av S 327-4458

See Our Advertisement This Classification

MARQUIS TAXI 409a 5 St S 327-3545

See Our Advertisement This Classification

Listings Of This
 Classification Are Continued
 On Next Page

★ STAR ★ TAXI

*For Trips Near or Far—
Call a Star*

PROMPT AIRPORT SERVICE

327-4458



327-4457

328-9595

ANOTHER LINE FOR YOUR CONVENIENCE
2 WAY RADIO EQUIPPED CARS

A-1 TAXI

DOWNTOWN
 Corner 7th Street
 & 5th Avenue S.

Prop.
PERCY J. WEIGHILL

UNITED

2 - WAY RADIO EQUIPPED

**DRIVER
OWNED
CARS**

**DAY OR
NIGHT**
*Taxi
Service*

CABS

(LETH.)

DEPENDABLE ——— COURTEOUS ——— 24 HOUR SERVICE

TELEPHONE

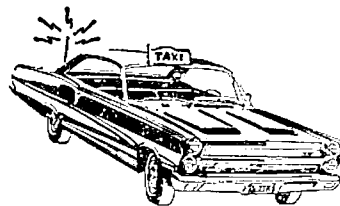
MARQUIS TAXI 327-3545

327-3838 327-2224 327-4440

LARGEST IN THE CITY ——— CENTRALLY LOCATED



NORTH SIDE TAXI



ANYWHERE IN
CITY — COUNTRY

RADIO DISPATCHED
24 HOUR SERVICE
PROMPT FRIENDLY

327-6262

328-6344

Taxicabs—(Cont'd)

North Side Taxi 531 13 St N {327-6262
328-6344

See Our Advertisement This Classification
Star Taxi 7 St & 5 Av S {327-4458
327-4457
328-9595
UNITED CABS (LETH)
409a 5 St S {327-2224
327-3838
327-4440

Taxidermists

Hart Taxidermy 2835 11 Av S 327-0156
See Our Advertisement This Classification

MAYFAIR FURS

Furriers - Operating Calgary Tannery, Tanning &
Mounting Birds, Game, Serving Hunters 30 yrs.
917 17 Av SW Calgary 244-3420

Stag Shop McNally 327-9385
See Our Advertisement This Classification

**HART
TAXIDERMY**
★ FISH
★ HEADS
★ BIRDS
★ FUR RUGS



Albert H. Hart, Taxidermist

327-0156

2835 - 11th Avenue South, Lethbridge



328-1701

714 - 7th STREET SOUTH

24 HOUR SERVICE

- ★ Personal Answering Service.
- ★ Medical & Dental Phone Service.
- ★ Services to meet your requirements.
- ★ Wake-up Service.
- ★ Pocket Paging System.
- ★ VHF 2-way Radio Systems.
- ★ Friendly Courteous Operators.

Lethbridge Telephone Answering Service Ltd.

**S
T
A
G**  **S
H
O
P**

TAXIDERMIST — NEIL COURTICE

327-9385

(DAY OR NIGHT)
LETHBRIDGE, ALBERTA

Telegraph Companies

CP Telecommunications 1011 1 Av S
Agent 327-3186

Telemetering Equipment

AGT TELEMETERING & SUPERVISORY CHANNELS

CHANNEL
FACILITIES
TO PROVIDE
A MEANS OF

*Total Communications
for modern business*

REMOTE METERING, SIGNALLING AND
SUPERVISORY CONTROL SYSTEMS

"FOR INFORMATION CALL"

ALBERTA GOVERNMENT TELEPHONES

Part of Trans-Canada Telephone System

115 6 Av SW Calgary—Call Long Distance

(No Toll Charge) & ask for Zenith 33000

Telephone Answering Service

Lethbridge Telephone Answering Service Ltd
714 7 St S 328-1701
See Our Advertisement This Classification

Telephone Directories

ALBERTA GOVERNMENT TELEPHONES
OFFICIAL TELEPHONE DIRECTORIES
ADVERTISING INFORMATION
8th Flr 140 6 Av SW (Collect) ..Calgary 261-5187

Telephone Equipment

G T E Automatic Electric (Canada) Ltd
3030 5 Av N 328-3376

Telephone Secretarial Bureaus

See Telephone Answering Service

Telephone Systems

AGT TELEPHONE SYSTEMS

OFFERING COMPLETE
COMMUNICATION *Total Communications
for modern business*
SERVICES AS
PART OF THE

TRANS-CANADA TELEPHONE SYSTEM.

"FOR INFORMATION CALL"

ALBERTA GOVERNMENT TELEPHONES
Part of Trans-Canada Telephone System
115 6 Av SW Calgary—Call Long Distance
(No Toll Charge) & ask forZenith 33000

Teletypewriter Communication Service

AGT TELETYPE SERVICE

FOR THE
INSTANTANEOUS
TRANSMISSION
OF ALL PRINTED
COMMUNICATIONS BETWEEN
YOUR BUSINESS OFFICES.



- TRANSMITS MESSAGES AT 60, 75, OR 100 WORDS PER MINUTE.
- UNLIMITED 2-WAY WRITTEN COMMUNICATIONS.
- LITTLE OPERATOR TRAINING REQUIRED.

"FOR INFORMATION CALL"

ALBERTA GOVERNMENT TELEPHONES
Part of Trans-Canada Telephone System
115 6 Av SW Calgary—Call Long Distance
(No Toll Charge) & ask forZenith 33000

AGT TWX SERVICE

FAST
ACCURATE
DEPENDABLE
Dial And Type
Communication.

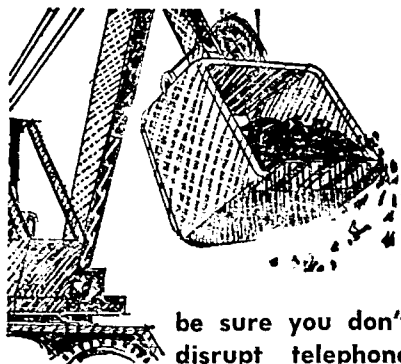


DESIGNED TO PROVIDE LOW COST INSTANT TRANSMISSION OF THE PRINTED WORD TO 188,000 TWX USERS IN OVER 100 COUNTRIES. SIMPLICITY, SPEED, ACCURACY — A MUST FOR SUCCESS IN BUSINESS.

"FOR TOTAL COMMUNICATIONS CALL"

ALBERTA GOVERNMENT TELEPHONES
Part of Trans-Canada Telephone System
115 6 Av SW Calgary—Call Long Distance
(No Toll Charge) & ask forZenith 33000

MR. EXCAVATOR



be sure you don't
disrupt telephone
service by digging
up underground cable and
conduit.

FOR BURIED CABLE LOCATION,
before digging, Dial '0' (Zero)
& ask for Zenith 07128 (No Toll Charge)



ALBERTA GOVERNMENT TELEPHONES

Television—Broadcasting Companies &

Stations

CFCN-TV College Mall 328-8156
CJOC-TV 28 St N 327-1521

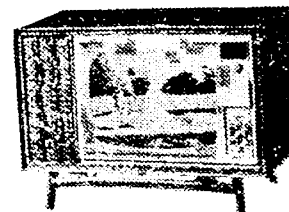
Television Cable Systems

See Cable Television Systems

Television Rentals

Ace TV & Radio Co 1406 17 St S 328-6131
ACME TELEVISION LTD 535 13 St N 327-6361
See Our Advertisement This Classification

ACME TELEVISION LTD.



RENTALS — LEASING
ANYWHERE IN SOUTHERN ALBERTA
327-6361 • 328-8316
535 - 13th Street N. College Mall
LETHBRIDGE

Television Sales & Service

ACE TV & RADIO CO 1406 17 St S 328-6131
See Our Advertisement This Classification
(Continued Next Page)

new H.S.

Ace TV & Radio Co.

We Install
Matrix
Picture Tube

See Us About Rebuilding Your Old Television COLOR or BLACK & WHITE

31 Years in the Electronic Field
RENTALS — SALES — SERVICE
"ASK ABOUT OUR "ADMIRAL" THREE YEAR WARRANTY"

WEEK ENDS & AFTER
HOURS CALL 328-6131
1406 - 17th Street South, LETHBRIDGE

328-6131

ACME

TELEVISION LTD.

We Service What We Sell
MAGNAVOX TV & STEREO
TAPES - RECORDS - ETC.

RENTAL & LEASING AVAILABLE
ANYWHERE IN SOUTHERN ALBERTA

STORE NO. 2 College Mall 328-8316

535 - 13th STREET N.

535 - 13th STREET NORTH

327-6361 • 328-8322

328-1606

Television—Sales & Service—(Cont'd)

ACME TELEVISION LTD

DEALERS FOR
 Magnavox - Sylvania - Admiral
 Hitachi - Toshiba - American
 General Supplies - Channel Master
 SALES & SERVICE
 COLLEGE MALL 328-8316
 535 13 St N 327-6361

See Our Advertisement This Classification
 Active "Vans" TV 1238 3 Av S 327-5020
 See Our Advertisement This Classification
 ANGLO STEREO & PHOTO 419 5 St S .. 328-6661
 See Our Advertisement This Classification

BAKER APPLIANCES LTD

YOUR COLOR TELEVISION
 Headquarters For:
 PHILCO-FORD — ADMIRAL
 GENERAL ELECTRIC
 812 4 Av S {328-1672
 328-1332

Listings Of This
 Classification Are Continued
 On Next Page

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

VAN'S TELEVISION

SALES & SERVICE

RADIO
STEREO

R. C. A. Victor-Electrohome

1238 - 3rd Avenue South
 LETHBRIDGE

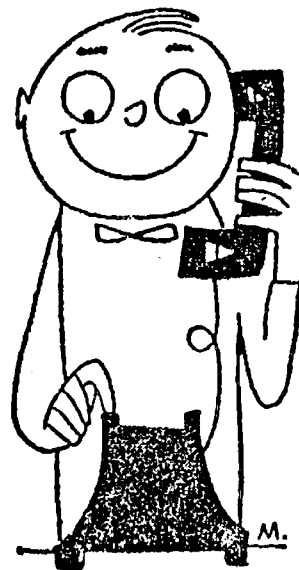
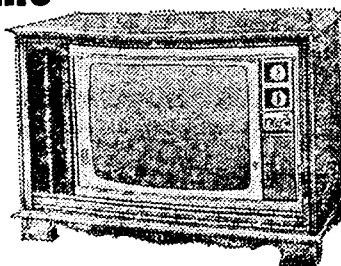
327-5020

J. VAN LOO, PROP.

COLOR T.V.

ACTIVE "VANS" TV

SERVICE TO ALL MAKES TELEVISION-STEREO



Wait . . .

for the DIAL TONE

Dial carefully

Television—Sales & Service—(Cont'd)

BERT & MAC'S RADIO-TV LTD
708 3 Av S 327-3232
See Our Advertisement This Classification
Capitol Furniture (Lethbridge) Ltd
326 5 St S 327-8578
CLARKE'S TELEVISION SERVICE
316 3 St S 328-4977
Fairfield Appliance & Television Sales Ltd
1242 3 Av S 328-0082
See Our Advertisement This Classification
FLEETWOOD STEREO & COLOR TV

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



"FOR INFORMATION CALL"

LETHBRIDGE DEALER

Woolco Appliance Dept
College Mall Shopping Centre 328-7701

DISTRICT DEALERS

BLAIRMORE RADIO & TV LTD Blairmore 562-2567

MACLEODS FAMILY SHOPPING CENTRE
806 Main St Pincher Creek 627-3664

MACLEODS FAMILY SHOPPING CENTRE
5206 47 Av Taber 223-3143

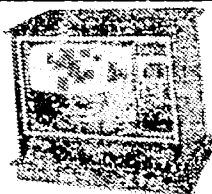
PINCHER CREEK CO-OPERATIVE ASSOCIATION LTD
782 Main St Pincher Creek 627-3575

Hilder's TV & Music 708 3 Av S 328-4224
See Our Advertisement This Classification

HOYT'S APPLIANCES 606 3 Av S 327-5767
See Our Advertisement This Classification

(Continued Next Page)

FAIRFIELD APPLIANCE & TV SALES LTD.



TELEVISIONS

- MOTOROLA
- SYLVANIA
- ADMIRAL

328-0082

1242 - 3rd Avenue South

Franchised Dealer

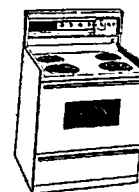
SALES BACKED

BY

SERVICE

COLLEGE MALL

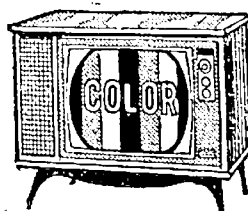
328-9443



APPLIANCES

- INGLIS
- ADMIRAL
- TOSHIBA

HILDER'S TV. & MUSIC



TV RENTALS

708 - 3rd Avenue South, Lethbridge

COLOR TV

ALTEC STEREO COMPONENTS

Marshall Music Amps. — P.A. & Sound Systems
Rental Purchase Plans —

SALES BACKED BY SERVICE

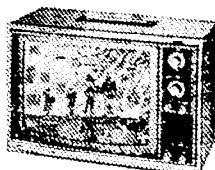
WHITE'S METAL DETECTORS

328-4224

SONY

**NOBODY MAKES COLOR
LIKE SONY**

**YOUR SONY WARRANTY
SERVICE CENTRE**



**SONY FOR
STEREO · RADIOS
TAPE RECORDERS
ACCESSORIES**

SEE THE AMAZING SONY TRINITRON COLOR T.V.'S AT
ANGLO STEREO & PHOTO

419 - 5th STREET SOUTH, LETHBRIDGE

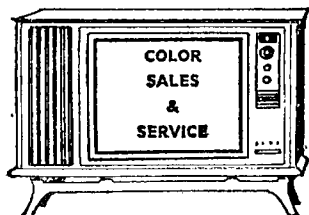
328-6661

BERT & MAC'S RADIO — TV LTD.

ESTABLISHED SINCE 1939

SPECIALIZING IN

TV, STEREOS & APPLIANCES



TELEVISIONS

- ELECTROHOME
- SYLVANIA
- ADMIRAL
- HITACHI
- TOSHIBA

327-3232

708 - 3rd AVENUE SOUTH

"WHERE SALES ARE BACKED BY SERVICE"

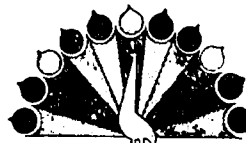
Hoyt's

YOUR
RCA VICTOR

DEALER

"Your Home Entertainment Centre"

RCA



COLOUR SALES
& SERVICE

COLOUR & BLACK & WHITE TV

Stereos - Tape Recorders
Small Household Appliances

Sales & Service

"Where Sales are Backed by Service"

324 - 13th St. North—328-4441

AND

606 - 3rd Avenue S., 327-5767

Television Sales & Service—(Cont'd)**Jack's Radio & TV Sales & Service**

302 13 St N 327-4979

See Our Advertisement This Classification

MAGNAVOX TELEVISION SALES

A name
recognized the **Magnavox**
world over. of Canada

TELEVISION & STEREOPHONIC
HIGH FIDELITY

Sold Only Through Authorized Direct Factory Dealers

"WHERE TO BUY IT"

Acme Television Ltd 535 13 St N 327-6361

Modern Electronics 1113 3 Av S 327-6150

See Our Advertisement This Classification

REMUS TELEVISION 624 13 St N 328-9759

St Louis Furniture Store 118 5 St S 327-3210

Simpsons-Sears Centre Village Mall 328-9231

See Our Advertisement This Classification

Television—Sales & Service—(Cont'd)**SMITH'S COLOR TV & APPLIANCES LTD**

SALES & SERVICE
ZENITH CHROMACOLOR TV
STEREO & RADIO
CLOSED MONDAYS

236 13 St N 328-5541

Tel-Ray Electronics 1215 3 Av S 327-3503

See Our Advertisement This Classification

VAN'S TELEVISION SALES & SERVICE

1238 3 Av S 327-5020

WESTINGHOUSE SERVICE—

Appliance—TV Service
WESTINGHOUSE CANADA LIMITED

120a N Mayor Magrath Dr 327-7882

After Hours Answering Service 327-7882

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

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

**"WHERE TO BUY THEM"**

AUTHORIZED DEALERS

BLAIRMORE RADIO & TV

LTD Blairmore 562-2567

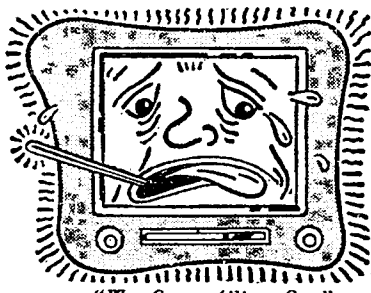
SMITH'S COLOR TV & APPLIANCES LTD

Closed Every Monday

236 13 St N 328-5541

THORNTON & SONS FURNITURE LTD

1014 Hewetson Av Pincher Creek 627-3277

JACK'S RADIO & TV SALES & SERVICE

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

COLOR BLACK & WHITE

DEALERS FOR

★ PHILIPS ★ FLEETWOOD

STEREO & HI-FI COMPONENTS

ROBERTS & AKAI

TAPE RECORDERS

Citizen Band Radio

327-4979**MODERN
ELECTRONICS**

"PHIL"

COLOR & BLACK & WHITE TV & RADIO

SALES & SERVICE

1113 - 3rd Avenue S., LETHBRIDGE

Member of Electronic Technicians Association

327-6150**TEL-RAY ELECTRONICS**

1215 - 3rd AVENUE SOUTH, LETHBRIDGE — T1J 0J7
FACTORY SERVICE FOR:

• **RCA** • **Fleetwood** • **Sanyo**
• **Panasonic** •

• BLACK & WHITE — COLOR TELEVISION
RADIO — STEREO — RECORD CHANGER

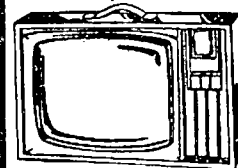
J. Miyagawa

327-3503

• SERVICE

SIMPSON'S-SEARS**TV REPAIRS**

Expert Guaranteed Service



On All Makes

Color &
Black
& White

WE PICK UP & DELIVER

328-9231

Just Say CHARGE IT

SIMPSON'S-SEARS

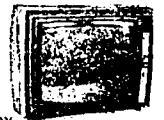
Service & Repair Centre

1218a - 2nd Ave. S., Lethbridge

Television Systems—Closed Circuit**AGT CLOSED CIRCUIT TV**

CLOSED
CIRCUIT
TV

Systems Ranging From
A Basic Camera &
Monitor To The Largest Complex
Studios, Provide Unlimited
Application For

**BUSINESS****& EDUCATION**

- Specialized Training
- Security
- Silent Paging
- General Surveillance
- Retain Lectures
- Detailed Experiments
- Playback Special Events
- Produced Training Tapes

"FOR INFORMATION CALL"**ALBERTA GOVERNMENT TELEPHONES**

Part of Trans-Canada Telephone System

115 6 Av SW Call Long Distance

(No Toll Charge) & ask for Zenith 33000

Total Video Systems Alberta Ltd Calgary—

Lethbridge Customers Only Call Long Distance

(No Toll Charge) & ask for Zenith 07310

Tennis Courts

Lethbridge Tennis Club 2611 N Parkside Dr 327-4673

Tents & Canvas Goods

B & M Canvas Repair Shop 237 12b St N 328-8424

Termite Control

See Exterminators

Testing Laboratories

See Laboratories

Theatres—Motion Picture

College Mall Cinema College Mall 328-6300
Greenacres Drive-In Theatre
Courtts & Magrath Hwys 327-1100
Paramount Theatre
Paramount Theatre Bldg 327-5100

Theatrical Costumes

See Costumers

Thermostats

See Heating Apparatus

Tile Contractors & Dealers—Ceramic

& Non-Ceramic

Kurt Walter Ceramic Tile Ltd 314a 13 St N 328-3981
See Our Advertisement This Classification
LETHBRIDGE MONUMENTAL & TILE WORKS
LTD 325 8 St S 327-3920

Time Recorders

SIMPLEX INTERNATIONAL TIME
EQUIPMENT CO LTD
2050 10 Av SW Calgary 244-7438
250 13 St N 328-3842

Tinsmiths

FREEL SHEET METAL LTD

EAVESTROUGHING & TINSMITHING
ALL TYPES OF ROOFING
GENERAL SHEET METAL WORK
405a 4 St S 327-2713

Neuko Sheet Metal Ltd 1811a 2 Av S 328-0286

Tires—Dealers

CIVIC TIRE & BATTERY (PINCHER CREEK) LTD

Goodyear Tires & Accessories
Wheel Alignment, Repairing
Retreading - Batteries
"ON THE FARM SERVICE"
Emergency Service 627-3695 — 627-4307
1022 Main St {627-3604
{627-3313

COMPARE BY SERVING

Don't compare meat cuts just by the price per pound, but also take into account the number of servings they will provide.

Tires—Dealers—(Cont'd)

DUNLOP TIRES

YOUR
CERTIFIED
TIRE
SPECIALISTS



"FOR INFORMATION CALL"

Great West Tire Ltd 1203 2 Av S 328-2443
1018 Waterton Ave ... Pincher Creek 627-4042

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

See Our Advertisement This Classification
FIRESTONE STORES 3 Av & 8 St S 327-8548
Goodrich B F Canada Limited 2 Av & 7 St S 327-4314
GREAT WEST TIRE LTD 1203 2 Av S 328-2443
See Our Advertisement This Classification
Grover's Gas & Oil Sales 334 4 St S 327-4225

Tires—Dealers—(Cont'd)

KIRK'S TIRE SALES (1964) LTD

"A BETTER BALANCED RETREAD"
Headquarters For
UNIROYAL & DAYTON TIRES
SALES 328-7812
SERVICE 327-4705
TABER BRANCH 223-3441
1621 3 Av S 327-5985

LEONARD TIRE MART LTD

Wholesale & Retail
VULCANIZING

For All Canadian Tire & Rubber Companies
WE SELL & SERVICE ALL BRANDS

"We Knowingly Under Sell"

1902 2 Av S 327-3580

(Continued Next Page)



ELRICH TIRE LTD.

SEIBERLING — FIRESTONE &
KELLY SPRINGFIELD — GENERAL

COMPLETE TIRE SALES & SERVICE

327-6886 — 327-4445

AFTER HOURS RESIDENCE 327-5143
402 - 1st AVENUE SOUTH, LETHBRIDGE
PHONE 545-2515 — BOW ISLAND



Great West Tire Ltd.

DISTRIBUTORS FOR

DUNLOP TIRES

PIRELLI RADIALS
MCCREARY RACING TIRES
OFF ROAD SERVICE CALLS
HOFFMAN WHEEL BALANCING
CARS & TRUCKS — ALIGNMENTS

328-2443

1203 - 2nd Avenue South, Lethbridge

627-4042

1018 Waterton Ave., Pincher Creek



KURT WALTER CERAMIC TILE LTD.

★ COMMERCIAL ★ RESIDENTIAL ★ FARMS ★ RETAIL

"Lethbridge's Most Complete Ceramic Tile Centre"

328-3981

314a - 13th STREET N., LETHBRIDGE

Tile For: Bathrooms — Kitchens — Patio — Laundry
Showers — Swimming Pool — Steam or Sauna Bath
OVER 200 COLORS TO CHOOSE FROM

Tires—Dealers—(Cont'd)**MICHELIN "X" STEEL-BELTED RADIAL TIRES**

- CHANGE-UP TO "X"
- GREATER SAFETY: excellent traction; improved handling; more precise steering control; greater resistance to punctures.
- FUEL ECONOMY.
- EXTRA LONG TREAD LIFE

**"WHERE TO BUY THEM"****DEALERS**

KIRK'S TIRE SALES (1964) LTD
1621 3 Av S 327-5985
NORTH LETHBRIDGE MO-TIRES LTD
305 13 St N 327-3181

NORTH LETHBRIDGE MO-TIRES LTD

305 13 St N 327-3181
Warehouse 2408 2 Av N 328-8582
See Our Advertisement This Classification

PARTSMAN AUTOMOTIVE LTD

1280 2 Av S 327-4585
See Our Advertisement This Classification

SEIBERLING TIRES

THE NAME
YOU CAN TRUST
IN RUBBER

**"WHERE TO BUY THEM"****DISTRIBUTORS**

ELRICH TIRE LTD 402 1 Av S 327-6886

TRIMBLE'S TIRE SUPPLY LTD { 327-2007
314 11 St S 327-2396

TRIMBLES TIRE SUPPLY LTD Blairmore 562-2743

Tires—Dealers—(Cont'd)**UNIROYAL TIRES**

SOLD AT LEADING
TIRE & AUTOMOBILE
DEALERS
AND SERVICE STATIONS

**"WHERE TO BUY THEM"****DISTRIBUTOR**

KIRK'S TIRE SALES (1964) LTD
1621 3 Av S 327-5985
KIRK'S TIRE SALES (TABER) LTD
6201 50 Av Taber 223-3441

Tires—Repairing

Elrich Tire Ltd 402 1 Av S 327-6886
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
MO-TIRES 305 13 St N 327-3181
See Our Advertisement This Classification
Trimble's Tire Supply Ltd 314 11 St S 327-2007

ADD TO SOUP

When you are heating a can of condensed cheddar cheese soup you may want to add a little chili powder.

YELLOW PAGES Save You Steps.

GOODYEAR TIRES

TIRES FOR EVERY CAR - EVERY NEED

★ SALES ★ REPAIRS ★ SERVICE
Recapping - Radio Controlled Road Service

BRAKE SERVICE
★ Relining ★ Inspection ★ Adjusting

WHEEL ALIGNMENT
Free Alignment Check

Stop in - Choose from Our Complete Line

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GOODYEAR TIRES FOR CARS, FARM & TRUCK
"MORE OF A TIRE FROM MO-TIRES"
FEATURING RADIAL TIRES — ORBITREAD RETREAD
"SOUTHERN ALBERTA'S LARGEST TIRE DEALER"

327-3181

North of York Hotel
305 - 13th STREET N.
MOBILE OPERATOR FOR TRUCK SERVICE — JL2-5049

AUTHORIZED

DEALER

TOYO STEEL RADIAL

327-4585

Partsman Automotive LTD.
1280 - 2nd Avenue S., Lethbridge

THE WIDE TRACK & RADIAL TIRE

That delivers additional miles super sports wide-track from your Remington Dealer

NORTH LETHBRIDGE MO-TIRES LTD.

MICHELIN X RADIAL TIRES

"The Extra Performance"

TIRE With The Flexible Steel Safety Belt

327-3181

(North of York Hotel) — 305 - 13th Street North
LETHBRIDGE

STRONGER ... SAFER ...
"THE ULTIMATE"
WORLD'S NO. 1 RADIAL

9 out of 10

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Yellow Pages

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BANDAG

PRECURED-COLD PROCESS
Retreading For Twice As
Many Miles and Longer
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All Truck And Industrial
Tires Available - Choice
Of Treads.



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1621 3 Av S327-5985

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HUDSON'S BAY WHOLESALE 427 5 St S 328-8801
TOBACCO CONFECTIONERY & SUNDRIES 327-2022

Tombstones

See Monuments

Tools

BLACK & DECKER POWER TOOLS—
HAGEN ELECTRIC LETHBRIDGE LTD
1202 2 Av S328-8826

ROCKWELL TOOLS

Makers of Beaver stationary
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Electric Tools, Rockwell Air
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Rockwell Manufacturing Company of Canada
Limited
4411 Manitoba Rd SE Calgary 287-2670
ROCKWELL INDUSTRIAL DISTRIBUTORS
Acklands Limited 2 Av & 11 St S328-8111
B W STEEL PRODUCTS SUPPLY CO LTD
138 22 St N327-2700
WESTERN CANADA HARDWARE LTD
907-915 2 Av S328-1711
CONSUMER & BUILDER'S TOOLS
Acklands Limited 2 Av & 11 St S328-8111
HOYT'S Downtown 606 3 Av S327-5767

Silver Automotive Lethbridge Ltd -
1706 2 Av S328-9621
WESTERN CANADA HARDWARE LTD
907-915 2 Av S328-1711

Tools—Electric

ACKLANDS LIMITED 2 Av & 11 St S328-8111
HOYT'S Downtown 606 3 Av S327-5767
HOYT'S NORTH LETHBRIDGE
924 13 St N328-4441

TOOL SHED THE

POWER TOOLS OF ALL TYPES
CONTRACTORS SUPPLIES {327-2700
138 22 St N327-2370

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

WHOLESALE HEATING SUPPLIES LTD

STOCKING DISTRIBUTORS FOR:
MILWAUKEE — KANGO — WOLF TOOLS
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Tools—Rental

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DID YOU KNOW?

You Can Rent

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ELECTRIC DEMOLITION HAMMERS
PAINT SPRAYERS, ETC., ETC.
AT WARDS SERVICES LTD.

1712 2 Av S328-8775

Tools—Repairing & Parts

Bridge Appliance Service 430a 13 St N328-7107

Toupees

See Hair Goods Retail also Wigs & Toupees

Tour Operators

See Travel Bureaus

Tourist Information

TRAVEL & CONVENTION ASSOCIATION OF
SOUTHERN ALBERTA
Brewery Garden Hwy 3 W328-5586

Tow Bars

See Trailers—Equipment & Supplies

Towing Service

Bridge Central Towing 1903 3 Av S327-7636
See Our Advertisement This Classification

CHINOOK 66 SERVICE
1205 Mayor Magrath Dr328-0288

COLLEGE MERCURY SALES LTD

24 HOUR EMERGENCY SERVICE 328-5344
1916 2 Av S329-0333

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24 HOUR SERVICE
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24 HOUR TOWING SERVICE
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Gough's Auto Body Ltd 206 11 St S328-5145

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TOWING SERVICE
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3 Av & 9 St S327-1967

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24 HOUR
SERVICE**



Bridge Central Towing
LOCAL & LONG DISTANCE
RADIO DISPATCHED
327-7636

• Repairs
• Road
Service

IN YOUR
OWN WORDS

The Classifications in the
YELLOW PAGES are chosen
from a study of the terms
buyers use to describe what
they want.
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it's so easy

Toys—Retail

3 D's Hobby Shop 417 5 St S328-6055

Toys—Wholesale

GENERAL TOY & HOBBY CRAFT LTD

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MODELS — HOBBY SUPPLIES
POST CARDS — SUNDRIES
WHOLESALE ONLY

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Upstrs 237a 12 St-B N328-6578

Tractor Wreckers

GALE TRACTOR PARTS

SPECIALIZING IN
ALL MAKES OF USED TRACTOR PARTS
DunmoreMedicine Hat 527-3848

Tractors & Equipment

Alberta Tractor Parts Ltd
6155 99 StEdmonton 435-3836
See Our Advertisement This Classification
Bridge Farm Centre (1970) Ltd 2103 2 Av S 328-8041
Sales & Service328-7071
Canadian Co-operative Implements Ltd
344 31 St N327-8232

CATERPILLAR EQUIPMENT

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



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311 33 St N328-1796

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EDMONTON **435-3836**

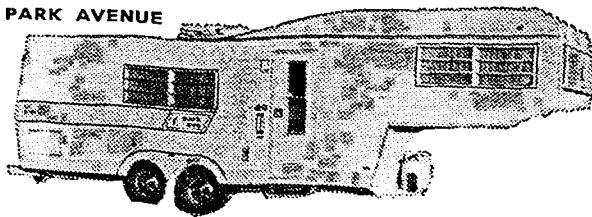
Trailer Parks

See Mobile Homes & Trailer Parks

CHINOOK TRAILER SALES & SERVICE

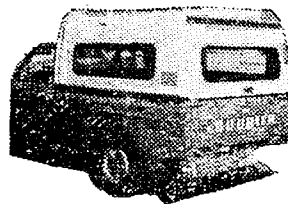
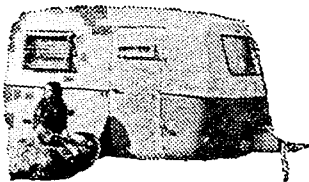
SOUTH PARK TRAILERS & CAMPERS

PARK AVENUE



FIBRE GLASS
TRUCK TOPS
FOR ALL MAKES

BOLER



- ★ FULLY SELF CONTAINED UNITS. MANY MODELS AVAILABLE
- ★ FINEST QUALITY MATERIALS & UNIQUE CONSTRUCTION
- ★ COMPLETE ON THE SPOT HOOK-UP FACILITIES AVAILABLE
- ★ PARTS & ACCESSORIES
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Monty Hoot, Prop., Residence 327-0208
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328-4916

Trailers—Camping & Travel

Canuck Manufacturing Ltd
Rear 236 12b St N 328-8634
CHINOOK TRAILER SALES & SERVICE
428 5 St S 328-4916
See Our Advertisement This Classification
El Dorado Sales 2910 1 Av S 327-1233
See Our Advertisement This Classification
GREY TRAILER SALES 101 1 Av S 327-4650
HAICO MANUFACTURING LTD

Manufacturers Of
Empress — Emperor
Aquarius — Motor Homes
Skylark Travel Trailers
Skylark Campers

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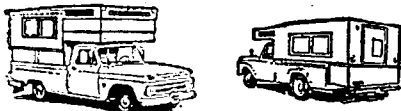
Kainai Industries Ltd Standoff—Lethbridge Customers
Only Direct Line (No Charge) Dial 328-3122
KAMPER ACCESSORIES 3510 5 Av N 328-7503
LETHBRIDGE MOBILE SALES
Kustom Koach Trailer Sales
1010 2a Av N 328-2488

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Repairs — Service — Parts
CUSTOM BUILT CAMPERS
TRAILERS & VAN CONVERSIONS
Hwy 25 South (Between 3 & 3A)
Hwy 25 S 327-1225

M I Industries 326e 10 St N 328-0923
See Our Advertisement This Classification
(Continued Next Page)

M.I. INDUSTRIES



Truck Campers - Camperettes
Truck Caps Standard & Custom
All Models Repaired & Serviced

"THE GREAT CANADIAN ESCAPE"

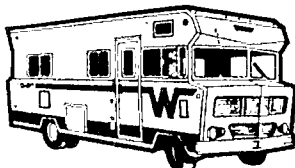
DEALER INQUIRIES INVITED

328-0923

FAMILY ROOM FAVORITE

An extension telephone in gay color
lets you take or make calls with ease.
Provides an escape to quiet, comfortable
privacy.

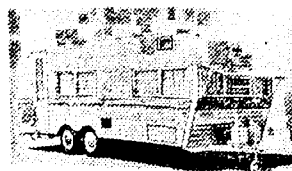
For further information contact
your local Telephone Business Office



WINNEBAGO

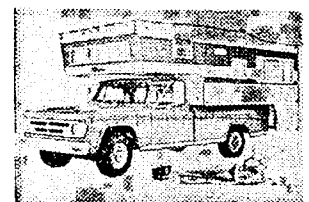
MOTOR HOMES
SALES & SERVICE

2910 - 1st Avenue South, LETHBRIDGE



TRAVEL TRAILERS

ACCESSORIES & PARTS



VANGUARD

- CAMPERS
- TRUCK TOPS
- 5th WHEEL

Trailers—Camping & Travel—(Cont'd)

PONDEROSA AUTO & TRAILER SALES LTD
 20 St & 3 Av S327-2747
 Prebuilt Industries Ltd 619 4 Av N328-4421
 See Our Advertisement This Classification
TERRY TRAILER SALES 2910 1 Av S327-1233
 Toyota Travel Centre Div of Haico Mfg Ltd
 3516 24 Av S327-3165
 See Our Advertisement This Classification

Listings Of This
 Classification Are Continued
 On Next Page

GOOD HOLDERS

The keys used to open coffee cans make good holders for eating corn on the cob.

ASK YOUR
 A.G.T.
 COMMUNICATIONS CONSULTANT
 ABOUT



PUBLIC ADDRESS PAGING

ALBERTA GOVERNMENT TELEPHONES

Total Communications for modern business



**AVOID WRONG
 NUMBERS . . .**

look it up

jot it down

dial carefully

PREBUILT INDUSTRIES LTD.



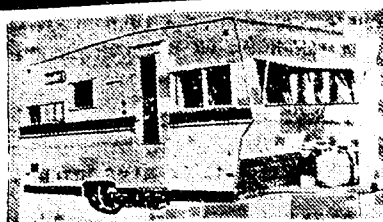
- * TRAVEL TRAILERS
 - * 5th WHEEL TRAILERS
 - * TRUCK CAMPERS
 - * MOTOR HOMES
- INDUSTRIAL CAMPS — OFFICES — CLASSROOMS
 HOMES — APARTMENTS — MOTELS
 MOTOR HOTELS

TELEX
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328-4421

TELEX
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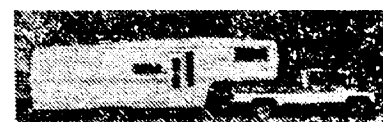
619 - 4th AVENUE NORTH, LETHBRIDGE



MODEL 170



Travel Trailers



MODEL 280-5



5th Wheel Trailer

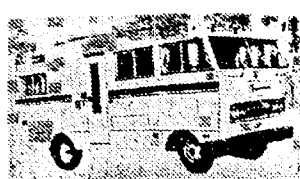
Toyota Travel Centre

"DIVISION OF HAICO MANUFACTURING"

BOX 1202

327-3165

COUTTS HIGHWAY — LETHBRIDGE, ALBERTA



MODEL 2000
 MOTOR HOME



MODEL 105
 TRUCK CAMPER
 EMPRESS MOTOR HOMES



MODEL 1800
 MINI-HOME

Trailers—Camping & Travel—(Cont'd)

Travelcraft Sales & Rentals Ltd
1503 3 Av S 327-4064
See Our Advertisement This Classification
UNITED MOTORS TRAVEL TRAILER DIVISION
219 3 Av S 327-1418
See Our Advertisement This Classification
WILLIAMS RANCH & FARM EQUIPMENT LTD
2620 2 Av N 328-1138
WINNEBAGO RECREATIONAL VEHICLES—
EL DORADO SALES
2910 1 Av S 327-1233

Trailers—Equipment & Supplies

El Dorado Sales 2910 1 Av S 327-1233
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MOBILE HOME AND
RECREATION VEHICLE COMPONENTS
WHOLESALE ONLY
Subsidiary of Intertherm Inc.
4025 9 St SE Calgary 243-2792
M I Industries 326e 10 St N 328-0923

Trailers—Mobile Homes

See Mobile Homes—Dealers

Trailers—Renting & Leasing

Ponderosa Auto & Trailer Sales Ltd
20 St & 3 Av S 327-2747
PREBUILT INDUSTRIES LTD
RENTALS DIVISION
SPECIALISTS IN
PORTABLE & MOBILE
INDUSTRIAL CAMPS AND OFFICES
6804 Macleod Trail Calgary 252-2244
619 4 Av N 328-4421

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OPEN AND CLOSED
TRAILERS FOR
MOVES AND TRIPS

- COMPETITIVE RATES
- WEEKEND SPECIALS
- FREE ROAD SERVICE
- LOCAL AND ONE-WAY
- INSURANCE

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John & Wimp Shell Service
3 Av & 9 St S 327-1967

Travelcraft Sales & Rentals Ltd 1503 3 Av S 327-4064
U-Haul Co Ltd 203 28 St S 327-7411
See Our Advertisement This Classification



TRAVELCRAFT

SALES & RENTALS LTD.

MOTOR HOMES — TRAILERS
CAMPERS
PARTS & ACCESSORIES
RENTALS

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327-4064

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LOUIS SCHIKOWSKY
RESIDENCE 327-5631

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BREWSTER TRAILER LTD
CONVENTIONAL AND GOOSENECK TRAILERS
TO SUIT YOUR SPECIFIC NEEDS
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Noble Sales & Service 1107 2a Av N 328-0096

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Royaline Lowbed - Pole Trailers
Reel Trailers - Wisconsin Tilt
Decks - Royaline Dump Trailers
Steering Dollies - Tankers -
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Service - Parts, Trailers, Bodies,
Hydraulics

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PREBCO-TRAILER PARTS

Trailer Parts and Accessories

COMPLETE SUPPLY HOUSE FOR THE
CUSTOM BUILDER OF A TRAILER-CAMPER
MOTOR HOME OR BUS CONVERSION

West of the Gas Company

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SAM & CARL'S WELDING LTD

SELF LEVELLING & FRAME HITCHES
INSTALLED EXPERTLY

247 12 St-B N 327-7722

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Your new extension,
You'll save more steps
Than you can mention.

Telephones belong in work areas,
recreation areas, sleeping areas . . . in
your home.

local and ONE-WAY ACROSS CANADA

RENT THE RIGHT EQUIPMENT AT COMPETITIVE
RATES.



ALL SIZE TRAILERS. HITCHES. INSURANCE. FREE
ROAD SERVICE. FREE MOVING GUIDE. FORD TRUCKS.

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LETHBRIDGE ... 3rd Av. & 20th St. S. 328-2924
TABER 5008 46th Av. 223-2123

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Featuring

**SALES****RENTALS****Travel Trailers — Truck Campers**

Chassis Mounted Motor Homes
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327-1418**327-2805**

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PORCHES & ADDITIONS
PREFABRICATED FOR EASY DISMANTLING
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OLSON HUGH & SON PLUMBING & HEATING
310 24 St S 327-7689

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Repair & Service On All Makes
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Service Centre For: Morphy, Dometic
Shur-Flo, Hyro Flame, Thetford, Magic Chef
Clare, National, Mobile Temp, Suburban
West of the Gas Company

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Trailers—Towing

Cliff's Mobile Rentals Ltd 328-8922

See Our Advertisement This Classification

NATIONAL TRAILER CONVOY

NATIONAL

Trailer Convoy

Transportation of Mobile Homes, Portable buildings, office trailers, travel trailers, tent trailers, boat trailers and utility trailers between any points in North America.

"FOR INFORMATION CALL"

NATIONAL TRAILER CONVOY OF CANADA
LTD 919a 46 Av SE Calgary 243-3542

CLIFF'S MOBILE RENTALS LTD.

Transporters of

- TRAVEL TRAILERS
- MOBILE HOMES
- INDUSTRIAL CAMPS

- ★ Fully Bonded & Insured
- ★ Serving Sask., Man., Alta. & B.C.

Phone Lethbridge 328-8922

SASKATOON 306-374-6575
AFTER HOURS CALL 306-373-0271

Transmissions

See Automobile Transmissions—Sales & Service
Also Power Transmission Equipment

Transportation Companies

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

Travel Bureaus

AMA World Travel Service 608 5 Av S 328-1181

See Our Advertisement This Classification

Art Williams Travel Centre Village Mall 328-3201

See Our Advertisement This Classification

(Continued Next Page)

AMA World Travel Service



EUROPE
AFRICA
PACIFIC
HAWAII
MEXICO

"Anywhere in The World"

YOUR COMPLETE TRAVEL AGENCY

(24 Hour Answering Service)



OFFICIAL AGENTS FOR AIR LINES,
STEAMSHIP CRUISES, TOURS, BRITISH &
EUROPEAN RAIL, AND HOTEL RESERVATIONS

Passports - Visas - International Driving Permits - Flight - Vacation
Baggage and Sickness Insurance

AMA WORLD TRAVEL SERVICE

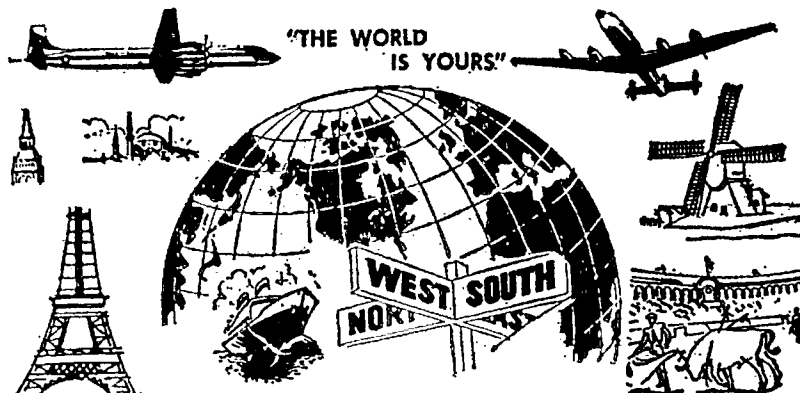
Located Across From the Downtown Parkade

Office Hours: Mon. - Sat. 9 a.m. - 5 p.m.
608 - 5th AVENUE SOUTH

328-1181
328-7921

Art Williams Travel

Domestic and Foreign Travel



World-Wide Travel Service

AIRLINE TICKETS - STEAMSHIP - RESERVATIONS - CRUISES

We'll arrange the details . . . assist you in your plans . . .
obtain your transportation & travel documents & visas.

EMERGENCY CALLS ONLY

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328-3201 OR **328-8184**

CENTRE VILLAGE MALL



327-4094

MARQUIS HTL.

"We've got just the holiday spot!"



P. LAWSON TRAVEL LTD.
A world of difference
Offices across Canada.

Travel Bureaus—(Cont'd)

BURRITT TRAVEL SERVICE LTD 5302 48 Av
Call Long Distance and ask for
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See Our Advertisement This Classification
Butte Travel Service Centre Village Mall 328-3201
Funtours International Travel Ltd Edmonton—Call
Long Distance (No Toll Charge)
& ask for Zenith 06061
GREYHOUND BUS LINES 411 5 St S 327-1551
LAWSON P TRAVEL LTD Marquis Htl 327-4094
See Our Advertisement This Classification
NORTHERN BUS LINES LTD
PACKAGED BUS TOURS — DISNEYLAND,
MONTREAL, SAN FRANCISCO, LAS VEGAS
1415 3 Av S 327-3536

Tree Service

Economy Tree Trimming 1006 8 St S 327-7398
See Our Advertisement This Classification
MARTEN OTTO LANDSCAPING
PROFESSIONAL TREE TRIMMING
TALL OR SMALL, WE TRIM THEM ALL
Hardieville 327-0808
Spruce Tree Farm Ltd 2007 9 Av S 328-5806
See Our Advertisement This Classification

Tricks & Jokes

See Novelty Section

Tricycles

See Bicycle Section

Trophies**ACME MERCHANDISE DISTRIBUTORS****Trophies**

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WE CARRY ONE OF THE LARGEST STOCKS
IN WESTERN CANADA
AT DISTRIBUTOR PRICES
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"FOR INFORMATION CALL"

ACME MERCHANDISE DISTRIBUTORS
426 6 St S 328-1761

Calgary Trophy Distributors Ltd
318 Meridian Rd NE Calgary 273-3818
See Our Advertisement This Classification
(Continued Next Page)

CALGARY TROPHY DISTRIBUTORS LTD.

Wholesale Distributor For
Rapier Trophy Manufacturing Co.
(FOR DEALERS ONLY)

COMPLETE STOCK TROPHIES, PLAQUES
CUPS, ENGRAVING PLATES, ETC.

273-3818

318 Meridian Road N.E., Calgary



BURRITT TRAVEL SERVICE

YOUR FIRST STOP
ON ANY TRIP




**AIRLINES — STEAMSHIP
CRUISES — TOURS**

PHONE TABER (Collect)
223-3321

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

SPRUCE TREE FARM LTD.



★ TREE PLANTING & SALES
★ MOVING OF LARGE TREES
★ LANDSCAPING

328-5806

Tree Farm — Junction Hwy. 3a
University Road, West Lethbridge

Economy Tree Trimming

LANDSCAPING

TREE PRUNING, HEDGE TRIMMING

NO TREE TOO LARGE OR TOO SMALL

PHONE FOR FREE ESTIMATES
DAY OR NITE

327-7398

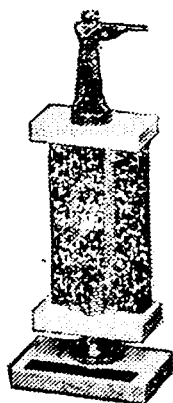
LETHBRIDGE



Trophies—(Cont'd)

DOUG'S SPORTS LTD 315 7 St S 327-5751
Trophies Unlimited 303 5 St S 328-0882
See Our Advertisement This Classification

**"Trophies Are Our
Business
Not A Sideline"**



- ★ All Sizes
Any Quantity
- ★ Steins - Plaques
- ★ Metal Crests
- ★ Engraving
Service
- ★ Novelty
Trophies

Display Room Open 9 to 5
EVENINGS BY APPOINTMENT

328-0882

Trophies Unlimited

303 - 5th Street S., LETHBRIDGE

Tropical Fish

See Pet Shops

Tropical Plants

See Florists Retail

USE BAGS

Cooking bags are recommended for less
tender cuts of meats, such as pot roasts
and stews.

Truck Bodies & Equipment

APEX WELDING & MANUFACTURING (1972) LTD
Custom Built Truck Decks, Equipment
& Accessories - Oilfield Rigging
919 48 Av SE Calgary 287-0112

Dietrich's Truck Equipment Ltd 2628 2 Av N 328-3254
See Our Advertisement This Classification

NEIL'S TRAILER & EQUIPMENT (CALGARY) LTD
Trailmobile - Brantford
Willock - Chamberlin
NEW and USED
SEMI-TRAILERS & TRUCK BODIES
SALES & SERVICE
153 St & 125 Av Edmonton 484-7181
4011 15a St SE Calgary 265-3561

Neufeldt Industries Ltd
Hangar No 3 Airport 328-7788
See Our Advertisement This Classification

NIVEN TRUCK EQUIPMENT LTD
216 1 Av S 327-2187
See Our Advertisement This Classification

RENN-CUPIT INDUSTRIES LTD
510 36 Av SE Calgary 243-4601
S J THOMPSON TRUCK EQUIPMENT LTD
6230 Centre St S Calgary 255-4446

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

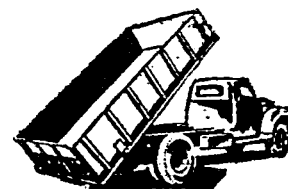
Western Truck Body Manufacturers Ltd
655 30 St N 328-9257

WESTRUCK BODIES—
WESTERN TRUCK BODY MANUFACTURERS LTD
655 30 St N 328-9257



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

- POWER TAKE-OFFS
- SPICER PRODUCTS
- RENN HOISTS • WINCHES
- DRIVE SHAFT SPECIALISTS

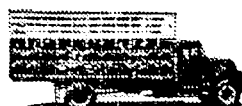


327-2187
328-5980

216 - 1st Avenue S., Lethbridge

NEUFELDT INDUSTRIES LTD.

YEAR ROUND



Stress Formed
High Tensile Steel
For Grain & General Hauling

Super Load - Truck Boxes
Less Weight - Bigger Load
Extra Strength - Stronger Floors
Truck Bumpers



For Bulk Potatoes
Insulated & Heated

Telex 038-49214

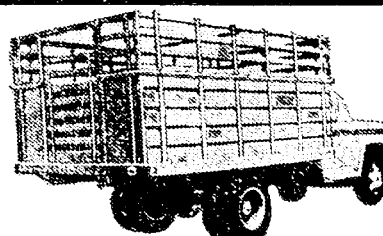
328-7788

Hangar No. 3 Airport

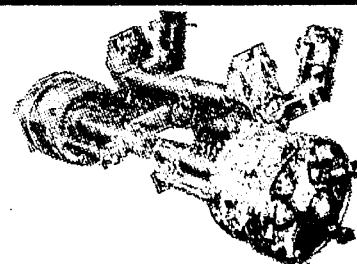
**DIETRICH'S TRUCK
EQUIPMENT LTD.**

LETHBRIDGE, ALTA.

2628 - 2nd AVENUE NORTH — LETHBRIDGE



GRAIN, BEET & GRAVEL BODIES
CRANES & WINCHES
FARM & INDUSTRIAL HOISTS
RICHARD DIETRICH
Residence 328-5920

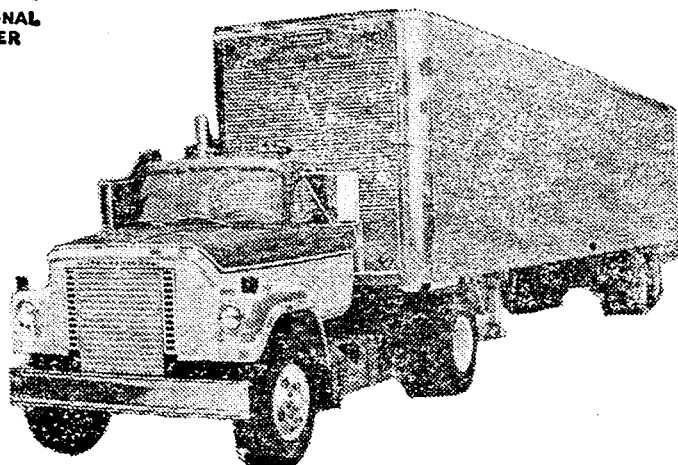


TAG AXLES — FRAME LENGTHENING
AUXILIARY FUEL TANKS
POWER TAKE OFFS

328-3254

"QUALITY FIRST - - - TO LAST"

- A Truck For Every Job
- 15 Hours A Day Parts & Service
- Factory Trained Personnel

327-3125

INTERNATIONAL HARVESTER CO. of CANADA LTD.

304 Stafford Drive, LETHBRIDGE, ALBERTA

Truck Dealers—New

Alberta White Trucks (Calgary) Ltd
111 Glenmore Tr SE Calgary 255-7701
See Our Advertisement This Classification

BENY CHEVROLET OLDSMOBILE
2 Av & 8 St S 328-1101

COLLEGE MERCURY SALES LTD
1718 3 Av S 329-0333

DUNLOP FORD SALES LTD
1510 Mayor Magrath Dr 328-8861
See Our Advertisement This Classification

ENERSON'S PONTIAC BUICK GMC
817 4 Av S 327-5705

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

INTERNATIONAL HARVESTER CO OF CANADA
LTD 304 Stafford Dr 327-3125
See Our Advertisement This Classification

KING CHRYSLER DODGE LTD
DODGE TRUCKS
SALES — PARTS — SERVICE
11 St & 3 Av S 328-9271

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

Truck Lettering

See Signs

Truck Lines

A C TRANSPORT LTD 249 12 St N 327-5546
See Our Advertisement This Classification

ALLTRANS EXPRESS LTD
Office (Call Collect) Calgary 253-0411
Dispatcher (Call Collect) Calgary 253-6431
803 64 Av SE (Collect) Calgary 253-0411

(Continued Next Page)

THE BIG A AUTOCAR FREIGHTLINER WESTERN STAR WHITE

Truck Sales 255-7701
Parts 255-4292
Service 255-6655

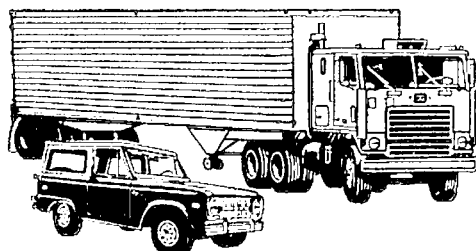
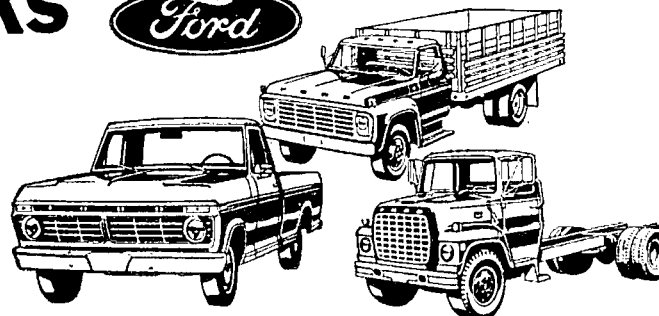
ALBERTA WHITE TRUCKS(CALGARY) LTD.
111 GLENMORE TRAIL S.E., CALGARY**A C Transport Ltd.**

Semi-Trailer & Low Boy Hauling
Specializing in Hauling
Heavy Equipment

327-5546
249 - 12th Street North

DUNLOP FORD TRUCKS

BY DUNLOP FORD SALES LTD.

**328-8861****328-8861**

1510 MAYOR MAGRATH DRIVE

Truck Lines—(Cont'd)

ANDRES TRANSPORT LTD
GENERAL TRUCKING, HI-BOYS,
GRAIN TRAILERS
110 22 St N 328-3996

ANCA CONSTRUCTION LTD
249 12 St N 328-5315
B-Line Express Ltd 1231 2a Av N 328-3778
See Our Advertisement This Classification

BEAZER BROS TRANSPORT {653-4221
Box 476 Cardston {653-4391
Lethbridge Depot 327-8353
Calgary Depot Calgary 265-4931

BILL'S LIVESTOCK CARTAGE
DAILY CATTLE HAULING
Bill Hricise 328-7863
Box 303 328-8504

BOBCAT SAND & GRAVEL
GENERAL TRUCKING
405 23 St S 327-3047

BRIDGE CITY PETROLEUM DISTRIBUTORS LTD
"BIGGEST LITTLE PIPELINE ON WHEELS"
Petroleum Hauling &
Crude Oil Hauling
If No Answer: 328-2127 — Box 1235
518 3 St S 328-6366

BRIDGEWAY TRANSPORT
DAILY REEFER SERVICE
TO CALGARY & RETURN
Residence 327-5473
217 31 St N 328-3055

BROOKS E M TRANSPORT LTD
General Hi-Boy Hauling: Alta., B.C. & Sask.
Res 234-3224 — Bus 234-3565
559 29 St Fort Macleod 234-3565

Brothers Two Transport 906 1 Av S 327-8353
C & L TRANSPORT LTD
DAILY SERVICE
CALGARY — LETHBRIDGE
2610 2 Av N 328-5656

CP TRANSPORT 4128 2 Av N 328-2311
CANADIAN AUTO CARRIERS LTD
WHEEL VEHICLES TO & FROM
ALL PARTS OF CANADA
2020 13 St SE Calgary 264-5721

Canadian Freightways Ltd 520 3 St S 328-1791
See Our Advertisement This Classification
Circle S Livestock Cartage 327-0113
See Our Advertisement This Classification

COOK W A & SONS LTD
LOW-BOY & HI-BOY HAULING
1066 Willow St Pincher Creek {627-3828
{627-3829

Cowie Cal Transport Ltd 217 31 St N 328-6932
Crighton T & Son 2335 2 Av-A N 328-4822
DERKSEN TRANSPORT 3510 5 Av N 328-3676

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 Our Advertisement This Classification

Truck Lines—(Cont'd)

FOOTHILLS TRANSPORT
Runs Daily From Lethbridge To:
Brocket - Pincher Creek
Crows Nest Pass - Waterton Lake
COLEMAN 563-3432
PINCHER CREEK 627-3262
Residence After Hours 627-3619
1216 1 Av S Lethbridge 328-4485

Foremost Line Express 3510 5 Av N 327-0488
Fort Macleod Transport 906 1 Av S 327-8353

FORT MACLEOD TRANSPORT
243 10 St Fort Macleod 234-3877
H & R TRANSPORT LTD

Common Carriers B.C., Alta., Sask.
After Hours 327-6650 — 327-6920
3601 2 Av N Office 328-2935

HAWLEY AL
BULK HAULING
LIVESTOCK CARTAGE
GARAGE: 217 31 Street N. 328-0563
ALBERTA, SASKATCHEWAN & MONTANA
MOBILE EQUIPPED
24 Hour Service
1026 23 St S 327-1652

I & S TRUCKING
BULK HAULING OF GRAIN, FERTILIZER
& FEEDS — HI-BOY WORK
2 Locations To Serve You
4803 - 51st Avenue 223-2792
5210 - 53rd Street 223-3426
24 Hour Service: Mobile JP2-4749
4803 51 Av Taber 223-2792

JURIS LIVESTOCK LTD
Your Dealer in Livestock
Grain & Livestock Trucking Service
Joe Juris, res. 732-4468
Jim Juris, res. 732-4377
Phone Picture Butte 732-4506


KINGSWAY FREIGHTLINES LTD
2327 2 Av N 328-5521
See Our Advertisement This Classification
KUNSMAN H W TRANSPORT LTD
CATTLE LINER SERVICE
24 HOUR SERVICE
1808 26 St S 327-8300

LAW TRANSPORT LIMITED
HEAVY OR LIGHT — DAY OR NIGHT
Lethbridge, Calgary, Edmonton, Medicine Hat
231 12b St N 328-9522

Lethbridge Medicine Hat Transport
906 1 Av S 327-8353
(Continued Next Page)



**B-LINE
EXPRESS LTD.**
— Serving the Needs of Southern Alberta —
**DAILY CALGARY — VANCOUVER
LETHBRIDGE & DISTRICT**
**328-3778 — 328-3781
LETHBRIDGE**



CANADIAN FREIGHTWAYS LTD.
SERVING ALL MAJOR POINTS
• BRITISH COLUMBIA
• ALBERTA
• ALASKA HIGHWAY
• STATE OF ALASKA
• YUKON TERRITORY
With CONNECTIONS TO ALL
Major U.S. Points
COUTTS 344-3736
LETHBRIDGE 328-1791

**CIRCLE S
LIVESTOCK CARTAGE**
DAILY CATTLE HAULING
ANYWHERE — ANYTIME
327-0113
OR
D. V. OBER 345-4694 COALDALE
Ken H. Smith Owner
2 1/2 Miles East of Lethbridge on Jail Road



**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.



**328-5521
KINGSWAY
FREIGHTLINES LTD.**
★ TERMINALS FROM COAST TO COAST
★ SERVING ALL MAJOR POINTS IN CANADA
& U.S.A.
★ DAILY SERVICE BETWEEN COUTTS
& LETHBRIDGE
AFTER HOURS RESIDENCE 328-8370
2327 - 2nd AVENUE N.

Truck Lines—(Cont'd)

LYNN'S TRANSPORT 1231 2a Av N328-9331
 Mac's Transport 906 1 Av S327-8353
 Markus K 218 22 St N327-0777
 McLean Moving Ltd 640 6 St S327-3146
MIDLAND SUPERIOR EXPRESS LTD
 3510 5 Av N327-7100
 Mike's Transport 906 1 Av S327-8353

MIKE'S TRANSPORT

DAILY
 LETHBRIDGE TO PINCHER CREEK
 1093 Main StPincher Creek 627-3150

MILLAR & BROWN LTD 2420 4 Av N328-3381

MOTORWAYS LTD 2612 2 Av N327-5532

PEDERSEN STORAGE & CARTAGE LTD

SERVING DAILY
CLARESHOLM — FORT MACLEOD
STAVELY — GRANUM — NANTON
 Claresholm 235-3656

518 3 St S327-3750

PERRETT R BOB LIVESTOCK CARTAGE 328-2652

ResidenceStirling 756-3456

Peterson Herbert A 2410 9Av N327-6126

PETERSON TRANSPORT (1970)

209 4 Av EBow Island 545-2408

R F TRANSPORTATION LTD

GENERAL FREIGHT
 GRAIN HAULING
 FLAT DECK

612 4 St S328-8762

R K Transportation Enterprises Ltd

2343 2 Av N328-1323

Truck Lines—(Cont'd)**R & W EXPRESS LTD**

- STORAGE
- DISTRIBUTION
- CAR UNLOADING

OPERATORS OF
**LETHBRIDGE MEDICINE HAT
 TRANSPORT**

F. R. Wheelodon, Residence 327-8056

906 1 Av S{327-8353
 {327-8354

Ralph's Transport 906 1 Av S327-8353

REIMER EXPRESS LINES Calgary—

Lethbridge Customers Only Call Long Distance

(No Toll Charge) & ask forZenith 06164

Roan Transport Coutts Hwy328-0765

Rocking R Livestock Cartage328-7056

SMITH TRANSPORT LTD—See CP Transport

S00-SECURITY MOTORWAYS LTD {327-5532

2612 2 Av N{328-1855

Southwest Trucking 606 4 St S328-8311

Speedy Storage & Cartage Ltd

2345 2 Av-A N327-5734

See Our Advertisement This Classification

TABER TRANSPORT LTD

5009 56 St TaberTaber 223-2134

906 1 Av S328-3888

Terry's Livestock Transport

1014 Lakeview Dr328-3703

TETACHUK A C

CATTLE LINER HAULING
 GENERAL TRUCKING
 GRAIN HAULING

Box 69Cayley 395-3770

Truck Lines—(Cont'd)**TOWNE MESSENGER & TRANSFER**

Fast, Efficient Delivery Service
PARCEL DELIVERY
COMMERCIAL HAULING
CONTRACT TRACTOR SERVICE

AGENTS FOR DERKSEN TRANSPORT

3510 5 Av N328-4882

Towpich Express Lines Ltd 518 3 St S327-4852

TRANSALL MOTOR FREIGHT

Special Products Division of

Alltrans Express Ltd

915 48 Av SECalgary 243-3696

TRI-LINE EXPRESSWAYS LTD

550 71 Av SECalgary 252-7681

Twin Express 3510 5 Av N328-7222

Vauxhall Transport 1216 1 Av S328-4485

Vulcan Transport 327 3 St S327-1144

WALKERS' TRANSPORT LTD

LOCAL AND
 LONG DISTANCE
 LIVESTOCK HAULING

2101 12 Av N328-3537

Ward Trucking 906 1 Av S327-8353

Truck Painting See Automobile Painters**Truck Parts & Supplies****ALLISON TRANSMISSIONS—**

WATEROUS G M DIESEL LTD

404 42 Av SECalgary 243-7781

Truck Refrigeration

See Refrigeration Equipment—Truck

Truck Renting & Leasing**FORD RENT-A-CAR SYSTEM**

FOR AN HOUR,
 A DAY OR A WEEK.

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

"FOR RESERVATIONS CALL"

Dunlop Ford Sales Ltd

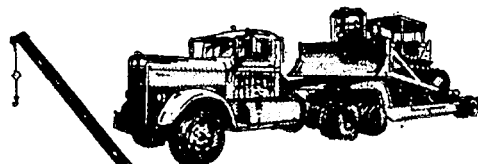
1510 & Mayor Magrath Dr S328-8861

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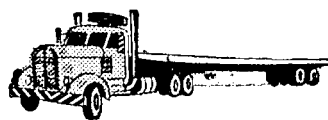
SPEEDY STORAGE & CARTAGE LTD.

CONTRACT HAULING

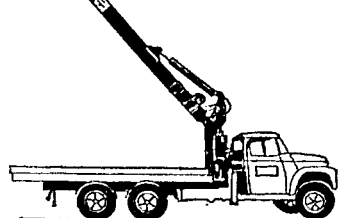
SERVING: Saskatchewan, Alberta, British Columbia, Montana & N.W.T.
WINCHING, GIN POLES, POLE TRAILERS, YARD STORAGE



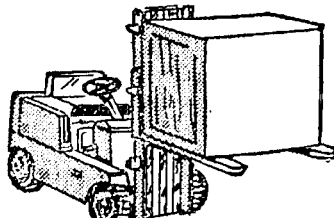
LOW BOYS



HI-BOYS



CHERRY PICKERS



FORK LIFTS

PHONE

327-5734

24 HOUR SERVICE

2345 - 2nd AVENUE A N., LETHBRIDGE

local and ONE-WAY ACROSS CANADA

RENT THE RIGHT EQUIPMENT AT
 COMPETITIVE
 RATES.



FORD TRUCKS — 12 TO 24 FT. FREE
 ROAD SERVICE. INSURANCE. MOVING
 AIDS. FREE MOVING GUIDE.

U-HAUL

U-HAUL CO. LTD. DEALERS

LETHBRIDGE ... 203 28th St. S.327-7411

Truck Renting & Leasing—(Cont'd)

Hertz Truck Rentals 422 Mayor Magrath Dr 328-5833
See Our Advertisement This Classification
HOST-RENT-A-TRUCK 321 13 St N 328-8333
See Our Advertisement This Classification
U-Haul Co Ltd 203 28 St S 327-7411
See Our Advertisement This Classification

MANY ADVERTISERS

have found that results obtained through advertising in the **YELLOW PAGES** are greater than can be obtained through similar expenditures in other forms of advertising.



HOST Gives You A Better Run For Your Money ...

- PICK UPS — 4 X 4
- STEP VANS • STAKE BODIES
- ECONOLINES
- 12 & 15 PASSENGER MINI BUSES
- LOCAL & OUT OF TOWN RENTALS
- ONE WAY RENTALS
- FURNITURE DOLLY, PADS
- 12 - 20 FOOT VANS

RENT BY THE ...
HOURLY — DAY
WEEK — MONTH

TRUCK & CAR LEASING

PROMPT FREE
PICKUP & DELIVERY

328-8333

321 - 13th STREET NORTH

Truck Washing & Cleaning

A & A Mobile Cleaners Ltd 515 19 St N ... 328-2823
See Our Advertisement This Classification

A & A MOBILE CLEANERS LTD.

MOBILE INDUSTRIAL CLEANER
FOR:

TRUCKS — TRAILERS
HEAVY EQUIPMENT
MACHINERY, BUILDINGS
FOOD STORES & EQUIPMENT
TRAILER ACIDIZING & DISINFECT
PARKING LOT MAINTENANCE
SERVING SOUTHERN ALBERTA

328-2823

Trucking See Cartage & Express

Trucks—Industrial

CATERPILLAR FORK LIFT TRUCK—
ANGUS R ALBERTA LIMITED
717 5 Av N 328-3366
24 Hour Answering Service 328-3366

Trust Companies

CANADA TRUST-HURON & ERIE
3 Av & 7 St S 327-8581
Farmers & Merchants Trust Co Ltd
309 7 St S 328-5548
ROYAL TRUST COMPANY 740 4 Av S ... 328-5516

Tuxedos—Rental See Formal Wear—Rental

Typewriters & Supplies

Chinook Office Machines 620 13 St N 328-6868
See Our Advertisement This Classification
I B M CANADA LTD 302 10 St S 327-0312
KEENAN OFFICE EQUIPMENT LTD

REMINGTON RAND EQUIPMENT CENTRE

PORTABLE TYPEWRITERS
ELECTRIC PORTABLES
STANDARD TYPEWRITERS
ELECTRIC TYPEWRITERS

Leasing — Rentals — Sales

SERVICE — ALL MODELS

412 4 Av S 327-1717

Typewriters & Supplies—(Cont'd)

LETHBRIDGE OFFICE FURNITURE LIMITED
316 7 St S 328-7411

LOOKER OFFICE EQUIPMENT (1972) LTD

Complete Up To Date Office Equipment
Sales — Leasing — Rentals — Service
250 13 St N 328-6313

MOBILE BUSINESS MACHINES SERVICE LTD

SERVICE TO MOST MAKES
1274 2 Av S 327-0566

OLYMPIA TYPEWRITER SALES & SERVICE—
LOOKER OFFICE EQUIPMENT (1972) LTD
250 13 St N 328-6313

SMITH-CORONA TYPEWRITERS &
ADDING MACHINES—
LETHBRIDGE OFFICE FURNITURE LIMITED
316 7 St S 328-7411

Chinook
Office
Machines
TYPEWRITERS
ROYAL

Electrics - Standards - Portables
Dictating Machines
SALES - SERVICE

328-6868

620 - 13th Street North, Lethbridge

U-Drive

See Automobile Renting & Leasing

Undertakers

See Funeral Directors

Uniforms—Retail

JEN'S UNIFORM CENTRE

White & Colored Uniforms

For Nurses, Beauticians, Doctors,
Waitresses & Housemaids

Phone 328-3631

SPIC & SPAN DRY CLEANERS

SPECIALIZING IN ALL TYPES OF
INDUSTRIAL UNIFORMS

Made To Measure

112 8 St S {327-8116
328-2437}

Union Organizations

See Labor Organizations

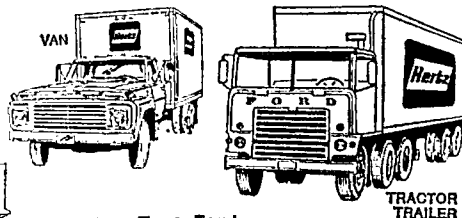
Universities

See Colleges & Schools

Unpainted Furniture

See Furniture Dealers Section

When
you need
a truck
you need
Hertz.
328-5833



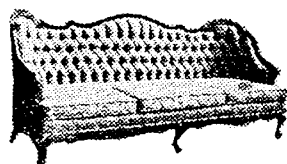
Rent Any Type Ford
Or Other Sturdy Truck
By Day, Week Or
Month

Public Liability & Property
Damage Insurance Included

HERTZ TRUCK RENTALS

Mayor Magrath Drive &
4th Avenue South





E. & R. CUSTOM Furniture & Upholstery

Specialists in

- ★ FRENCH ★ SPANISH ★ ITALIAN ★ PROVINCIAL FURNITURE
- ★ ANTIQUE ★ RECOVERING ★ REPAIRING ★ REMODELLING
- ★ NEW CUSTOM BUILT FURNITURE ★ CAR & TRUCK SEAT UPHOLSTERING
- ★ COMPLETE RE-UPHOLSTERY SERVICE ★ QUALITY WORK BY MASTER CRAFTSMEN

FREE PICK-UP & DELIVERY

Emil Ott, Mgr., Residence 328-4220
1518 - 3rd Avenue South

328-7631

**GRAHAM
and
JOHNSON**

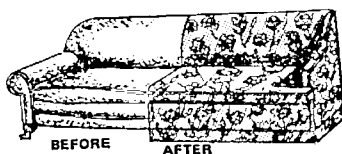
Upholstering AND HOME FURNISHINGS

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

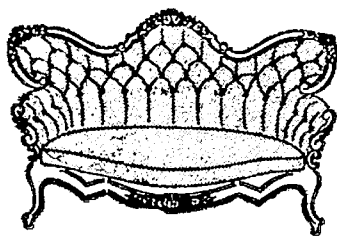
- CAR & TRUCK UPHOLSTERY
- CONVERTIBLE & LANDAU TOPS
- FURNITURE • UPHOLSTERING

327-3470

411 - 3rd Avenue South, LETHBRIDGE, ALBERTA



LETHBRIDGE UPHOLSTERY



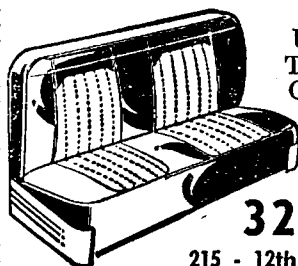
- CUSTOM BUILT FURNITURE
- CHESTERFIELD REPAIRS
- RECOVERING & REMODELLING
- TRUCK SEATS REBUILT

"Personalized Craftsmanship"

327-8422

NEXT TO HAIG CLINIC
611 - 6th Avenue South

CUSTOM AUTO UPHOLSTERY



Complete
Auto
Upholstery
Truck Seats
Convertible
Tops
Boats
Aircraft

328-5611

215 - 12th St.-B South

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GRAHAM & JOHNSON UPHOLSTERING & HOME

FURNISHINGS 411 3 Av S 327-3470

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Herman's Upholstery 1718 20 Av Coaldale 345-3421

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Lethbridge Upholstery 611 6 Av S 327-8422

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210 13 St S 328-8962

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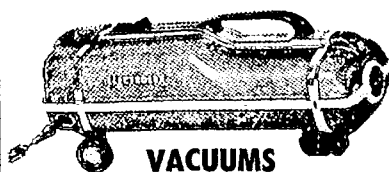
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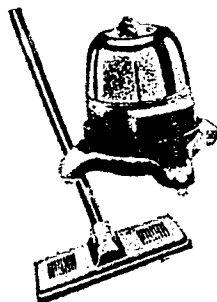
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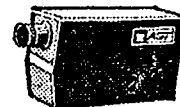
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MAYTAG . . . the choice of
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1244 - 3rd Avenue South



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See Our Advertisement This Classification
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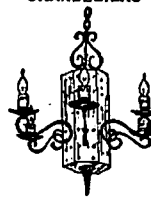
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Hunt Welding Service Ltd 2005 2 Av S 327-5575
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Welded Products 210 1 Av S 327-2544
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★ WELDERS
★ PRESSURE & BOILER REPAIRS
★ ALUMINUM IRRIGATION WELDING & FITTINGS
★ STEEL FABRICATORS
★ ORNAMENTAL METAL WORK

327-5575

2005 - 2nd Avenue South
LETHBRIDGE

327-5575




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- PORTABLE EQUIPMENT
- ORNAMENTAL IRON
- PRESSURE WELDING


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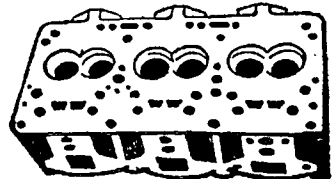
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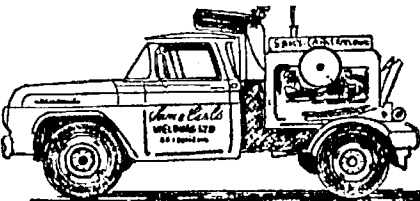
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210 - 1st Avenue South, Lethbridge

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

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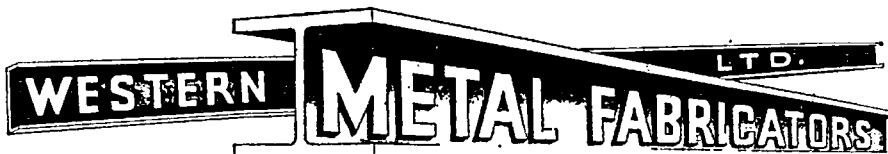
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Welding
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FRONT COVER STORY

To commemorate Fort Macleod's Centennial year 1974, our cover is a series of prints depicting North West Mounted Police activities in Fort Macleod, 1874. These artists' concepts show Assistant Commissioner Col. James Macleod and Scout Jerry Potts in the exercise of their duty.

The N.W.M.P. were organized in 1873 by Act of Parliament. Assistant Commissioner Col. James Macleod and three troops came to Alberta to establish security for Settlers and Indians in the vast Indian battleground and buffalo pasture. Col. Macleod engaged Jerry Potts, Scotsman and Peigan Indian, as guide and interpreter. Jerry selected a site on the Oldman River which was reached October 13, 1874. It was named Fort Macleod in honor of Col. Macleod.

War on the whiskey smugglers and establishment of law and order began immediately. Jerry Potts, with the Force for 22 years, provided invaluable help with his interpretation of dialects and his reputation for fair and honest dealings. Col. Macleod obtained respect from the Indians and Settlers through his tact, dignity and bold, aggressive leadership.

About the artist. Neil Boyle, son of Mrs. Boyle and the late D. A. Boyle grew up in Fort Macleod. He attended the Banff School of Fine Arts as well as leading art institutes in the U.S.A. An eminently successful artist, Mr. Boyle completed the North West Mounted Police originals in 1954. Prints are available from the N.W.M. Police Museum, P.O. Box 776, Fort Macleod.