

**Automobile Washing & Polishing**

Action Auto Clean-Up 233 12b St N ..... 328-9512  
 See Our Advertisement This Classification  
 Big Rig Truck Wash 1205 33 St N ..... 327-2536  
 Cee-Dee Car Wash & Gas Bar  
 1505 Mayor Magrath Dr ..... 328-8646  
 Halls Coin Wash Ltd 944 5 Av N ..... 328-3069  
**SHELL SELF SERVE & CAR WASH**  
 1917 3 Av S ..... 327-1435  
**SOF-SPRA CAR WASH**  
 108 N Mayor Magrath Dr ..... 328-2932  
**SUPERSONIC CAR WASH** 1819 3 Av S ..... 328-6866  
**TIDY CAR INC**



Independent Operator  
 Professional Car Care Services  
 Preserve A Shine Treatment  
 Vinyl Roof Revitalizing  
 Simonizing - Interior Shampooing  
 Cars - Vans - Boats

"INDEPENDENT DEALERS"

**TIDY CAR**

Mildred Yanke Prop  
 135 13 St N ..... 320-2051

Triangle Gas & Wash 2610 16 Av S ..... 328-2211

Whenever you need whatever you  
 need, refer to the Yellow Pages of  
 this directory.

**Automobile Wheel Aligning**

Dudley's Custom Shop 1219 3 Av S ..... 327-0237  
 Ellis Auto Drome Ltd 1805 2 Av S ..... 327-4453  
 See Our Advertisement This Classification  
**ENERSON'S PONTIAC BUICK GMC**  
 241 Stafford Dr ..... 329-4444  
 Firestone Stores 3 Av & 8 St S ..... 327-8548  
**GREAT WEST TIRE LTD** 1203 2 Av S ..... 328-2443  
**KIRK'S TIRE SALES (1964) LTD**  
 238 22 St N ..... 327-5985

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SPECIALIZING IN LARGE TRUCK  
 & TRAILER ALIGNING

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

**MOORE'S ESSO SELF SERVE**

3 Av & 21 St S ..... 327-1046  
 Polaris Tire Ltd 804 36 St N ..... 329-3901

## ELLIS Auto Drome Ltd.

SPECIALIZING IN:

- WHEEL ALIGNMENT
- WHEEL BALANCING

Complete Steering Service

AFTER HOURS — 327-1020

327-0802

# 327-4453

1805 - 2nd Avenue S.

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

R T Automotive 4314 1 Av S ..... 329-3656  
 See Our Advertisement This Classification  
**SKYLINE SERVICE & TRAILER COURT**  
 43 St & Coutts Hwy ..... 327-5565

## R/T AUTOMOTIVE

SPECIALIZING IN  
 COMPLETE  
 AUTOMOTIVE REPAIRS  
 &  
 WHEEL ALIGNMENT

# 329-3656

4314 - 1st AVENUE S., LETHBRIDGE

**Automobile Wreckers**

Hepp's Industries Ltd  
 1 Mile East of Stockyards ..... 327-4242  
 See Our Advertisement This Classification  
 Marshall Auto Wreckers Ltd Box 955 ..... 328-3316  
 See Our Advertisement This Classification  
 Pincher Auto Wreckers Ltd  
 Box 1456 ..... Pincher Creek 627-3208  
 See Our Advertisement This Classification  
**SNYDERS AUTO WRECKING**  
 20 6 St E ..... Brooks 362-2653

(Continued Next Page)



# ACTION AUTO CLEAN-UP

Specializing in Custom Clean Up  
 Interiors, Exteriors, Engines, etc.

*If It Runs . . . .*

*We Can Clean It!*

# 328-9512

233 - 12b STREET NORTH, LETHBRIDGE

## Hepp's INDUSTRIES LTD.

P.O. BOX 577 FAIRVIEW SUBDIVISION  
 LETHBRIDGE, ALBERTA

LATE MODEL AUTO WRECKERS  
 FAST EFFICIENT SERVICE  
 ONE MILE EAST ON  
 EXPERIMENTAL FARM ROAD

# 327-2533

# 327-4242

**Automobile Washing & Polishing****Equipment**

A-1 Welding Sodel 135 Lafayette Blvd ..... 327-1598

**TAKE THE SHORT-CUT**

When you can't shop in  
 person use the  
**YELLOW PAGES**  
 of your  
 Telephone Directory  
 to locate dealers  
 and  
**SHOP BY TELEPHONE**

## PINCHER AUTO WRECKERS LTD.

2 BLOCKS N. & 1 BLOCK E. OF  
 RAILROAD TRACKS AT PINCHER STN.

WHY BUY NEW — RE-CYCLE & SAVE  
 GOOD SELECTION OF LATE MODEL SALVAGE

# 627-3208

BOX 1456, PINCHER CREEK

**Automobile Wreckers—(Cont'd)**

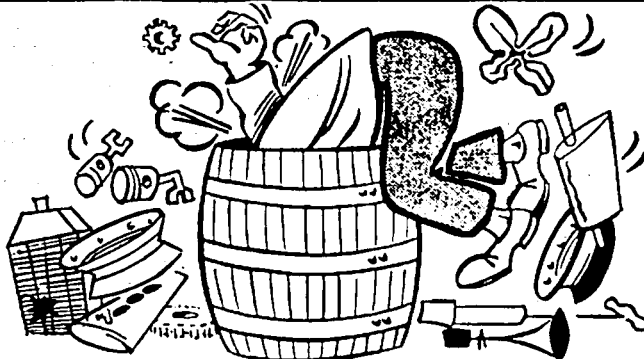
**TOWN & COUNTRY AUTO WRECKERS**  
 2¼ Miles East of Airport  
 SPECIALIZING IN RECONDITIONED ENGINES  
 Box 494 ..... 328-3654

**WESTERN AUTO & TRUCK PARTS**  
 2602 52 St SE ..... Calgary 272-8891

**CALL BY NUMBER**  
 ... IT'S QUICKER!  
 Calls go through more quickly  
 when you can give the Long Dis-  
 tance Operator the telephone  
 number you are calling.

**Marshall Auto Wreckers Ltd.**

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



**WE HAVE EVERYTHING .... ALMOST**

**USED PARTS FOR ALL MAKES**  
 ★ CARS ★ TRUCKS

★ 40 ACRES OF CARS  
 AND TRUCKS

**328 - 3316**

1 Mile East No. 3 Highway Sunny Side Road Telex 038-49158 BOX 955 — LETHBRIDGE

**Aviation**

See Air Line Companies also Aircraft Section  
**Aviation Instruction**  
 See Aircraft Schools

**Awnings & Canopies**

Alta Aluminum 224 12 St N ..... 328-6777  
 See Our Advertisement This Classification  
**CALGARY TENT & AWNING LTD**  
 109-3851 Manchester Rd SE .... Calgary 243-4666



A Division of Pigat Aluminum Products Ltd.  
 Manufacturers of

*WINDPROOF Tension Sealed!*

**AWNINGS, PATIO &  
 DOOR HOODS**  
**FREE ESTIMATES**

**328-6777**

224 - 12th STREET N.

**Awnings & Canopies—(Cont'd)**

**HOVEY ROOFING & AWNINGS**  
 ALUMINUM AWNINGS, DOORS & WINDOWS  
 SHUTTERS & SOFITS  
 17 Concordia Place ..... 327-5994

**PASTOOR'S CUSTOM CANVAS LTD**  
 1262 2 Av S ..... 328-8424

**Baby Chicks** See Hatcheries

**Baby Sitters**

Costanzo's Day Care Centre 1116 3 Av S ... 328-5057  
**CUDDLE BUNNY NURSERY**

**FULL DAY CARE SERVICE**  
**328-2835**

— SUBSIDY APPROVED —

648 11 St S ..... 328-2835

**KINDER KARE**

**FULL DAY CARE SERVICE**  
 Ages 0-6  
**328-2509**

2208 Mayor Magrath Dr ..... 328-2509

**Baby Sitters—(Cont'd)**

**KRADLE KOOP DAY CARE CENTRE**  
**FULL DAY CARE SERVICE**  
 AGES 0-6  
 — Subsidy Approved —  
**320-1353**  
 284 7 Av S ..... 320-1353

**NARNIA DAY CARE CENTRE**  
**FULL DAY CARE SERVICE**  
 AGES 0 - 6 YEARS  
 — Subsidy Approved —  
**329-6055**  
 1203 6 Av S ..... 329-6055

**Background Music—Leased**

See Music Background Systems

**Backhoe Service**

See Contracting Excavating

**Backpacking Equipment**

See Camping Equipment also Sporting Goods

**Baggage**

See Luggage—Retail

**Bags—Paper**

Bonar & Bemis Ltd 5615 44 St SE Calgary 287-0450

**Bags—Textile**

**BONAR & BEMIS LTD**  
 Manufacturers of  
**Jute, Cotton, Paper, Mesh,  
 Flexene, Woven Poly Bags**  
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 2235 15 St SE ..... Calgary 287-0450

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**CROWN ZELLERBACH FLEX-PAK LTD**

FLEXIBLE PACKAGING  
 DESIGN  
 FILM EXTRUSION  
 PRINTING & BAG MAKING



"FOR INFORMATION CALL"  
**CROWN ZELLERBACH FLEX-PAK LTD**  
 2620 Centre Av NE ..... Calgary 273-7166

**MODERN PACKAGING CO LTD**

Manufacturers of  
**PLAIN & PRINTED  
 POLYETHYLENE BAGS**  
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Or Write Box 246 Station T Calgary  
 5319 3 St SE ..... Calgary 252-4481

**WESTERN CONCORD MANUFACTURING LTD**

**POLYETHYLENE BAGS - PRINTED - PLAIN  
 FLEXIBLE PACKAGING**  
 203-4616 Valiant Dr NW ... Calgary 247-1127

**Bakers—Retail**

**BLACK FOREST BAKERY LTD**  
 CAKES — BUNS — PASTRY  
 FANCY BREAD — RYE BREAD  
 1640 Mayor Magrath Dr ..... 328-4853

**CENTRE VILLAGE IGA BAKERY**  
 HOME MADE BREAD — BUNS — ROLLS  
 PIES — COOKIES & PASTRY  
 BIRTHDAY & WEDDING CAKES  
 FRESH DAILY  
 Centre Village Mall ..... 327-0353

Colonial Bakery Ltd 1112 6 Av S ..... 328-6923  
 See Our Advertisement This Classification  
 Country Style Donuts 1010 Mayor Magrath Dr 320-0718  
**ERICKSEN'S 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

Lakeview Bakery (Lethbridge) Ltd  
 2622 S Parkside Dr ..... 328-3532  
 See Our Advertisement This Classification  
**McGAVIN FOODS LTD** 1502 3 Av S ..... 327-4488  
 {327-3378  
 North Side Bakery 610a 13 St N ..... 328-1629  
 Raymond Bake Shop  
 82 Broadway N ..... Raymond 752-3038  
 Value Village Markets Ltd 538 13 St S ..... 327-2424

**BAKING AID**

Baked goods made with honey stay moist and fresh longer than those made with sugar.

**COLONIAL BAKERY LTD.**

- ★ HOME MADE BREAD
- ★ ROLLS — BUNS
- ★ COOKIES
- ★ CAKES — PIES
- ★ PASTRIES
- ★ SPECIAL OCCASION
- ★ WEDDING & BIRTHDAY CAKES

*Specializing in Imported Dutch Goods*

**FRESH DAILY**

**328-6923**

1112 - 6th Avenue S.



**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  
 2622 S. PARKSIDE DRIVE

**Bakers—Wholesale**

**McGAVIN FOODS LTD** 1502 3 Av S ..... {327-4488  
 {327-3378

See Our Advertisement This Classification  
 Mrs Willman's Baking Products 420 13 St N 327-6312  
**QUEEN DONUT BAKING PRODUCTS LTD**

PASTRY PRODUCTS  
 YEAST RAISED & CAKE DONUTS  
 420 13 St N ..... 327-6312



**McGAVIN FOODS LTD.**

**327-4488**

1502 - 3rd AVE. S.

**Ballet Instruction**

See Dancing Academies & Clubs

**Banks**

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 Main Branch 522 3 Av S ..... 327-2171  
 North Lethbridge Branch 230 13 St N ... 328-8831  
 South Lethbridge Branch  
 Mayor Magrath Dr & Henderson Lake Blvd 328-9266

**BANK OF NOVA SCOTIA THE**  
 Main Br 702 3 Av S ..... 327-5794  
 Mayor Magrath Dr Branch  
 465 Mayor Magrath Dr ..... 328-9661  
 Westminster Shopping Plaza Branch  
 13 St & 5 Av N ..... 328-7736  
 Lethbridge Community College Branch  
 Lethbridge Community College ..... 329-4011  
 ChargeX—Lost or Stolen Cards  
 (No Charge To Calling Party) ..... 1-800-261-6475  
 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 ..... 329-1255  
 University Campus ..... 327-7041  
 Mgr Ofc ..... 328-9733  
 Dealer Plan Dept ..... 328-9278

**CONTINENTAL BANK OF CANADA**  
 816 4 Av S ..... 327-8521

**Banks—(Cont'd)**

**FEDERAL BUSINESS DEVELOPMENT BANK**  
 500 Professional Bldg  
 740 4 Av S ..... 328-9681

**ROYAL BANK**  
 Lethbridge Centre ..... 327-8541  
 Mayor Magrath Dr Branch  
 1706 Mayor Magrath Dr ..... 328-9626  
 Centre Village Mall Branch  
 1240 2a Av N ..... 328-9261  
 621 4 Av S Br ..... 327-2181  
 Toronto-Dominion Bank 612 4 Av S ..... 328-1746  
 College Shopping Mall ..... 327-2194  
 West Lethbridge Branch ..... 329-9232

**Banquets**

See Caterers, Also Restaurants

**Barbecue Equipment & Supplies**

**HEARTH & PATIO**

BARBECUES  
 CHARCOAL, ELECTRIC, GAS  
 FIREPLACE FURNISHINGS  
 CUSTOM SCREENS, CHIMNEYS  
 PATIO FURNITURE  
 COLLECT CALLS ACCEPTED  
 424 7 St S ..... 329-9055


**Barbecuing** See Caterers

**Barbers**

Andy's Barber Shop 526 6 St S ..... 328-7215  
 See Our Advertisement This Classification  
 Bob's Barber Shop 432 7 St S ..... 327-3852  
 Enso's Barber & Style Centre  
 College Shopping Mall ..... 328-8738  
 Gentlemen's Choice 1102a 9 Av S ..... 327-4474

(Continued Next Page)

"For The Style of Your Life..."



Come And See Us  
 Shag Cuts  
 Razor Cuts  
**328-7215**  
 526 - 6th St. South

**ANDY'S BARBER SHOP**

**SIR**



**Hairstyling (Lethbridge) Ltd.**

FOR MEN AND WOMEN

**327-7111**  
 APPOINTMENTS PREFERRED

Putting you first, keeps us first

615 - 4th Ave. S., Lethbridge, Alberta

**Barbers—(Cont'd)**

Hair Chalet 1813 20 Av ..... Coaldale 345-2194  
**HAIR FACTORY THE** 1277 3 Av S ..... 328-6422  
 Modern Barber Shop Professional Bldg ..... 327-8708  
 Razor's Edge Centre, Village Mall ..... 328-2080  
 Sir Hairstyling (Lethbridge) Ltd ..... 327-7111  
 615 4 Av S ..... 327-6730  
 See Our Advertisement This Classification  
 Towne House Men's Hair Styling 1205 3 Av S 328-4122  
 Viking International Hairstyling Ltd .....  
 218 5 St S ..... 329-1400  
 See Our Advertisement This Classification

**Baths**

**CONDOR PLUMBING & HEATING LTD**  
 Thermasol Personal Steam Baths  
 1904 13 Av N ..... 327-3840  
 Niagara Cyclo-Massage Distributors  
 328 13 St N ..... 327-1963

The buying public won't forget you  
 when you advertise in the **YEL-**  
**LOW PAGES.**

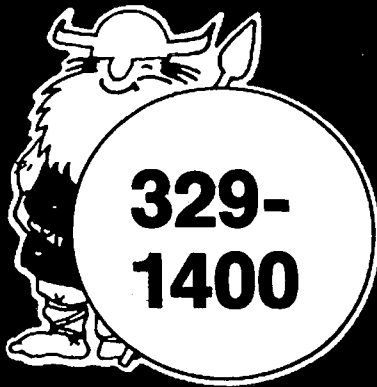
**Batteries—Storage—(Cont'd)**

Superior Gulf Service  
 16 Av & Mayor Magrath Dr ..... 327-0313

**Bearings**

**ALCO INDUSTRIAL LTD**  
 3-6304 Burbank Rd SE ..... Calgary 253-8286  
**OLIVER AGRICULTURAL SUPPLY**  
 236 36 St N ..... 327-1571  
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 236 36 St N ..... 327-1571  
**SPROULE BEARING SUPPLY**  
 543 30 St N ..... 328-6681  
 See Our Advertisement This Classification  
**TRANSMISSION SUPPLIES (SOUTHERN  
 ALTA) LTD** 3004 9 Av N ..... 329-4344  
 See Our Advertisement This Classification

# HIS & HERS



**329-  
1400**

## AWARD RECOGNITION

FROM

- ★ AUSTRIA
- ★ CANADA
- ★ GERMANY
- ★ SCANDINAVIA
- ★ SPAIN
- ★ U.S.A.

- ★ FACIAL TREATMENT
- ★ CUSTOM HAIRPIECES

## VIKING

**INTERNATIONAL  
HAIRSTYLING LTD.**

218 - 5th St. S., Lethbridge

*All Services  
In Complete Privacy*

"VISIT OUR BOTIQUE CENTRE"

**Barrels & Drums**

**PLANT NATIONAL LTD**  
 10540 121 St ..... Edmonton 482-6316

**Barristers**

See Lawyers

**Basement Contractors**

See Contractors—Foundations

**Bath Equipment & Supplies**

See Sauna Equipment & Supplies

**Bath Room Accessories****ANDERSON DON SALES DISTRIBUTOR**

A Portable Whirlpool Bath In Your Tub  
 Reasonably Priced, 3 Year Written Guarantee

328 13 St N ..... 327-1963

Golden Dolphin Bath Boutique  
 Lethbridge Centre ..... 327-1323  
 International Ceramic Tiles Ltd 520 13 St N 328-2527

Use Easter Seals

**Batteries—Storage**

**DELCO BATTERIES—  
HUTTON'S LTD**  
 321 8 St S ..... 327-5566

Lethbridge Battery Distributors Ltd  
 217 12b St S ..... 327-5587  
 See Our Advertisement This Classification

## TRANSMISSION SUPPLIES (SOUTHERN ALTA) LTD.

3004 - 9th AVENUE NORTH  
 LETHBRIDGE, ALBERTA T1J 4A2

- Power Transmission & Bearing Specialists
- Sheaves & Belts
- Sprockets, Reducers
- All Types of Bearings & Seals
- Castors - Chesterton Chemicals

24 Hr. Industrial Emergency Service

**329-4344**

3004 - 9th Avenue North, LETHBRIDGE

## Lethbridge Battery Distributors Ltd.

Distributors for New: GLOBELITE, EXIDE & DELCO BATTERIES



GlobeLite

*"Your Complete Battery  
Service Centre"*

- ★ New Batteries
- ★ Reconditioned Batteries



Delco

★ Battery Cables

★ Wholesale & Retail

217 - 12b Street South

★ Battery Repairs

**327-5587**

# B & J Hairstyling Salon Ltd.



Specialists in:  
Hair Cutting & Styling  
for Men & Women

**REDKIN PRODUCTS**

LARGE SALON

EXPERIENCED OPERATORS  
TO SERVE YOU

*Appointments Not  
Always Necessary*

**328-3650**

506 - 4th AVENUE SOUTH

ACROSS FROM LETHBRIDGE CENTRE

## Beauty Parlor Supplies & Equipment

Alberta Beautician & Barber Supply Co Ltd  
507 7 St S ..... 327-2051  
Exclus'ive Hair Styling 1232 3 Av S ..... 320-1113  
**OBSCO BEAUTY & BARBER SUPPLY**  
106 61 Av SW ..... Calgary 253-8811

## Beauty Parlors

Alberta Beauty School 405 5 St S ..... 327-2250  
B & J Hairstyling Salon Ltd 506 4 Av S ..... 328-3650  
See Our Advertisement This Classification  
Beau Monde Beauty Shoppe 304 5 St S ..... 327-3575  
See Our Advertisement This Classification  
Beauty Box 426 6 St S ..... 327-4251  
See Our Advertisement This Classification  
Coby's Beauty Shop 322 13 St N ..... 327-5687  
See Our Advertisement This Classification  
**CREATIVE IMAGES** 1414 17 St S ..... 328-1637  
See Our Advertisement This Classification

## DOUG'S HAIR HUT

UNISEX CUTTING & STYLING

5204 48 Av ..... Taber 223-3634

## EL RANCHO HAIR STYLES

526 Mayor Magrath Dr ..... 327-1904  
Exclus'ive Hair Styling 1232 3 Av S ..... 320-1113  
See Our Advertisement This Classification

## FACE PLACE THE 323 6 St S ..... 328-1212

See Our Advertisement This Classification  
**FANCI-FULL BEAUTY SALON** 738 13 St N 327-1626  
Gizella Beauty Salon 4 Av & 7 St S ..... 328-8023

See Our Advertisement This Classification  
Green Apple Hairstyles Ltd 536 8 St S ..... 327-1277  
See Our Advertisement This Classification

Listings Of This  
Classification Are Continued  
On Next Page



The *Face Place*  
Nell Piercey



A COMPLETE BEAUTY CARE CENTRE  
For HER and For HIM  
**HAIRSTYLING**

MANICURES, FACIALS AND SKIN CARE

A Specialty Shoppe  
Featuring Exclusive Beauty Preparations

Charles of the Ritz **ON STAGE Cosmetics**

FRENCH PERFUME, BOUTIQUES WIGS  
ALSO MEN'S GROOMING AIDS

**328-1212**

323 - 6th STREET SOUTH (DOWNTOWN) LETHBRIDGE

## BEAU MONDE Beauty Shoppe

Theima Miller & Erma Peters

HAIR STYLING &  
PERMANENTS  
THAT SATISFY



**327-3575**

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

## THE BEAUTY BOX

MARY HONMURA, KATHY MULLER



- HAIR STYLING
- HAIRCUTTING & SHAPING
- PERMANENT WAVING

**327-4251**

426 - 8th Street S.

ACROSS FROM EATONS PARKADE

**Beauty Parlors—(Cont'd)**

Hair Factory The 1277 3 Av S ..... 328-6422  
 See Our Advertisement This Classification  
 HAIR HUT Box 1412 ..... Coaldale 345-2870  
 Hair-Loom Beauty Salon 410 13 St N ..... 328-1054  
 See Our Advertisement This Classification  
 HOUSE OF BEAUTY ..... {328-4141  
 College Shopping Mall ..... {328-3066  
 See Our Advertisement This Classification  
 HOUSE OF GLAMOUR 2007 18 St Coaldale 345-3766  
 Joseph Hair Styles 922 5 Av N ..... {328-7366  
 ..... {320-9988  
 See Our Advertisement This Classification  
 LAKEVIEW BEAUTY SALON  
 2638 S Parkside Dr ..... 327-4843

(Continued Next Page)

Use Easter Seals



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

EXPERTS IN

- ★ HARD TO CURL HAIR
- ★ TINTS — BLEACHES — HAIR CUTS

Styling For Men & Women  
 Latest Styles & Fashions To Please

**SPECIALIZING IN HAIRCUTS**

Coby's Beauty Shop

**327-5687**

322 - 13th Street N.

# The Hair Factory

**UNISEX HAIRSTYLING**

**HAIRCUTTING  
 PERMS & COLORS**

**ALSO  
 FACIALS & MANICURES**

**328-6422**

**1277 - 3rd Avenue S.  
 LETHBRIDGE**

**CREATIVE  
 IMAGES**  
 UNISEX HAIRSTYLING

**328-1637**

1414 - 17th STREET SOUTH  
 LETHBRIDGE

Located in Bonnydale Mall

*Freda  
 Walton's*

## HOUSE OF BEAUTY

Technicians In All Phases of  
 Hair Care

**SPECIALIZING IN REDKEN & JHIRMACK PRODUCTS**

**328-4141 328-3066**

UNISEX  
 HAIRSTYLING

(COLLEGE SHOPPING MALL)

CUSTOM  
 PERMANENT  
 WAVING

**EXCLUS' EVE**  
 MEN & WOMEN  
*Hair Styling*

FEATURING  
 HATS DESIGNED.....

JUST FOR YOU  
**320-1113**  
 1232 - 3rd AVENUE S.

**GIZELLA BEAUTY SALON  
 and MEN'S HAIRSTYLING**

- HAIRCUTTING
- PERMANENTS
- TINTING

**328-8023**  
 (Located in Marquis Hotel)  
 4th Ave. & 7th St. South  
 GIZELLA PONCSAK PROP.

**Green Apple**  
 Hairstyles Ltd.  
 SPECIALIZING IN  
 ALL PHASES OF  
 HAIR CARE & FASHION  
 FOR MEN & WOMEN  
**JHIRMACK PRODUCTS**  
 FOR APPOINTMENT CALL  
**327-1277**  
 536 - 8th STREET S., LETHBRIDGE

# Joseph Hair Styles



"IF YOUR HAIR IS NOT BECOMING TO YOU  
YOU SHOULD BE COMING TO US"

- 6 Stylists to Serve You
- Styles for The Whole Family
- We Handle a Complete Line  
of *Jimmack* Cosmetics &  
Hair Care Products

**328-7366      320-9988**

— APPOINTMENTS NOT ALWAYS NECESSARY —  
922 - 5th AVENUE NORTH, LETHBRIDGE

## Magda's Hair Styling

LOCATED:  
LETHBRIDGE HOTEL LOBBY  
202 - 5th STREET S.  
LETHBRIDGE

**329-8242**

OPEN:  
THUR. & FRI. - 10 A.M. - 6:00 P.M.  
SATURDAY - 9 A.M. - 6:00 P.M.

For Appointments, Call  
**328-8946** Tue. & Wed.

**COMPLETE HAIR STYLING  
FOR MEN, WOMEN & CHILDREN**

- HAIR CUTTING
- COLD & HOT PERMS
- WASH & WEAR PERMS
- COLOUR FOR ANGELIZER  
No Peroxide in Activated by Water
- GENTLEMEN HAIRCUTTING  
AND PERMS**
- SPECIAL PRICES FOR PENSIONERS**
- HAIR CUTTING & PERMANENTS  
OUR SPECIALTY**

Manageress - **MAGDA VARGA**



## LE RON'S

*Specialists in Hair Design*

For Women      For Men

**320-1122**

"Our Pleasure Is Serving You"

524 - 6th STREET SOUTH, LETHBRIDGE

## Hair-Loom Beauty Salon

THE PERFECT PLACE  
FOR COMPLETE CUTTING  
& STYLING

**328-1054**

410 - 13th Street N.



## SIR



*Hairstyling (Lethbridge) Ltd.*

FOR MEN AND WOMEN

**327-7111**  
APPOINTMENTS PREFERRED

Putting you first, keeps us first

615 - 4th Ave. S., Lethbridge, Alberta

## Lovely Lady Beauty Salon



FOR  
APPOINTMENTS  
CALL

**327-4020**

902 - 7th Avenue South

**Beauty Parlors—(Cont'd)**

Le Ron's 524 6 St S ..... 320-1122

See Our Advertisement This Classification

**LEMON TREE HAIR DESIGN**

**EXCLUSIVE BUT NOT EXPENSIVE**

Specializing In  
**CUTTING & CUSTOM COLORING**

5217 47 Av ..... Taber 223-4900

Lovely Lady Beauty Salon 902 7 Av S ..... 327-4020

See Our Advertisement This Classification

Magda's Hair Styling 202 5 St S ..... 329-8242

See Our Advertisement This Classification

Norbridge Beauty Salon 724 23 St N ..... 328-5335

See Our Advertisement This Classification

**NORTH PLAZA BEAUTY SALON**

616 13 St N ..... 327-0260

**SIR HAIRSTYLING (LETHBRIDGE) LTD**

615 4 Av S ..... 327-7111

See Our Advertisement This Classification

**Skrove Mildred Hair Fashions**

21-1904 13 Av N ..... 328-1662

**South Plaza Beauty Salon**

1620 Mayor Magrath Dr ..... 327-5822

See Our Advertisement This Classification

Style-Rite Beauty Salon 1514 9 Av S ..... 327-5000

Theresa Beauty Salon 740 4 Av S ..... 328-6424

See Our Advertisement This Classification

TIARA BOUTIQUE 1102 9 Av S ..... 327-0640

**Viking International Hairstyling Ltd**

218 5 St S ..... 329-1400

See Our Advertisement This Classification

Wanda's Hairstyling 507 5 St S ..... 328-2825

See Our Advertisement This Classification

**ZODIAC HAIRSTYLING**

161 Lethbridge Centre ..... 320-8500

# HIS & HERS



**329-1400**

## AWARD RECOGNITION

FROM

- ★ AUSTRIA
- ★ CANADA
- ★ GERMANY
- ★ SCANDINAVIA
- ★ SPAIN
- ★ U.S.A.

- ★ FACIAL TREATMENT
- ★ REMOVATRON  
(Permanent Hair Removal)

# VIKING

INTERNATIONAL  
HAIRSTYLING LTD.

218 - 5th St. S., Lethbridge

*All Services  
In Complete Privacy*

"VISIT OUR BOTIQUE CENTRE"

## NORBRIDGE BEAUTY SALON

- Hair Styling
- Tinting
- Perming

*Colleen Belter*



**328-5335**  
724 - 23rd STREET N.

## "HAIRSTYLING SPECIALISTS"

South Plaza Beauty Salon  
1620 MAYOR MAGRATH DRIVE ..... **327-5822**

North Plaza Beauty Salon  
616 - 13th STREET N. .... **327-0260**

Tiara Boutique  
1102 - 9th AVENUE S. .... **327-0640**



## THERESA BEAUTY SALON

- Permanent Waving
- Wash & Wear Perming
- Tinting & Coloring
- Bleaching & Frosting
- Manicure & Eyebrow Shaping
- Gentlemen's Hair Cutting & Perming

*20 Years Experience Some in Other Countries*

Theresa Zakli, Manageress

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740 - 4th AVENUE SOUTH  
14 PROFESSIONAL BLDG.



## WANDA'S HAIRSTYLING

*Alberta's Top Stylist 1977*

Specializing in Hair Styling & Cutting

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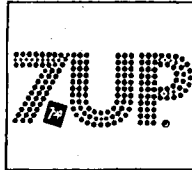






# CHINOOK BEVERAGES

A Division of Blue Label Beverages (1971) Ltd.



PEPSI-COLA  
DIET PEPSI  
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7-UP THE UNCOLA  
DIET 7-UP  
HIRES ROOT BEER

ORANGE CRUSH  
GRAPE CRUSH  
CREAM SODA CRUSH  
GRAPEFRUIT CRUSH  
LIME CRUSH

PURE SPRING DRY GINGER ALE  
CLUB SODA  
COLLINS  
TONIC WATER  
BITTER LEMON

HOMESTEAD NON CARBINATED DRINKS

ORANGE  
GRAPE  
APPLE  
FRUIT PUNCH  
DR. PEPPER



2907 - 2nd AVENUE S., LETHBRIDGE

## 327-1310



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Oasis Sensorium The 309a 5 St S ..... 329-4943  
Waterbed Gallery 2226 5 Av S ..... 328-7152  
Warehouse 622 30 St N ..... 328-0049  
320-8181

### Bedspreads

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

### Beer & Ale Mfrs

See Breweries

### Belt Conveyors

See Conveyors

### Belting—Mechanical

Alco Industrial Ltd  
3-6304 Burbank Rd SE ..... Calgary 253-8286  
NORWESCO INDUSTRIES LTD  
3410 Ogden Rd SE ..... Calgary 264-2552  
SNOWDEN RUBBER INDUSTRIES LTD  
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BELTING IN STOCK  
Bay 100-3916 61 Av SE · Calgary 279-2926

### Belts & Belting

SPROULE BEARING SUPPLY 543 30 St N 328-6681

### Beverages

AMALGAMATED BEVERAGES LTD  
2920 9 Av N ..... 328-8891  
See Our Advertisement This Classification  
Cajon Beverages 1246 3 Av N ..... 328-0344  
North 425 Westminster Shopping Plaza ..... 329-1566  
See Our Advertisement This Classification  
Canada Dry Ltd 1149 Scenic Dr ..... 320-8240  
CHINOOK BEVERAGES 2907 2 Av S ..... 327-1310  
See Our Advertisement This Classification  
COCA COLA—  
AMALGAMATED BEVERAGES LTD  
2920 9 Av N ..... 328-8891  
PIC-A-POP 222 12b St N ..... 329-4744  
See Our Advertisement This Classification  
Western Beverages of Canada Ltd  
1501 Aspen Place ..... 329-1030

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Authorized bottler of Coca-Cola under contract with Coca-Cola Ltd.

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- SPRITE
- FANTA FLAVORS
- TAB
- FRESCA
- MR. PIBB



- VENDING MACHINES  
BOTTLES & CANS
- POSTMIX & PREMIX UNITS

**HEAD OFFICE**  
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Lethbridge, Alberta  
Phone 328-8891

1715 Brier Park Road West  
P.O. Box 1453  
Medicine Hat, Alberta  
Phone 526-2533



## CAJON BEVERAGES

(A DIVISION OF CAJON DEVELOPMENT CO. LTD.)

RC "COLA" AND "MISTER SOFT DRINK"

— NATIONAL BRAND PRODUCTS —

"AFFILIATED WITH CRUSH INTERNATIONAL LTD."

### QUALITY PRODUCTS IN CANS

**SHASTA**

1246 - 3rd AVENUE N., LETHBRIDGE

## 328-0344



COMPLETE FLAVOR SELECTION  
OF QUALITY REFRESHMENTS AT  
REFRESHING PRICES

## 329-4744

222 - 12b STREET NORTH

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See Church Supplies also Books Religious & Educational

**Billiards**

**CHINOOK FAMILY RECREATION CENTRE**

BILLIARDS — GAMES ROOM  
SALES & SERVICE  
1609 3 Av S ..... 328-7722

**FAMILY BOWLING & BILLIARDS**

FIVE PINS — BILLIARDS  
GAMES ROOM  
319a 7 St S ..... 328-7122

Rec Room The 1660 Mayor Magrath Dr ..... 329-9213

**Billing Machines**

See Accounting & Bookkeeping Machines

**Binderies** See Bookbinders

**Birds & Supplies**

See Pet Section

**Blinds** See Venetian Blinds

**Blocks** See Concrete Blocks

**Blocks & Buildings**

See Apartments & Buildings

**Blue Printers**

Lethbridge House Designs Ltd  
419 Stafford Dr ..... 328-8752  
Westmac Drafting Ltd 1240 3 Av S ..... 329-1142

**Boat Manufacturers**

Wescan Car Top Fibreglass Repair  
43 St & Coumts Hwy ..... 328-4676

**Boats—Retail**

Glascon Ltd 538 30 St N ..... 329-4411  
See Our Advertisement This Classification  
Gotschna Ski Haus Ltd 802 2 Av S ..... 329-6655  
See Our Advertisement This Classification  
Harker's Marine Ltd 245 12a St N ..... 328-3553  
See Our Advertisement This Classification

Listings Of This  
Classification Are Continued  
On Next Page

**Bicycle Dealers & Repairers**

ALPENLAND SKI & SPORTS 1289 3 Av S 329-6099


BERT & MAC'S CYCLE LTD

913 3 Av S ..... 327-3221


See Our Advertisement This Classification

Gotschna Ski Haus Ltd 802 2 Av S ..... 329-6655

See Our Advertisement This Classification



**Bert & Mac's Cycle Ltd.**  
"Largest Stock of Bicycles In Southern Alta."  
IN THE CYCLE TRADE FOR 35 YEARS.  
★ CCM - APPOLLO - SEKINE - BRC  
RALEIGH - NORCO - LEADER - NISHIKI  
OVER 1,000 BIKES IN STOCK  
★ BICYCLE SALES & SERVICE  
WE TAKE TRADES & REPAIR BIKES  
**327-3221**  
SHOP 328-6162  
913 - 3rd AVENUE SOUTH, LETHBRIDGE



**BICYCLES**  
"The Shop for the Serious Cyclist!"  
● RALEIGH ● CCM ● CHIMO ● FAVORIT  
FOR QUALITY PARTS AND SERVICE  
**329-6655**      802 - 2nd AVE. S.  
GOTSCHNA SKI HAUS LTD.      LETHBRIDGE  
SEE US FOR CHRYSLER BOATS AND  
OUTBOARD MOTORS  
ALSO  CANOES BY GRUMMAN  
PARTS AND SERVICE  
CHRYSLER  
SALES & SERVICE

**Billiard Tables & Supplies**

**CHINOOK FAMILY RECREATION CENTRE**

Brunswick National Billiard Tables  
Shuffleboards — Sales & Service

1609 3 Av S ..... 328-7722

**CRAFTSMAN RECREATIONS (CALGARY) LTD**

Brunswick Distributor of Billiard Tables,  
Shuffleboards, Games Tables — Sales

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QUALITY SLATE POOL TABLES & SUPPLIES  
PHONE FOR VIEWING


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If you'd like your business to be represented in these YELLOW PAGES, call the telephone business office and ask for a directory representative.

**MEND FIRST**

Mending should be done before the clothing is washed, so tears and rips won't get any larger.

**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!



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LETHBRIDGE - ALBERTA  
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GLASCON BOATS & CANOES  
Dealer For:  
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BOAT TRAILERS  
MARINE HARDWARE & ACCESSORIES  
COMPLETE REPAIR FACILITIES  
538 - 30th Street N.  
  
**329-4411**

**Boats—Retail—(Cont'd)**

Lethbridge Kawasaki Ltd 3040 13 St N ... 327-6117  
 See Our Advertisement This Classification  
**MERCUISER STERN DRIVES—**  
*Sales & Service*  
**GLASCON LTD**  
 538 30 St N ..... 329-4411  
**HARKER'S MARINE LTD**  
 245 12a St N ..... 328-3553  
**LEN'S LANDSCAPING & NURSERY SALES**  
 5316 1 St ..... Claresholm 625-4155  
**LETHBRIDGE KAWASAKI LTD**  
 3040 13 St N ..... 327-6117

Nine out of ten will do what you are doing now—Consult the 'yellow pages' to find "Where to Buy it".

**Boats—Retail—(Cont'd)**

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**OMC STERN DRIVE**  
 COMPARE FEATURES!  
 Buying a Stern Drive? Make sure you're getting OMC's 90° Outdrive Swing, 75° Outdrive Tilt, separate Trim movement, Tru-Course® Steering, Power Shift and vibration reducing Uni-Mount®  
**"WHERE TO BUY THEM"**  
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 Harker's Marine Ltd 245 12a St N ... 328-3553

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 3302 3 Av S ..... 327-3921

**Boiler Settings**

**ANDY'S ELECTRIC LTD** 259 12 St N ... 328-5438

**Boiler Supplies & Parts**

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**Boilers**

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**YORK-SHIPLEY AUTOMATIC BOILERS**

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 1449 17 Av SE ..... Calgary 265-5055

Liberty Boilers (Lethbridge) Ltd 3302 3 Av S 327-3921  
 See Our Advertisement This Classification



**BICYCLES**

**"The Shop for the Serious Cyclist"**

● RALEIGH ● CCM ● CHIMO ● FAVORIT

FOR QUALITY PARTS AND SERVICE

**329-6655**      802 - 2nd AVE. S.  
 GOTSCHNA SKI HAUS LTD.      LETHBRIDGE

SEE US FOR CHRYSLER BOATS AND OUTBOARD MOTORS      CHRYSLER PARTS AND SERVICE      SALES & SERVICE

ALSO CANOES BY GRUMMAN



**BOILERS**  
 (LETHBRIDGE) LTD.

Manufacturers of  
**STEAM & HOT WATER BOILERS**

- BOILER REPAIRS
- CAST IRON BOILERS
- PRESSURE WELDING
- BOILER INSTALLATION
- GENERAL MAINTENANCE
- BOILER ACCESSORIES & SERVICE

**NEW & USED BOILERS FOR SALE**

COAL FIRED BOILERS  
 HEAD OFFICE  
 3302 - 3rd Ave. S., Lethbridge  
**327-3921**  
 AFTER HOURS 327-4945 - 327-0243  
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Dealer For:  
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 SUN RAY - SIDEWINDER &  
 CAMPION BOATS

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- VANGUARD Fiberglass Boats
- Swift Sure & Hammond Boats
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- Aluminum FISHING BOATS

**LETHBRIDGE KAWASAKI LTD.**

3040 - 13th STREET NORTH      **327-6117**

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**Bolts & Nuts—(Cont'd)****CENTURY SALES & SERVICE LTD**

"THE NUT & BOLT  
SUPPLY HOUSE"



"FOR SERVICE CALL"  
CENTURY SALES & SERVICE LTD  
8-3004 9 Av N ..... 329-4747

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Mobile Bolt Supply 1112 11 St S ..... 327-4192

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236 36 St N ..... 327-1571

**OLIVER INDUSTRIAL SUPPLY LTD**

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SPROULE BEARING SUPPLY 543 30 St N 328-6681

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**Bonds** See Stocks & Bonds

**Bookbinders**

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2001 10 Av SW ..... Calgary 245-3351  
Lethbridge Resident Rep ..... 327-4480

**Booking Agents**

See Entertainment & Entertainment Bureaus

**Bookkeeping Machines**

See Accounting & Bookkeeping Machines

**Bookkeeping Service**

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4-1330 15 Av SW ..... Calgary 245-2525

**DOVE CHRISTIAN SUPPLY CENTRE**

212 5 St S ..... 328-4309

Good News Book Centre Ltd 508a 5 Av S ..... 329-6789

House Of Books Ltd 319 6 St S ..... 328-5888

**Booksellers**

Baxter's Book Store 1005 3 Av S ..... 328-1563

Dove Christian Supply Centre 212 5 St S ..... 328-4309

GENERAL NEWS 2907 2 Av S ..... 327-4220

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Specializing in Western Canadiana

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Paranoia's 244 13 St N ..... 320-1133

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**Boots & Shoes—Wholesale**

See Shoes—Wholesale

**Bottlers—Beverage** See Beverages

**Boutiques**

Ethos Original Fashions

118 Lethbridge Centre ..... 327-4144

**FASHION FARM BOUTIQUE**

106 50 Av W ..... Claresholm 625-2588

**Bowling**

CAPRI BOWL 1664 Mayor Magrath Dr ..... 328-4089

**FAMILY BOWLING & BILLIARDS**

FIVE PINS — BILLIARDS  
GAMES ROOM

319a 7 St S ..... 328-7122

Holiday Bowl 437 Holiday Vilge ..... 328-2855

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Corrugated Containers Division  
58 Av & 3 St SE ..... Calgary 255-4441

**MACMILLAN BLOEDEL PACKAGING COMPANY LIMITED**

Corrugated Container Div  
2 Av & 30 St N ..... 320-7778  
Calgary Plant ..... Calgary 243-3231

**Brake Service**

Air-Vac Brake Equipment Ltd 3205 6 Av N 327-2299

See Our Advertisement This Classification

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

Chinook 66 Service 1205 Mayor Magrath Dr 328-0288

City Centre Husky Service 714 3 Av S ..... 327-0422

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

Ellis Auto Drome Ltd 1805 2 Av S ..... 327-4453

**ENERSON'S PONTIAC BUICK GMC**

241 Stafford Dr ..... 329-4444

HUTTON'S LTD 321 8 St S ..... 327-5566

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★ SPRING SERVICE

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- ★ CANADIAN BRAKEBLOK
- ★ CLUTCH
- ★ DRUM TURNING
- ★ LIPE CLUTCHES
- ★ MIDLAND
- ★ STEMCO
- ★ WAGNER

**327-2299**

3205 - 6th AVE. N., LETHBRIDGE

**Brake Service—(Cont'd)**

Rusco Dual Friction 316 3 St S ..... 327-2667

See Our Advertisement This Classification

**SKYLINE SERVICE & TRAILER COURT**

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

**Brass Foundries**

See Foundries

**Breweries****ALBERTA BREWERS' AGENTS LTD**

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Labatt's Breweries ..... 328-6934

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Alberta Liquor Control Board 1021 3 Av N 327-3554

**Brick—Concrete**

See Concrete Blocks

**Brick Manufacturers & Dealers**

Ace Building Supplies Ltd 433 24 St N ..... 328-7084

328-8644

328-8958

**CRESTLINE BUILDERS MARKET (1977) LTD**

123 30 St N ..... 327-5444

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Listings Of This  
Classification Are Continued  
On Next Page

**CRESTLINE BUILDERS MARKET (1977) LTD.**

CLAY  
BRICK  
&  
TILE

FIRE PLACES &  
ACCESSORIES

NATURAL BUILDING STONE

Sewer Pipe - Patio Blocks  
Sidewalk Slabs - Concrete Blocks

**327-5444**

123 - 30th STREET NORTH



# BRAKES

**"BRAKES ARE OUR ONLY BUSINESS"**

WE ARE SPECIALISTS

## RUSCO DUAL FRICTION

### Brake Bonding — Drum Turning

AUTOMOTIVE & INDUSTRIAL LINING  
BLOCKS & PARTS

327-2667

W. TENNANT  
RES. 327-6808

316 - 3rd STREET S.

**Brick Manufacturers & Dealers—(Cont'd)**

Lethbridge Concrete Products Ltd  
9 Av & 6 St N ..... 328-9251  
See Our Advertisement This Classification

**LETHBRIDGE CONCRETE PRODUCTS LTD.**

**328-9251**

SALES OFFICE & SHOWROOM  
9th AVE. & 6th ST. N.

- ★ DEALER FOR ESTEVAN, IXL MEDICINE HAT & NORTHWEST CLAY BRICKS
- ★ LIGHTWEIGHT BLOCKS
- ★ SIDEWALK BLOCKS
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- ★ FIREPLACE MATERIALS

"QUALITY & SERVICE YOU CAN AFFORD TO BUILD WITH"

**Bricklayers**

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118 Lethbridge Centre ..... 327-4144  
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**THE WEDDING PLACE**

BRIDAL GOWNS (Sales)  
TUXEDO (Rentals)

Bridesmaids & Mother of the Bride Gowns  
Plus All Accessories

321 7 St S ..... 329-3577

**Broadcasting Companies**

See Radio Broadcasting Co's & Stations also  
Television Broadcasting Co & Station

**Broadcasting Equipment**

See Radio & Television Station Design & Equipment

**Broadloom**

See Carpet & Rug Section

**Brokers—Commodity**

See Commodity Brokers

**Brokers—Custom**

See Custom House Brokers

**Brokers Insurance**

See Insurance Agents & Brokers

**Brokers—Mortgage**

See Mortgage Brokers

**Brokers—Real Estate**

See Real Estate

**Brokers—Stocks & Bonds**

See Stocks & Bonds

**Bronze Foundries** See Foundries

**Brooms—Corn** See Brushes

**Brush & Shrub Exterminating Service**

See Tree Service

**Brushes**

ALBERTA BROOM & CLEANING SUPPLIES  
1216 1 Av S ..... 328-3755  
CALGARY BRUSH MANUFACTURERS & DISTRIBUTORS (1978) LTD

Janitorial, Industrial, Road, Rotary  
Automatic Car Wash Refills &  
SPECIAL BRUSHES—Made-to-Order

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See Contractors Building

**Building Maintenance & Repairs**

**JOHNSON CONTROLS LTD**

Mechanical & Electrical Equipment Maintenance  
Fire Alarm System Maintenance

1117 3 Av S ..... 329-4212

**Building Materials & Supplies—Retail**

**ACE BUILDING SUPPLIES LTD**

HOME IMPROVEMENT CENTRE  
PAINTS — BUILDERS HARDWARE  
ROOFING MATERIAL  
BRICK — ROOF TRUSSES

"QUALITY BUILDING MATERIALS  
COMBINED WITH FAST EFFICIENT SERVICE"

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Red Deer ..... 343-8484

After Hrs., Lyle Davis, Mgr. 328-5073

433 24 St. N ..... 328-7084  
328-8644  
328-8958

**ADVANCE LUMBER CO LTD**

13 St & 2 Av S ..... 328-3301  
See Our Advertisement This Classification  
Allied Home Centre 1272 3 Av S ..... 320-0102

**ARBORITE**

The Famous  
Surfacing Material  
For Home & Industry  
For Walls, Counter Tops,  
All Horizontal & Vertical  
Applications



"FOR INFORMATION CALL"

WHOLESALE DISTRIBUTOR

ADVANCE DISTRIBUTORS

3307 3 Av S ..... 328-4466

**Building Materials & Supplies—Retail**

**(Cont'd)**

**BARN-ALTA LTD**

HARDWARE — LUMBER

Box 235 Barnwell ..... Taber 223-9505

BEAVER LUMBER CO LTD 3 Av & 17 St S 328-4461  
See Our Advertisement This Classification

Listings Of This  
Classification Are Continued  
On Next Page

When you are not sure of a number, it is always better to refer to the directory.



**BEAVER**

**Your Lumber & Building Materials are Better Buys at Beaver.**

LETHBRIDGE 3 Ave. & 17 St. S. 328-4461  
CARDSTON 336 Main St. 653-3033  
CLARESHOLM 5002 2nd St. E. 625-3040  
FOREMOST 103 2nd Av. W. 867-3573  
PINCHER CREEK 1034 Main St. 627-3600  
TABER 5403 47th Ave. 223-2046

Also See Beaver Lumber Co. Ltd. for:

- Tools & Hardware
- Paint & Decorative Items
- Flooring
- Plumbing & Electrical

**When You Do-it-Yourself — Better See Beaver**



**Specializing in Contractors & Home Building Supplies**

- LUMBER
- PLYWOOD & WALLBOARD
- ROOFING MATERIAL
- ARBORITE
- METAL GARAGE DOORS
- ARMSTRONG FLOOR COVERINGS
- ALUMINUM DOORS & WINDOWS
- BUILDERS HARDWARE
- ALMATX PAINTS
- WOODEN DOORS & WINDOWS
- CEILING TILES
- INSULATION

**328-3301**

13th ST. & 2 AVE. S., LETHBRIDGE

**Building Materials & Supplies—Retail**

—(Cont'd)

**BIRD BUILDING SUPPLIES**

Lumber — Building Supplies  
Hardware — Paint  
Construction Accessories

"The Building Line is Where We Shine"

113 13 St N ..... 328-2050  
328-2051**CHALLENGER BUILDING SUPPLIES LTD**

LUMBER, BUILDING MATERIALS  
PLYWOOD, BUILDERS HARDWARE  
DOORS, MOULDINGS  
T.T.S. ROOF TRUSSES

3304 8 Av N ..... 327-8501

**CRESTLINE BUILDERS MARKET (1977) LTD**123 30 St N ..... 327-5444  
See Our Advertisement This Classification**DON'S BUILDING SUPPLIES LIMITED**3325 1 Av S ..... 328-3535  
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Listings Of This  
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On Next Page

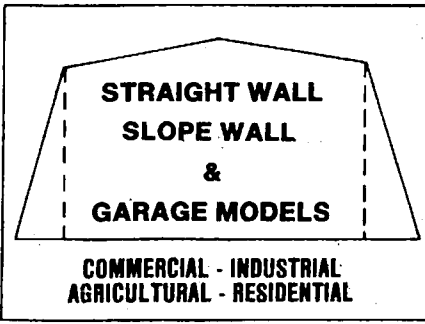
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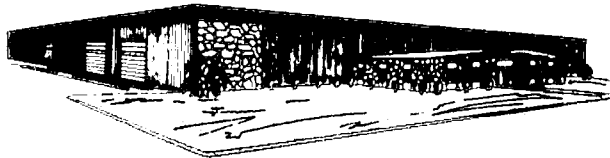
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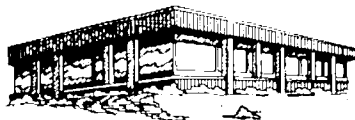
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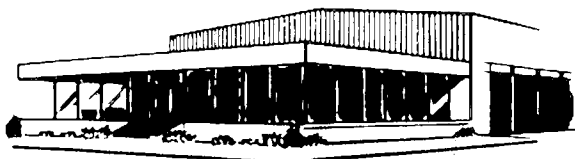
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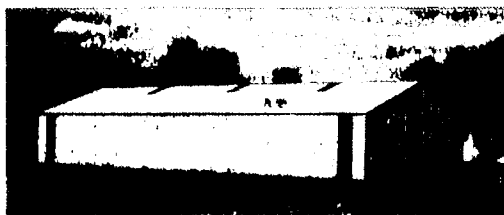
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Manufacturers Of  
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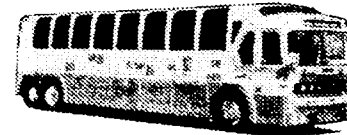
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See Our Advertisement This Classification

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Nook The 221 31 St N ..... 329-0700

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See Taxicabs

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See Camping Equipment

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**Glascon Ltd** 538 30 St N ..... 329-4411**Lokma Industries Ltd** Hwy 25 S ..... 327-1225**NEW WAY RECREATION CENTRE**

1102 2 Av S ..... 329-0442

**Tower Trailer Sales Ltd** 2019 2 Av S ..... 329-4900**Campgrounds****DAISY MAY CAMPGROUND**

Lyndon Rd ..... Fort Macleod 553-2455

River Valley Campground Box 334 ..... 328-0742

**Camping Equipment****Gotschna Ski Haus Ltd** 802 2 Av S ..... 329-6655**MACLEOD R V TRAILER CENTRE**

2225 2 Av ..... Fort Macleod 553-2520

**PROGRESS CLOTHES LTD**

108-114 5 St S ..... 327-2717

**SCOUTS CANADA** 217 12a St S ..... 327-4647**Camping Trailers**

See Trailers—Camping &amp; Travel

**Canaries**

See Pet Shops

**Candles****Cinnamon Cider Candle Shop**

Centre Village Mall ..... 328-0126

**Candy—Retail****Laura Secord Candy Shop** Lethbridge Centre 327-0045**Canning****Empress Foods Ltd** 131 22 St N ..... 328-5501**Canoes**

See Boats Section

**THYME ADDS FLAVOR**Serve artichokes with a dressing  
made from olive oil, wine vinegar, salt,  
pepper dry mustard and a little dried  
crumbled thyme. It's the thyme that  
adds the flavor.

**Canvas Goods**

**ARCTIC TENT & AWNING A DIVISION OF  
POLYRAMA PLASTICS LTD**  
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**CALGARY TENT & AWNING LTD**  
109-3851 Manchester Rd SE ..... Calgary 243-4666  
Pastoor's Custom Canvas Ltd 1262 2 Av S 328-8424  
See Our Advertisement This Classification

**PASTOOR'S  
CUSTOM CANVAS LTD.**

*CANVAS GOODS  
SOLD BY THE YARD*

- BOAT COVERS
- SWATHER CANVAS
- TARPS
- HOME & COMMERCIAL  
AWNINGS

**328-8424**

1262 - 2nd Avenue S.

Car Antiques See Antiques

Car Dealers See Automobile Section

Car Leasing

See Automobile Renting & Leasing also Leasing Service

Car Radios See Radio Sales & Service

Car Testing Equipment

See Automobile Testing Equipment

Car Washing See Automobile Washing & Polishing

Carbide Tools See Tools—Cutting

Carbon—Activated

Pyrotechnic Industries Ltd 3719 2 Av N ... 329-1787

Carburetors

HUTTON'S LTD 321 8 St S ..... 327-5566  
L P Carb Service 326c 10 St N ..... 327-0716

Card Shops See Greeting Cards

Caretakers See Janitor Service

Caretakers' Supplies See Janitor Supplies

Carpet Layers

Duradek Sundecks 803 30 St N ..... 328-2833  
Harnos Guenter Floor Installations  
2502 18 St N ..... 328-0323  
**LETHBRIDGE FLOORING LTD**  
128 N Mayor Magrath Dr ..... 329-8901  
Murray's Floor Installations 1229 13 Av N ..... 327-6392  
**SHEARER JOHN FLOOR INSTALLATIONS**  
928 5 Av N ..... 327-3069

Carpet & Rug Cleaners

**ALBA JANITORIAL SERVICES LTD**  
1709 23 Av N ..... 328-9411  
**ALBERTA BROADLOOM COMPANY**  
229 13 St N ..... 328-9200

Listings Of This  
Classification Are Continued  
On Next Page

**CAPABLE CARPET &  
UPHOLSTERY CLEANING**

"THE PROFESSIONAL CLEANING PEOPLE" LTD.

"SPRING RAIN"

A COMPLETE RESIDENTIAL &  
COMMERCIAL CLEANING SERVICE

- Carpet Cleaning
- Upholstery Renewal
- Anti-Soil Treatment
- Fire & Water Damage
- Stain Removal & Deodorizing
- Wall & Woodwork Washing



**328-6911**

8:30 A.M. TO 12 NOON, 1:00 P.M. TO 5:00 P.M. — MONDAY TO FRIDAY

**BONDED & INSURED**  
Member Lethbridge Chamber of Commerce

**SERVING ALL OF  
SOUTHERN ALBERTA**

**327-9878**

**Chem-Dry™**  
OF  
LETHBRIDGE



- Removes Stubborn Stains
- No Steam To Saturate
- Stays Clean Longer
- Completely Safe
- Residue Free
- Economical
- Odor Free
- Rapid Drying
- Fast Service
- No Shrinkage
- Fast Efficient

Without steam or shampoo, our carbonated cleaner will quickly remove those stubborn spots and stains. Chem-Dry not only has superior cleaning power, but dries in MINUTES, and leaves NO sticky residue!  
Call a Chem-Dry representative TODAY. Your Carpets will thank you.

**Chem-Dry Carpet Cleaning of Lethbridge - Box 547, Lethbridge - 327-9878**

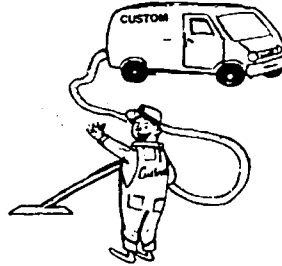
# CUSTOM RUG & UPHOLSTERY CLEANING

— TRUCK MOUNTED UNIT —  
"EFFICIENCY ON WHEELS"

OFFERING  
PROFESSIONAL "DEEP"  
STEAM CLEANING

## 327-7829

1105 - 8th AVENUE SOUTH, LETHBRIDGE, ALBERTA



## Carpet & Rug Cleaners—(Cont'd)

### BEE-CLEAN JANITORIAL SERVICE

COMPLETE CARPET CARE

626 30 St N ..... 329-3057

Best Cleaners & Contractors Ltd ..... 320-9809

### BUSY BEAVER CARPET CLEANING

YOUR DIRT IS OUR BUSINESS

INSURED & BONDED

COMMERCIAL - INDUSTRIAL

RESIDENTIAL

REASONABLE RATES

2313 10a Av S ..... 328-9877

### CAPABLE CARPET & UPHOLSTERY CLEANING

LTD ..... 328-6911

See Our Advertisement This Classification

Chem-Dry Carpet Cleaning of Lethbridge

Box 547 ..... 327-9878

See Our Advertisement This Classification

Custom Rug & Upholstery Cleaning

1105 8 Av S ..... 327-7829

See Our Advertisement This Classification

Duraclean Rugs & Upholstery Cleaners

326 10 St N ..... 328-5886

See Our Advertisement This Classification

Lethbridge Carpet & Upholstery Cleaning

2606 11a Av N ..... 328-7630

See Our Advertisement This Classification

### MASTER DRY CLEANERS

RENT THE PRO

STEAMEX

CARPET CLEANER

Do It Yourself & Save

RENT BY HOUR — DAY — OR WEEKEND

726 23 St N ..... 328-1007

### MR STEAM CARPET CLEANING

1254 3 Av S ..... 328-2853

See Our Advertisement This Classification

Listings Of This

Classification Are Continued

On Next Page

### CALL BY NUMBER

... IT'S QUICKER!

Calls go through more quickly  
when you can give the Long Dis-  
tance Operator the telephone  
number you are calling.



# Duraclean®

Watch fibers revive, colors come alive!  
No ruinous soaking or harsh scrubbing.  
Everything's dry, in place, and ready for  
use the same day!

COMMERCIAL CONTRACTS

FREE ESTIMATES

VELVET SPECIALISTS

## DURACLEAN RUGS & UPHOLSTERY CLEANERS

MURRAY WESTLING  
DOUG DONALDSON

326 - 10th ST. NORTH 328-5886



## LETHBRIDGE CARPET & UPHOLSTERY CLEANING

DIV. OF LETHBRIDGE MAINTENANCE LTD.

RESIDENTIAL - COMMERCIAL - CAR - TRAILER

Professional Shampooing on location or in our shop

"As Good As The Best & Better Than Most"

Free Estimates & Pick Up Service

- BONDED
- INSURED

## 328-7630

SHOP 2606 - 11a AVENUE N.  
Mailing Address 2606 - 11a Avenue N.

- SERVICE
- SATISFACTION

Serving Lethbridge & Southern Alberta



## THE ULTIMATE CARPET CLEANING SERVICE

NEVER A QUESTION ABOUT QUALITY

Setting New Standards For The Carpet Cleaning Industry

Deodorization & Stains — Upholstery Cleaning

OWNED & OPERATED BY JOHN THOMPSON

## Bus. 328-2853

## Res. 327-9394

FREE ESTIMATES

## MR. STEAM CARPET CLEANING

1254 - 3rd AVENUE S., LETHBRIDGE

# mr. steam

**Carpet & Rug Cleaners—(Cont'd)**

One Hour Martinizing  
 1702 Mayor Magrath Dr ..... 328-7576  
 See Our Advertisement This Classification  
**RELIABLE CARPET CARE** 233a 12b St N 327-4493  
 See Our Advertisement This Classification  
 Spic & Span Dry Cleaners 112 8 St S ..... 328-2437  
 See Our Advertisement This Classification  
**WARDS SERVICES LTD**

DID YOU KNOW? YOU CAN RENT  
 Rug Shampoos, Vac. Cleaners, Steam Cleaners  
 1712 2 Av S ..... 327-9966

The nearest dealer selling the  
 brand-name product you want is in  
 the **YELLOW PAGES**.

**Spic & Span Dry Cleaners**



Rent the pro

**STEAMEX**  
 carpet cleaner

**DO IT YOURSELF  
 & SAVE**

- Steamex Gets The Dirt Other Methods Don't Reach
- Removes Old Shampoo
- Carpet Dries Quickly

2 Locations To Serve You

COLLEGE SHOPPING MALL  
 112 - 8th STREET SOUTH

**328-2437**

**Reliable Carpet Care**

PROFESSIONAL RUG & UPHOLSTERY

**STEAM CLEANING**

Your Licenced Applicator For



CARPET PROTECTOR

Also Specialists In:

- DEODORIZING
- INVISIBLE MENDING
- MINOR REPAIRS
- SMOKE DAMAGE
- SHAMPOO OR STEAM

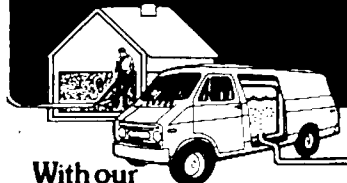
CASH & CARRY DISCOUNTS  
 FOR IN PLANT CLEANING



KEN BATEMAN — MGR.  
 MEMBER OF ALBERTA  
 RUG CLEANERS ASSOCIATION  
 Plant Located At 233a 12b Street, North

FREE ESTIMATES

**WE GO TO  
 GREAT  
 LENGTHS!**



With our  
**Truck Mounted  
 Carpet Cleaning Plant**

• Only cleaning wand enters the home.  
 Self-contained truck-mounted unit  
 supplies all power & water from out-  
 side your home.

Serving Lethbridge and District

**327-4493**

**Carpet & Rug Cleaning Equipment**

Kirby Company of Lethbridge  
 1710d 31 St N ..... 329-1122  
**WOOD G H & CO LTD** 2219 2 Av N ..... 327-7400

**Carpet & Rug Cleaning Equipment—**

**Rental**

CLEANITIZING (PROFESSIONAL DRY CLEANING)  
 1010 Mayor Magrath Dr ..... 320-9220

**KEEP FROM SPOILING**

Keep foods either well chilled or hot  
 above 140 degrees to prevent growth  
 of bacteria.

**Carpet & Rug Dealers**

Alberta Broadloom Company 229 13 St N .. 328-9200  
 See Our Advertisement This Classification  
 Listings Of This  
 Classification Are Continued  
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**IN YOUR  
 OWN WORDS**

The Classifications in the **YEL-  
 LOW PAGES** are chosen from a  
 study of the terms buyers use to  
 describe what they want. That's  
 why it's  
 so easy.

Do it yourself  
 and save!

Rent the pro



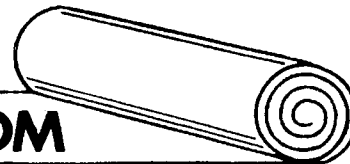
**STEAMEX**  
 carpet & upholstery cleaner

**328-7576 — 327-6726**

WESTMINISTER VILLAGE  
 425 - 13th STREET NORTH  
 1702 MAYOR MAGRATH DRIVE  
 ONE HOUR MARTINIZING



*Alberta*  
**BROADLOOM**



COMPANY

- Residential & Professional Contract Div.
- Our Business is Built on Honesty & Integrity
- Free Expert Consultations
- No Charge for Estimates

229 - 13th STREET N.

**328-9200**



# THE LETHBRIDGE CARPET PEOPLE

## 329-3228

1902 - 3rd AVENUE SOUTH, LETHBRIDGE  
627-5353 — 723 MAIN ST., PINCHER CREEK

- ★ OUT OF TOWN INQUIRIES CALL COLLECT
- ★ FREE ESTIMATES — FREE DESIGN
- ★ PROFESSIONAL INSTALLATION
- ★ TERMS — CHARGE X — MASTER CHARGE AVAILABLE

9 a.m. - 6 p.m. Mon. Tues. Wed. — 9 a.m. - 9 p.m. Thurs. & Fri. — 9 a.m. - 5:30 p.m. Sat.

the *Carpet  
Concept* featuring

COMPLETE LINE OF QUALITY BROADLOOM, LINO, PAINT & WALLPAPER

The **CONCEPT** for all your home decorating needs  
**FREE ESTIMATES — PROFESSIONAL INSTALLATION**

*Free "Shop at Home" Service*

### 320-2960

2222 - 5th Ave. South, Lethbridge

### Carpet & Rug Dealers—(Cont'd)

- C J V THE LETHBRIDGE CARPET PEOPLE**  
1902 3 Av S ..... 329-3228  
See Our Advertisement This Classification
- CAPITOL FURNITURE (LETHBRIDGE) LTD**  
326 5 St S ..... 327-8578
- CARPET CONCEPT THE** 2222 5 Av S ..... 320-2960  
See Our Advertisement This Classification
- Carpet Hut Interiors of Lethbridge Ltd.**  
515 6 Av S ..... 327-8759  
See Our Advertisement This Classification
- Dick's Custom Floors** 2530 5 Av N ..... 328-0077  
See Our Advertisement This Classification
- Duradek Sundecks** 803 30 St N ..... 328-2833  
See Our Advertisement This Classification
- Hamilton's Floor Coverings Ltd** 909 3 Av S { 327-5454  
327-6794

See Our Advertisement This Classification  
(Continued Next Page)



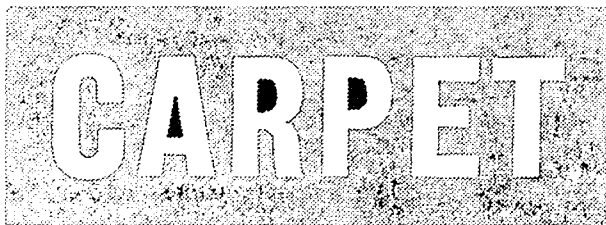
**DICK'S CUSTOM FLOORS**  
SUBSIDIARY OF R. F. ROGERS HOLDINGS LTD.

**SPECIALISTS IN FLOOR  
COVERING & INSTALLATIONS**  
FREE ESTIMATES

**328-0077** MOBILE  
YJ6-6896

*The Bitterness of Poor Quality Work  
Lingers Long After the Sweet Taste  
Of Low Price Has Disappeared*  
2530 - 5th AVENUE N.

## HAMILTON'S FLOOR COVERINGS LTD.



- ★ Broadloom & Carpets
- ★ Hardwoods
- ★ Floor Tile
- ★ Cushion Floors
- ★ Solarlan
- ★ Linoleum

**327-5454 — 327-6794**

LETHBRIDGE — INSTALLATIONS

909 - 3rd AVENUE S.  
FREE ESTIMATES

## Duradek Sundecks

- Duradek Permanent Sundecks
- Vinyl Outdoor Carpeting
- Patio, Sundecks
- Swimming Pools
- Entryways, Roof Top Decks

*Call For Free Estimates*

### 328-2833

803 - 30th ST. N., LETHBRIDGE



Of Lethbridge Ltd.

Interiors

### FULL RANGE OF FLOOR COVERING & WALLPAPER & PHOTO MURAL

#### RESIDENTIAL & COMMERCIAL

- ★ EXPERT INSTALLATION
- ★ FREE ESTIMATES & ADVICE
- ★ SHOP FOR YOUR CARPET IN YOUR HOME
- ★ WE CATER TO PARTICULAR PEOPLE

**INSTALLATION GUARANTEE  
FOR THE LIFE OF ORIGINAL CARPET**

515 - 6th AVENUE SOUTH, LETHBRIDGE  
ZENITH 66040

Telex: 038-49352

WE COVER CHINOOK COUNTRY

## 327-8759

**Carpet & Rug Dealers—(Cont'd)**

Harnos Guenter Floor Installations  
 2502 2 18 St N ..... 328-0323  
 See Our Advertisement This Classification  
 Herman's Upholstery 1718 20 Av . Coaldale 345-3421  
 See Our Advertisement This Classification  
 Home Decorating Centre 210a 12a St N .... 329-1780  
 See Our Advertisement This Classification  
**JORDANS (LETHBRIDGE) LTD**  
 315 6 St S ..... 327-1103  
 See Our Advertisement This Classification  
 Karpet Ranch Enterprise Ltd 1518 3 Av S 329-1014  
**KERBER FLOORS LTD** 1251 2 Av S .... 327-0023  
 See Our Advertisement This Classification  
 Lealta Building Supplies 1256 3 Av N ..... 328-3031  
 See Our Advertisement This Classification  
 Lethbridge Carpet & Drapery Centre  
 3516 6 Av N ..... 329-8234  
 See Our Advertisement This Classification  
**LETHBRIDGE CARPET SALES**  
 2606 11a Av N ..... 328-7630

Listings Of This  
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**TAKE CARE**

When the elderly become hard of hearing they are apt to become morose and suspicious. Care should be taken to speak clearly and distinctly.

**NOT SURE OF THE NUMBER?  
 LOOK IT UP FIRST!**

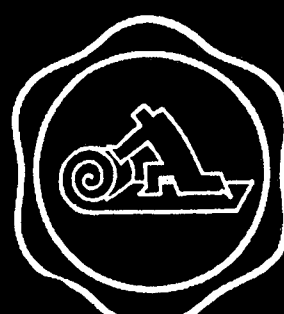
Most people are listed in your telephone book. You save needless delays and avoid disturbing others by always "looking it up first."

**HERMAN'S UPHOLSTERY** 

**COMPLETE LINE OF CARPET  
 SOLARIAN — LINOLEUM  
 FLOOR TILE — NEW FURNITURE  
 COMPLETE INSTALLATION SERVICE — DELIVERY SERVICE**

**FREE ESTIMATES**  
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1718 - 20th AVE. COALDALE



**KERBER FLOORS LTD.**  
 WALL TO WALL BROADLOOM  
 LINOLEUM & VINYL SHEET GOODS  
 & TILES  
 QUALITY WORKMANSHIP & SERVICE  
 AFTER HOURS 327-7133

**FREE ESTIMATES**  
 1251 - 2nd AVENUE SOUTH

**327-0023**

**GUENTER HARNOS  
 FLOOR  
 INSTALLATIONS**  
 JOURNEYMEN  
 CARPET & LINOLEUM  
 LAYER

**328-0323**  
 2502 - 18th St. N., Lethbridge

 **Jordans**  
 (LETHBRIDGE) LTD.  
 Canada's Carpet  
 Specialists

FOR SERVICE IN  
 YOUR OWN HOME CALL  
**328-1011 or 327-1103**  
 315 - 6th STREET S., LETHBRIDGE

**LETHBRIDGE  
 CARPET & DRAPERY  
 CENTRE**



**CARPETS — LINO — TILE**  
*Free Estimates Anywhere*

**We Sell Service**  
 ● COMMERCIAL  
 ● CONTRACT  
 ● RESIDENTIAL

**329-8234**  
 3516 - 6th AVENUE N.

**HOME** DECORATING  
 CENTRE

210a - 12a St. NORTH **329-1780**

QUALITY **CARPET**

— FREE ESTIMATES  
 — JOURNEYMAN INSTALLATION  
 OUR Concern Is YOUR Satisfaction

**LEALTA  
 Building Supplies**

- Carpets
- Floor-Tile
- Lino
- Complete Installation

**328-3031**  
 1256 - 3rd Ave. North, Lethbridge