

**WILLIS PIANOS**

LIMITED

PHONOGRAPHS AND  
VICTOR RECORDS

Phone 662

Hull Block, Lethbridge



OFFICIAL  
**TELEPHONE  
DIRECTORY**

JANUARY, 1921

**LETHBRIDGE**  
AND DISTRICT

LETHBRIDGE

**EMERGENCY CALLS**

LETHBRIDGE

**Fire, 333;**

**Police, 1145**

CALLS FOR TELEPHONE SERVICE  
Information, 9; Trouble, 8; Rural, 2

**DESTROY ALL OLD DIRECTORIES**

IF IT'S  
**PRINTING**

Phone  
**1252**

**LETHBRIDGE  
HERALD**

**A. WYMAN & CO.**

HIDES, PELTS AND FURS

320 SIXTH STREET SOUTH, LETHBRIDGE, ALBERTA

1745

442

**CONSUMERS HARDWARE & SUPPLY CO.**

Store Phones 1212, 1919 : Office Phone 1920

Office Phone

Res. Phone



# Frank Waddington

Conducts  
Sales  
in any part  
of the  
Province  
on  
Reasonable  
Terms

OFFICE  
PHONE  
770



22 Years  
in the  
Business

12 Years  
in the West

Experience  
Counts

RESIDENCE  
PHONE  
469

## **AUCTIONEER** **LETHBRIDGE** EST. 1907 **ALBERTA**

Always  
in the Market  
for  
Stocks of  
Merchandise,  
Furnishings,  
etc.

See me  
before  
you sell.



Hotels,  
Boarding  
Houses and  
Private  
Homes  
Furnished

If you live in  
the country,  
write me.

**AUCTION AND STORE ROOMS**  
**S.O.E. BUILDING** **10th STREET SOUTH**  
**LETHBRIDGE**



## Firewood

**PHONE**  
**516**

**LETHBRIDGE**

**CHAPLIN & SON, Proprietors**  
712 Third Avenue South

740 17th St. N., LETHBRIDGE, Alta.



# ALBERTA GOVERNMENT TELEPHONES

## Schedule of Rates for Service

(Exclusive of Private Branch Exchange Equipment)

### INSTALLATION CHARGES

A service connection charge covering a portion of the average cost of the initial expense of establishing service for new subscribers and of furnishing additional facilities to old subscribers shall be as follows:

- (a) For individual or exchange party line service, rural party line service, or extension set..... \$3.50
- (b) For each extension bell..... 2.00
- (c) To cover directory, accounting, circuit and switchboard expenses in cases where service is established by the use of instruments already in place in the subscriber's premises and no change is made in the type or location of such instruments..... 1.50
- (d) To reconnect service when discontinued for non-payment of account..... 1.00
- (e) When it is necessary to erect poles or anchors in order to carry the wires from the main telephone line on the road allowance or street to the applicant's premises, such poles and anchors in connection therewith will be supplied and erected by the Department at the expense of the applicant.

### Excess Mileage-Exchange

The excess mileage rate for Exchange Service shall be 50c per month for each quarter-mile or fraction thereof.

### Excess Mileage-Rural

The excess mileage rate for Rural Service shall be 25c per month per two miles or fraction thereof over the 15-mile radius from Exchange.

### MONTHLY RENTAL RATES

	Business		Residence		Rural
	Wall	Desk	Wall	Desk	Wall
Day Service.....	\$2.25	\$2.50	\$1.50	\$1.75	\$1.75
Semi-Continuous Service.....	2.75	3.00	1.75	2.00	2.00
Continuous Service—Exchanges under 150 stations.....	3.00	3.25	2.00	2.25	2.00
Continuous Service—Exchanges between 150 and 500 stations.....	3.25	3.50	2.00	2.25	2.00
Continuous Service—Exchanges between 500 and 1,000 stations.....	3.75	4.00	2.25	2.50	2.25
Continuous Service—Exchanges between 1,000 and 5,000 stations.....	4.00	4.25	2.50	2.75	2.50
Continuous Service—Exchanges between 5,000 and 10,000 stations.....	4.50	4.75	2.50	2.75	2.50
Continuous Service—Exchanges between 10,000 and 15,000 stations.....	5.00	5.25	2.50	2.75	2.50

### EXTENSION SETS AND EXTENSION BELLS

Business Wall.....	\$1.00 per month	Residence Wall.....	50c per month
Business Desk.....	1.25 per month	Residence Desk.....	75c per month
Extension Bell.....			25c per month
Loud Ringing Extension Bell.....			50c per month



# ALBERTA GOVERNMENT TELEPHONES

## OFFICIAL TELEPHONE DIRECTORY

Head Office:  
PROVINCIAL BUILDINGS, EDMONTON

HON. CHAS. STEWART,  
Premier,  
Minister of Railways and Telephones.

NORMAN L. HARVEY,  
Deputy Minister of Railways  
and Telephones.

W. R. PEARCE,  
General Superintendent,  
Edmonton.

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Copy for this Edition closed December 1st, 1920

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This Directory is the property of the Alberta Government, and is printed for the exclusive use of their patrons, and they assume no liability whatever for damages occurring from errors or omissions in the making up and printing of this book.



# Department of Railways and Telephones

## TERMS AND CONDITIONS Under Which Telephone Service is Furnished

### USE OF TELEPHONE

1. Telephone instruments and connecting lines are furnished to subscribers to be used in accordance with the rules as prescribed by the Department from time to time, and are to be used only by the subscriber, his agents or employees when engaged upon his business and must not be used for transmitting, receiving or delivering any message or communication in respect of which a consideration has been or is to be paid by any other party, except as permitted by the rules of the Department, nor used in any way in competition with the telephone business conducted by the Department. Subscribers will not be allowed to transfer their telephone number, service, or contract to any other party, unless arranged for in advance by a duly authorized official of the Department.

The right of the subscriber is to use the instruments and connecting lines where the Department may place them, but not elsewhere, under such rules as the Department may from time to time prescribe. He shall not extend their use to other individuals, except his servants upon his business; nor shall they be used for any calls or consideration to be paid by any person other than the subscriber; nor does this confer upon him the right to use any other instrument.

2. The lines and instruments over which the service is furnished remain the property of the Government and subscribers must not use or permit any electrical or mechanical connection or apparatus being made with the said lines or instruments without the written consent of the Department.

### CONSTRUCTION

3. When it is necessary to erect poles or anchors in order to carry the wires from the main telephone line on the road allowance or street to the applicant's premises, such poles and anchors in connection therewith will be supplied and erected by the Department at the expense of the applicant.

### CHARGES—HOW PAID

4. All charges for installations, moves and monthly rentals shall be paid in advance, which shall entitle the subscriber to service with all subscribers connected to the same exchange. Regular toll rates will be charged for all service to points outside of the exchange.

5. Subscribers shall pay the installation charges, first rental instalment (and construction charges, if any) strictly in advance. Excess mileage charge will be added if outside of exchange limits. If subsequent rental accounts remain unpaid after the 20th of the month, service shall be discontinued and if still remaining unpaid after the end of the month, a charge of \$1.00 shall be made to reconnect service; no rebate or reduction shall be allowed for such interruption to service.

6. Subscribers shall pay monthly, at schedule rates, for all messages and conversations over the Long Distance lines. If said accounts remain unpaid after the 20th of the month, further credit shall be refused until account is paid.

7. Subscribers shall pay promptly, upon presentation of account, all charges for other miscellaneous items. If these charges are not paid within 20 days, service shall be discontinued.

### COMPLAINTS RE LONG DISTANCE SERVICE

8. No allowance will be made on complaint of inefficient Long Distance service unless such complaint be made to Chief Operator, immediately after conversation has taken place.



## VACATION ALLOWANCE

9. Should a subscriber desire to have his **Exchange Residence Service** temporarily discontinued, owing to the closing of his residence, he may do so without cancelling contract or having telephone removed, and, if arranged for in advance in writing, an allowance of one-half of the rate per month will be made **for a period of not less than one month and not exceeding three months** in any one year. Subscriber shall state, when making application, the period for which he expects to be absent and **shall pay for this period in advance**. Subscriber will notify the Department when he wishes service resumed, either in writing or by calling at the office and signing re-connect order.

## MOVES

10. The telephone is first located where the subscriber directs and must not be moved or interfered with. **When the subscriber desires to have the telephone moved to any other location, notice in writing should be given to the local office, at least ten days before the change is desired.** The work will then be done as promptly as possible at regular charges.

## GENERAL

11. If a telephone installed for service at the residence rate be used for the purposes of a business or profession, or otherwise than for the usual requirements of a residence, the Department may charge the business rate for such service without regard to the date to which the subscriber has paid for service at the residence rate. This also applies to subscribers, for residence service only, who advertise or use their telephone number in connection with their business or profession.

12. The Department will endeavor to keep the lines and instruments in good working order and undertake to clear trouble or make repairs with all reasonable despatch, but does not guarantee uninterrupted service.

13. A subscriber's telephone number is not a part of the application for service, but numbers will only be changed when absolutely necessary or for the betterment of the service.

14. The use of obscene, profane or abusive language while using the telephone is strictly forbidden and service may be immediately discontinued for violation of this rule.

## DIRECTORY REGULATIONS

This Directory is the property of the Alberta Government and is loaned to telephone subscribers for their use, to be retained until the delivery of the next issue. Subscribers are furnished free one copy for each instrument. Additional copies will be charged for, 50c. per copy.

Copy for Directory Information will be closed on the following dates:—

January issue.....	December 1st
July issue.....	June 1st

No insertions, changes or corrections may be made after the date set for the closing of copy.

Each subscriber is entitled to one single line entry in the Alphabetical List without charge. Listings in bold type will be charged at the rate of Two Dollars per issue. By special arrangement any subscriber to Exchange Business Service may have the name of any company which he represents, or of any employee or agent, listed in Directory at a nominal charge of One Dollar per line per issue. A subscriber to Exchange Residence service may have the name of a bona fide member of his family listed in the Directory for One Dollar per line per issue. When it is desired to insert the name of a person not an actual member of the family, the charge will be Three Dollars per issue, which includes Exchange Service.

Subscribers are requested to report promptly to the Local Office, in writing, any errors which may appear in this Directory, so that same may be corrected in the next issue.

The Alberta Government Telephones assume no liability whatever for damages occurring through errors or omissions in the making up and printing of this Directory.



# INSTRUCTIONS

## FOR USE OF AUTOMATIC TELEPHONE AT Calgary, Lethbridge and Medicine Hat

CONSULT THE DIRECTORY IN ALL CASES BEFORE PLACING A CALL.  
DO NOT TRUST TO YOUR MEMORY.

(1) Remove receiver from hook before operating dial.

(2) Bring the finger squarely to the finger stop.

IMPORTANT.—When calling a number, allow a slight interval to elapse between each figure.

(3) Face the transmitter, with the lips almost touching the mouthpiece. Speak naturally, distinctly and not too rapidly.

(4) Do not move receiver hook or dial while talking, as this will disconnect you.

(5) Always hang up receiver for a short interval before making a second call, to allow the mechanism to release.

(6) Hang receiver on hook (small end up) when through talking; otherwise no one can obtain connection with your telephone.

(7) BUSY BUZZ. If, after calling a number, a buzzing sound is heard, it indicates that the number called for is busy.

### EXAMPLE

To call M2300—Remove receiver from hook, place finger in finger-hole "M" and pull dial down until finger reaches the finger-stop; let dial rotate back; then in same manner pull 2-3-0-0.

Dial will rotate back. Do not interfere with this backward motion.

Place receiver to your ear. If the busy buzz is heard, it indicates that M2300 is busy. This being the case, hang up the receiver and call again within a reasonable time.

At completion of conversation, hang receiver on hook, small end up.

You are now entirely disconnected and ready to call another number or to be called.

If a mistake is made in calling the correct number or if the dial is improperly operated, the receiver must be hung up before calling again. If connection is accidentally broken it should be restored by the calling party. When using an extension telephone, listen and speak before operating dial.

### AUTOMATIC EXCHANGES

#### INFORMATION

Call "Information" for NUMBERS of New Subscribers, Changes, Long Distance Line Charges, New Toll Offices, etc.

#### TROUBLE

Complaints regarding Telephone Troubles should be reported to Trouble Operator. When reporting trouble, give telephone number affected and its location, also state as accurately as possible just how trouble manifests itself. Try to be specific as incomplete information frequently causes delay in locating nature of trouble. If a line you are trying to call repeatedly tests "busy" notify Trouble Clerk, who will investigate whether same is caused by an abnormal condition on line or from use. If any line appears too busy for good service, write to the Commercial Manager. Subscribers are requested not to engage Trouble or Information Clerks in conversation longer than necessary, as by so doing the clerk will be prevented from giving prompt attention to other patrons.



# INSTRUCTIONS

## FOR USE OF MANUAL TELEPHONE

CONSULT THE DIRECTORY IN ALL CASES BEFORE PLACING A CALL.  
DO NOT TRUST TO YOUR MEMORY.

To call the Operator, give *one long ring* before removing the receiver from the hook, and then hold the receiver to the ear. When the Operator replies by saying, "Number?" give the number of the subscriber's telephone desired, slowly and distinctly. At multi office exchanges, first indicate the exchange desired by the prefixed letter and then pronounce the number by digits.

*For example:*—"M1429" should be pronounced "M one-four-two-nine."

At other exchanges pronounce the number desired by digits.

*For example:*—"175" should be pronounced "One-seven-five."

*Note.*—To call the operator at Camrose or Wetaskiwin (Common Battery exchanges), remove the receiver from the hook and proceed as instructed above.

When finished talking, place the receiver on the hook, small end up. No ringing, except by rural line subscribers, is necessary at these exchanges.

Keep the receiver to the ear, and the Operator, after repeating the number, will connect you with the Subscriber called for. If the desired line is found to be in use, the Operator will report "Line Busy."

When you have finished talking, place the receiver on the hook, small end up, and give a *short ring*. This gives the Operator a signal to disconnect, and you are then in a position to call another number, or to be called.

ANSWER THE CALLS ON YOUR TELEPHONE PROMPTLY BY ANNOUNCING YOUR TELEPHONE NUMBER.

**Face the Transmitter**, with the lips almost touching the mouthpiece. Speak naturally, distinctly, and not too rapidly.

Call "**Information**" for subscribers or changes not found in this Directory.

**DO NOT USE THE TELEPHONE DURING A THUNDER-STORM.**

Rural line subscribers should limit their local conversations to FIVE MINUTES duration, and must not "listen-in" to conversations not intended for them, as it interferes with the service.

### COMPLAINTS

Complaints regarding telephone trouble and unsatisfactory service should be made to the Agent or Chief Operator at the office concerned, and if not rectified within a reasonable time the matter should be referred to the Traffic Superintendent at Edmonton.

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## NOTICE

TO TELEPHONE SUBSCRIBERS  
AND THE PUBLIC



All employees of the Alberta Government Telephones whose duties require them to enter the premises of subscribers or others, are required to wear a badge similar to that illustrated above. The public is hereby notified to require all persons who desire to enter their buildings or premises for purposes in connection with the Telephone to exhibit their badges and note the numbers of the same. Any person claiming to be an employee of the Alberta Government Telephones, who is without this badge, should be refused admission and the Local Agent be notified at once by telephone.



# LONG DISTANCE SERVICE

## RULES AND REGULATIONS

To make a Long Distance Call—Call "Long Distance" in the regular way. When the Long Distance Operator answers, give the number of the Telephone from which you are speaking, your own initials and name, the initials and name of the particular person desired and the city or town where he can be located.

**Example.**—"Number M4567, J. H. Brown speaking. Get W. K. Jones at Edmonton. If he is not there I will speak to A. F. Smith."

**Long Distance Charges.**—All rates quoted are for an initial period of three minutes. For overtime beyond the initial period a proportionate charge is made per minute.

**Long Distance Tolls** will be charged to the Subscriber from whose instrument the Long Distance message is sent.

**Night Rates.**—From 19k to 7k (7 p.m. to 7 a.m.) a Night Rate of about one-half the day rate is in effect over the Long Distance Lines of the Government, except on business with Saskatchewan Government Telephones' points. In no case is the night rate less than 25 cents, unless the day rate is less, in which case the night and day rates are the same.

**Reversal of Charges.**—All charges will be made against the Originating Office except those messages for which the receiving party expressly agrees to pay. The assent of the receiving party to a reversal of charges should be obtained before the connection is established.

**Messenger Service.**—Upon request, and the prepayment of reasonable charges, a messenger will be sent when possible to notify a non-subscriber to come to any Public Pay Station.

**When a Particular Person is Desired,** the Long Distance Operator must be so notified when the call is placed; otherwise charge will be made from the time connection is established with the Telephone desired, whether the party required is obtained or not.

**Supervision by Private Branch Exchange Operators.**—The Long Distance Operator is held responsible for the supervision and timing of all messages and for the character of the service furnished. Supervision of connections by Private Branch Exchange Operators interferes with the service and such operators should not remain "cut in" on the line after the connection has been established.

**Slot Machine Pay Station Service.**—Slot Machine Telephones have been installed by the Department, for the convenience of subscribers and the general public, in suitable locations throughout our cities.

Local conversations may be had from these Telephones at a charge of 5 cents for 5 minutes.

Long Distance service is furnished at regular tariff rates upon deposit of the amount of the initial charge (covering three minutes' conversation), the usual charges being made for excess time.

**Non-Subscribers** who desire to use subscribers' telephones should be referred to the nearest Public Pay Station.

**COMPLAINTS** regarding unsatisfactory Long Distance service should be made to the Chief Operator at the office concerned, and if not then rectified, the matter should be referred to the Traffic Superintendent, Edmonton.



# LONG DISTANCE RATES

## From Lethbridge

To Places connected with the Long Distance Lines of the Alberta Government  
Telephones and Connecting Systems in Alberta:

**NIGHT RATES.**—From 19k to 7k (7 p.m. to 7 a.m.) a night rate of about one-half the day rate is in effect over the Long Distance Lines of the Government, except on business with Saskatchewan Government Telephones' Points. In no case is the night rate less than 25 cents, unless the day rate is less, in which case the day and night rates are the same.

See page 12 for list of places in Saskatchewan and Alberta, between which service can be given. Rates to these points can be obtained by calling "Long Distance."

**NOTE:**—These Rates are Subject to Change without Notice.

TO (Day Service) Three Add'l Mins. Min.				TO (Day Service) Three Add'l Mins. Min.				TO (Day Service) Three Add'l Mins. Min.				TO (Day Service) Three Add'l Mins. Min.			
\$	c	\$	c	\$	c	\$	c	\$	c	\$	c	\$	c	\$	c
Abee	1.95	.65		Brosseau	1.80	.60		Davis	1.95	.65		Garden Plain	1.00	.30	
Acadia Valley	.95	.30		Brownfield	1.20	.40		Daysland	1.35	.45		Gem	.55	.15	
Acme	.80	.25		Bruce	1.50	.50		Del Bonita	.30	.10		Gibbons	1.80	.60	
Adkins	.95	.30		Bruderheim	1.80	.60		Delburne	1.10	.35		Gillen	.20	.05	
Airdrie	.75	.25		Burdett	.40	.10		Delia	.85	.25		Gleichen	.55	.15	
Alberta Beach	1.80	.60		Burnt Lake	1.15	.35		Delph	1.80	.60		Glendon	1.95	.65	
Alcomdale	1.80	.60		Busby	1.80	.60		Desjarjals	1.80	.60		Glenevis	1.80	.60	
Alderson	.50	.15						Deville	1.65	.55		Glenwoodville	.25	.05	
Aldersyde	.55	.15		Cadogan	1.35	.45		Diamond City	.10	.03		Goddard	.40	.10	
Alice Lake	1.50	.50		Calms	1.35	.45		Didsbury	.90	.30		Good Luck	1.20	.40	
Alix	1.15	.35		Calahoo	1.80	.60		Dobson	.90	.30		Graindale	1.00	.30	
Allerton	.40	.10		Caldwell	.35	.10		Donald	1.20	.40		Grainier	.80	.25	
Alliance	1.20	.40		Calgary	.70	.20		Doreenlee	1.35	.45		Gramina	1.65	.55	
Alsask, Sask.	1.05	.35		Calmar	1.50	.50		Doucette	1.80	.60		Grant Lake	1.20	.40	
Altario	1.20	.40		Camrose	1.50	.50		Downing	1.80	.60		Granum	.25	.05	
Amethyst	.40	.10		Canmore	.90	.30		Drumheller	.75	.25		Grassy Lake	.35	.10	
Amisk	1.35	.45		Cappon	.85	.25		Duchess	.55	.15		Green Court	1.95	.65	
Andrew	1.80	.60		Carbon	.80	.25		Dunstable	1.80	.60		Greenshields	1.50	.50	
Angle Lake	1.80	.60		Cardston	.30	.10		Durlingville	2.10	.70		Grosmont	.25	.05	
Ankerton	1.35	.45		Carmangay	.25	.05		Durney	1.80	.60		Gull Lake	1.20	.40	
Anthony	.60	.20		Carolside	.75	.25						Gunn	1.80	.60	
Ardenode	.65	.20		Carstairs	.90	.30		Eagle Butte	.70	.20		Hacke	.30	.10	
Armore	2.10	.70		Carvol	1.65	.55		Earlie	1.65	.55		Halfway Lake	1.95	.65	
Ardrossan	1.65	.55		Cassils	.45	.15		Eastburg	1.95	.65		Halkirk	1.10	.35	
Armada	.35	.10		Castor	1.10	.35		Eastvale	1.20	.40		Halladay	.80	.25	
Athabasca	2.10	.70		Catchem	.65	.20		Echoville	1.80	.60		Halman	.95	.30	
Atlee	.75	.25		Cavendish	.80	.25		Eckville	1.20	.40		Hanna	.85	.25	
Avalon	.55	.15		Cayley	.45	.15		Edberg	1.35	.45		Hardisty	1.35	.45	
				Cereal	.95	.30		Edmonton	1.50	.50		Harmattan	1.00	.30	
Baintree	.65	.20		Cessford	.70	.20		Edward	1.95	.65		Harvest Vale	.60	.20	
Banff	1.00	.30		Champion	.30	.10		Edwell	1.05	.35		Hay Creek	1.95	.65	
Barons	.20	.05		Chancellor	.60	.20		Egremont	1.80	.60		Hazel Bluff	1.95	.65	
Barrhead	1.95	.65		Chauvin	1.50	.50		Elk Point	1.80	.60		Heath	1.50	.50	
Bashaw	1.20	.40		Cheadle	.60	.20		Ellisville	2.10	.70		Heaton Moor	1.95	.65	
Bassano	.50	.15		Cherhill	1.80	.60		Elmora	1.00	.30		Heisler	1.35	.45	
Battensburg	1.80	.60		Chigwell	1.20	.40		Empress	.95	.30		Hespero	1.20	.40	
Battle Lake	1.50	.50		Chin	.15	.05		Enchant	.25	.05		Hetherington	1.50	.50	
Battle Ridge	1.20	.40		Chinook	.90	.30		Endiang	1.00	.30		Highfield	.40	.10	
Battleview	1.50	.50		Chipman	1.65	.55		Entwistle	1.80	.60		High River	.50	.15	
Bawlf	1.35	.45		Clareholm	.30	.10		Erskine	1.15	.35		Hilda	.85	.25	
Beaver Crossing	2.10	.70		Clarinda	.45	.15		Ertzkom	.50	.15		Hilliard	1.65	.55	
Beaver Heights	.35	.10		Clive	1.20	.40		Evansburg	1.80	.60		Hillspring	.30	.10	
Beazer	.35	.10		Close	.30	.10		Everts	1.15	.35		Hobuema	1.35	.45	
Beiseker	.75	.25		Cluny	.50	.15		Exshaw	.85	.25		Holden	1.50	.50	
Belvedere	1.95	.65		Clyde	1.95	.65						Horseshoe Coulee	.75	.25	
Benalto	1.20	.40		Clymont	1.65	.55						Hughenden	1.35	.45	
Bentley	1.20	.40		Coalhurst	.10	.03						Hughes	1.20	.40	
Benton	.95	.30		Cochrane	.80	.25						Hussar	.60	.20	
Beynon	.70	.20		Cold Lake	2.10	.70						Huxley	.95	.30	
Big Fish Lake	1.80	.60		Columbine	1.95	.65		Fabyan	1.50	.50					
Big Valley	1.00	.30		Compeer	1.20	.40		Fairacres	1.00	.30		Iddesleigh	.65	.20	
Bindloss	.85	.25		Comrey	.65	.20		Fairfield	1.20	.40		Innisfail	1.05	.35	
Blackie	.45	.15		Comrie	1.95	.65		Faith	.55	.15		Innisfree	1.65	.55	
Blairmore	.45	.15		Conrad	.25	.05		Fallis	1.80	.60		Iola	1.35	.45	
Blood Reserve	.20	.05		Consort	1.15	.35		Fedorah	1.80	.60		Irma	1.50	.50	
Bolan	1.80	.60		Cooking Lake	1.65	.55		Fenn	1.05	.35		Iron Springs	.15	.05	
Bon Accord	1.80	.60		Cornucopia	1.05	.35		Ferintosh	1.35	.45		Irricana	.75	.25	
Bonnyville	1.95	.65		Coronado Beach	1.80	.60		Florann	.45	.15		Irvine	.75	.25	
Bordenave	1.95	.65		Coronation	1.10	.35		Foremost	.40	.10		Islay	1.65	.55	
Botha	1.10	.35		Countess	.50	.15		Forestburg	1.35	.45					
Bottrel	.90	.30		Coutts	.40	.10		Fort Assiniboine	2.10	.70		Jarrow	1.50	.50	
Boundary Creek	.35	.10		Cowley	.35	.10		Fort Saskatchewan	1.80	.60		Jenner	.65	.20	
Bow City	.35	.10		Craigmillar	1.20	.40		Four Nine	.55	.15		Judson	.20	.05	
Bow Island	.45	.15		Craigmyle	.85	.25		Freedom	1.95	.65					
Bowden	1.00	.30		Cremona	.90	.30		Fresnoy	1.95	.65					
Bowell	.55	.15		Crossfield	.85	.25						Kananaskis	.85	.25	
Bowmantown	.70	.20		Cummings	1.50	.50		Gadsby	1.10	.35		Kapasiwin	1.65	.55	
Boyle	2.10	.70		Currey	1.65	.55		Gaetz Valley	1.15	.35		Kathryn	.70	.20	
Brant	.45	.15		Czar	1.35	.45		Gahern	.55	.15		Kelsey	1.35	.45	
Britain	1.20	.40					Galford	1.80	.60		Keoma	.70	.20		
Brocket	.30	.10		Dahmer	1.05	.35		Galahad	1.20	.40		Kessler	1.20	.40	
Brooks	.45	.15		Dalroy	.70	.20									







In addition to the foregoing, Long Distance Connection may be had also with the following places in Alberta and British Columbia, rates for which can be obtained by calling "Long Distance":—

## Alberta Points

Acheson	Coaldale	Gleniffer	Maughan	Salisbury
Aetna	Coleman	Glenview	Mayburt	Saulaux
Agricola	Colinton	Golden Spike	McEwen	Sampsonston
Albay	Commerce	Good Hope	McLaughlin	Sarcee
Albion Ridge	Conjuring Creek	Grand Valley	Meadow Creek	Scotstown
Angus Ridge	Content	Griesbach	Melba	Seebe
Ardenville	Country Club	Gros Ventre	Merna	Siebertville
Ardley	Cranmer	Gwynne	Mewassin	Simons Valley
Armena	Crowfoot	Hairy Hill	Midnapore	Spring Lake
Arrowwood		Halley	Morley	Springbank
Asker		Hastings Coulee	Mound	Springvale
	Dalemead	Hay Lakes	Mountain View	Spruce Grove
Balmoral	Dauntless	Haynes	Murray Valley	Staplehurst
Bankhead	Davisburg	Hayter		Sterlingville
Bardo	Deering	Hazelmere	Nakamun	Stocks
Barnwell	Delacour	Hearnleigh	Namoo	Strangmuir
Baronet	Delaware	Heather Brae	Neapolis	Streamstown
Bathgate	Demay	Herronton	Nevis	Summerland
Battle	Dewberry	Hill End	New Lindsay	Summervue
Beaumont	Dickson	Hillcrest	New Lunnion	Sundre
Beaver Hills	Diligence	Horse Hills	New Spruce Grove	
Beaver Lake	Dina	Horseshoe Falls	Nisbet	Thorsby
Beaver Mines	Dinant	Horseshoe Lake	Nisku	Throne
Beddington	Dinton	Hubalta	Norton	Tommy La Potac
Bellevue	Dodds	Hunterville	Noyes Crossing	Tongue Creek
Belmont	Dog Pound		Ogden	Turin
Bennett	Dry Fork	Indus	Old Spruce Grove	Twelve Mile Coulee
Bismark	Duagh	Industrial School	Oliver	Twin Butte
Bissell	Duffield	Inga	O'Mara	Twining
Bittern Lake	Duhamel	Ingleton	Orton	Ulster
Black Diamond	Dunmore	Inglis	Otoskiwan	
Blackfalds	Eagle Hill	Jeffrey	Paradise Valley	Viewpoint
Blackfoot	Earling	Josephburg	Partridge Hill	Villeneuve
Blakesville	Earlville	Jumping Pound	Passburg	Volmer
Blondheim	Eastway		Patience	
Bonlea	Edison	Kanata	Paxon	Wanda
Bow Valley	Elbow River	Kenex	Pearce	Warden
Bowville	Elk Island Park	Kipp	Picture Butte	Warwick
Braishaw	Elkton	Kirkcaldy	Pincher Station	Waterglen
Bremner	Elkwater		Pine Lake	Waybrook
Brigeland	Ellerslie	La Calmette	Pirmez Creek	Wealthy
Brightview	Emery	Lake de May	Pleasant View	Welling
Brooksley	Ensign	Lake Minnewanka	Pretty Hill	Wellsville
Brownlow's Landing	Ensleigh	Lakeview		Weno
Bufoed	Excelsior	Lamoureux		Westcott
Burmis	Fairydell	Lavesta	Quarrel	Westward Ho
Burns' Ranch	Falun	Lawndale	Rabbit Hill	White Sand Beach
Burnt Lake	Federal	Leavitt	Raley	White Star Mine
	Ferry Point	Lewisville	Red Lodge	Whitford
Caldbeck	Ferrybank	Lille	Reid Hill	Willowdale
Calder	Fishburn	Livingston	Rexboro	Wilton Park
Campbell Lake	Fleet	Lock Sloy	Rich Valley	Wimborne
Carbondale	Forest Lawn	Lockhart	Rising Sun	Winterburn
Cardiff	Frank	Long Coulee	Riviere Qui Barre	Wood River
Carnforth	Frankburg	Longview	Rocky View	Woodhouse
Carsland	Freshfield	Lundbreck	Rolling Green	Woolford
Casavant	Ghost Pine		Rosenroll	
Chailey	Gilpin	Malmo	Rosyth	Yorkville
Chesterwood	Gladys	Manfred	Round Hill	
Clearview	Glenbow	Maple Leaf	Rusylvia	Zetland
Clover Bar	Glenford	Martins		
Coal City				

## B.C. Points

Baker	Dorr	Hosmer	Michel	Waldo
Baynes Lake	Elko	Jaffray	Morrissey	Wardner
Bull River	Fernie	Kimberley	Moyie	Wasa
	Flagstone	Kingsgate		Wat sburg
Cait'ness	Fort Steele	Krag	Olson	W.cliffe
Coal Creek	Galloway	Marysville	St. Eugene Mission	Yahk
Cranbrook		Mayook	Tochty	
Crow's Nest				



# Limited Long Distance Connection

Between the following points in Alberta and SASKATCHEWAN

## NORTHERN DIVISION CONNECTING VIA LLOYDMINSTER BETWEEN

<i>(Alberta Offices)</i>				
BRUDERHEIM CHIPMAN EDMONTON FORT SASKAT'WAN	HILLIARD INNISFREE ISLAY	KITSCOTY LAMONT LAVOY	LLOYDMINSTER MANVILLE MINBURN	MUNDARE RANFURLY VEGREVILLE VERMILION
<i>and (Saskatchewan Offices)</i>				
BRESAYLOR DELMAS	HANLEY LASHBURN	MAIDSTONE MARSHALL N. BATTLEFORD	PAYNTON S. BATTLEFORD	SASKATOON WASECA

NOTE.—Edmonton and Hanley are the extreme points in the North connecting via Lloydminster between which service can now be given.

## CONNECTING VIA PROVOST BETWEEN *(Alberta Offices)*

AMISK BAWL CADOGAN	CAIRNS CAMROSE CZAR DAYSLAND	EDMONTON HARDISTY HUGHENDEN KILLAM	LEDUC LOUGHEED METISKOW PROVOST	SEDGEWICK STROME WETASKIWIN
<i>and (Saskatchewan Offices)</i>				
ANGLIA BIGGAR DENZIL DODSLAND	DRUID HERSCHEL KELFIELD KERROBERT	LEIPZIG LUSELAND MACKLIN PLENTY	ROSETOWN SALVADOR SASKATOON STRANRAER	SPRINGWATER UNITY WILKIE

NOTE.—Edmonton and Saskatoon are the extreme points in the North connecting via Provost between which service can now be given.

## SOUTHERN DIVISION CONNECTING VIA MEDICINE HAT BETWEEN

<i>(Alberta Offices)</i>				
ALDERSON BASSANO BLAIRMORE BOW ISLAND BOWELL BOWMANTON BROOKS BURDETT	CALGARY CARDSTON DIAMOND CITY GRASSY LAKE HARVEST VALE HILDA IRON SPRINGS IRVINE	LETHBRIDGE MACLEOD MAGRATH MEDICINE HAT NEW DAYTON PASHLEY PINCHER CREEK PURPLE SPRINGS	RAYMOND REDCLIFF RETLOW ROSEGLEN SCHULER SEVEN PERSONS SPRING COULEE STIRLING	SUFFIELD TABER VALE WADDINGTON WALSH WARNER WHITLA WINNIFRED
<i>and (Saskatchewan Offices)</i>				
ABBEY ANTELOPE BEVERLEY CABRI CARMICHAEL CARON CHAPLIN	ERNFOLD GULL LAKE HATTON HERBERT INDIAN HEAD LUMSDEN MAPLE CREEK	MOOSE JAW MORSE MORTLACH PARKBEG PIAPOT REGINA	ROULEAU RUSH LAKE SECRETAN SHACKLETON SIDEWOOD STRASBOURG	SWIFT CURRENT TOMPKINS WALDECK WEBB WEYBURN WOLSELEY

NOTE.—Calgary and Wolseley are the extreme points in the South connecting via Medicine Hat between which service can now be given.

## CONNECTING VIA ALSASK, SASK. BETWEEN *(Alberta Offices)*

BENTON CALGARY CEREAL CHINOOK CRAIGMYLE	DELIA DOBSON DRUMHELLER EXCEL	HANNA LANFINE MECHECHE MUNSON	OYEN RICHDAL SCOTTFIELD SIBBALD	STANMORE WATTS WAYNE YOUNGSTOWN
<i>and (Saskatchewan Offices)</i>				
BROCK FISKE	FLAXCOMBE KINDERSLEY	MARENGO McGEE	NETHERHILL PINKHAM	ROSETOWN SASKATOON

NOTE.—Calgary and Saskatoon are the extreme points in the South connecting via Alsask between which service can now be given.

Between the following points in Alberta and MONTANA, U.S.A.

## CONNECTING VIA SWEET GRASS, MONT. BETWEEN *(Alberta Offices)*

CARDSTON COUTTS LETHBRIDGE	MAGRATH MILK RIVER	NEW DAYTON RAYMOND	SPRING COULEE STIRLING	SWEET GRASS, Mont. WARNER
<i>and (Montana Offices)</i>				
BRADY CONRAD COLLINS	CUT BANK DUPUYER DUTTON	ETHRIDGE GREAT FALLS KEVIN	LEDGER POWER	SHELBY VALIER

NOTE.—Lethbridge and Great Falls are the extreme points connecting via Sweet Grass, Mont., between which service can now be given.



# LETHBRIDGE

806 Fourth Avenue South

## Continuous Service

For information regarding New Subscribers, Change of Telephone Numbers, Long Distance Charges, New Toll Offices, etc.,	call	9
For Trouble .....	"	8
For Rural Subscribers .....	"	2
For Long Distance .....	"	0
For Chief Operator .....	"	463
For Local Manager .....	"	375
For Local General Office .....	"	1234
Report Telephones out of Order and Unsatisfactory Local Service to		8
Report Unsatisfactory Long Distance Service to Chief Operator .....		463
To City Subscribers:—For Connection with Rural Subscribers call 2, and when Operator answers give the number of the Rural Subscriber desired, distinctly, as: R 3-1-2.		
See page 30 for List of Rural Subscribers.		
FOR FIRE, call .....		333

## PUBLIC PAY STATIONS:

No. 5}	Alexandra Hotel .....	Fifth Street S.
No. 10}		
No. 9	Arcade Cigar Store .....	Fifth Street S.
No. 11	Arlington Hotel .....	First Avenue S.
No. 6	Canadian Pacific Railway Station .....	First Avenue S.
No. 1	Central Office .....	Fourth Avenue S.
No. 12	Coaldale Hotel .....	Fifth Street S.
No. 3	Dallas Hotel .....	Fifth Street S.
No. 7	Elite Cigar Store .....	Fifth Street S.
No. 14	Higinbotham Drug Store .....	Fifth Street S.
No. 2}	Lethbridge Hotel .....	Fifth Street S.
No. 13}		
No. 4	Paris Hotel .....	Second Avenue and Third Street
No. 8	Y.M.C.A. ....	Tenth Street & Fourth Avenue S.





Phone 521

Office: 322 Seventh St. S.

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"MOTHER'S FAVORITE" Flour  
and "Dr. Rusk's Chick Food"

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Flour, but still  
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High Class Pastry and Confectionery  
Wedding Cakes a Specialty  
Home Made Bread

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**606 3rd Avenue South**  
**LETHBRIDGE**



# Lethbridge Exchange Subscribers

(For Rural Subscribers see Page 30)

## A

- 664 **A B C TAXI** J G Hill 351 5th St S  
 537 Night Calls J G Hill res 534 6th St S  
 1968 Adler Miss E res 315 Sherlock Blk  
 1380 Agnew Miss M L res Galt Mine Bldg  
 544 Agriculture Dept of 207 Sherlock Blk  
 1302 Ainsworth E res 1249 6th Ave-A S  
 1083 Aird Jas res 1304 6th Ave S  
 1418 Aita John Groceries 431 18th St N  
 1321 Aitken D res 632 14th St S  
 627 Alberta Candies K of P Hall 5th St

## 1603 ALBERTA GOVT EMPLOYMENT BUREAU

Hull Blk 3rd Ave S

## ALBERTA GOVERNMENT TELEPHONES

- 375 Local Manager  
 1234 Local General Office  
 1827 Alberta Grill A M Merry Prop 411 5th St S

## 492 ALBERTA MEAT MARKET

R Coultry 75 9th Ave N

- 1724 Alberta Picture Gallery A Neidig Hull Block  
 1010 Alberta Provincial Police Court House  
 677 Inspector Risks' Office  
 372 Alberta Returned Soldiers Commission cor 1st Ave & 9th St S

## 764 ALBERTA SADDLERY CO

E M Carson Mgr 306 5th St S

- 403 E M Carson Mgr res 423 8th St S  
 1736 Alberta Tailors & Cleaners 710 3rd Ave S  
 1811 Alexander George res 424 7th St S  
 562 Alexander J P res 1010 2nd Ave S  
 717 Alexandra Hotel B Metcalfe Mgr 333 5th St S  
 1746 Alguire F L res 308 7th Ave-A S  
 1987 Allardice Wm res 720 13th St S  
 1165 Allen Dr L T Dentist 8 Rylands Blk  
 1871 Allen Dr L T res 1503 7th Ave S  
 528 Allison R E res 1264 4th Ave S

## 1689 ALLISON'S STUDIO

G W Allison Bal-moral Blk

- 1852 G W Allison res 428 14th St S  
 1848 Allwood C (Terrill Floral Co) res 1234 5th Ave S  
 651 American Consular Agent O B Edgett Balmoral Blk 5th St S

- 1973 Anderson A M res 711 7th Ave S  
 356 Anderson G L res 542 12th St-A N  
 1709 Anderson Mrs Geo W res 515 6th St S  
 1628 Anderson J N res 826 7th St S  
 1777 Anderson Smith & White 1266 2nd Ave S

## 1949 ANDY'S RADIATOR REPAIR SHOP

412 4th Ave S

## 745 ANGUS GEORGE

Real Estate 10 Stafford Blk 311 1/2 5th St S

- 315 Anton George res 10 Southard Blk 3rd Ave S  
 1278 Arlington Hotel Wm Porter Prop 1st Ave & 4th St S  
 301 Armstrong W J res 1009 8th Ave S

## 1727 ARMSTRONG & RAWORTH

Jewelers 324 5th St S

- 1222 Asplin A res 277 7th Ave

## 1545 ASSINIBOIA MUSIC CO LTD

P Forster Mgr 315 6th St S

- 379 Manager's Res 604 8th St S  
 1717 **ATLAS TRANSFER** Bert Wigg Prop  
 511 4th Ave S  
 1878 Aylsworth E B res 638 13th St S

## B

- 727 B C Fruit Market Lindley & Reid Props Donnan Blk  
 546 Baalim A G res 705 4th Ave S

## 1621 BAALIM MOTOR CO LIMITED

7th St S

- 1804 Baer C res 295 7th Ave-A S  
 536 Bakos S res 1406 3rd Ave S  
 538 Balderson E res 613 8th Ave S

## 573 BALL & HOLYOAK

Law Office Stafford Blk 311 1/2 5th St S

- 1309 W S Ball res 916 7th Ave S  
 446 Bank of Montreal D B Emeno Mgr 522 3rd Ave S  
 1526 Manager's Office

- 1711 Bank of Nova Scotia B M MacLeod Mgr 3rd Ave S

- 1011 Barclay Wm res 1311 9th Ave S

- 1928 Bario J S res 204 1st Ave S

- 1931 Barnacal Wm res 517 5th Ave S

- 1267 Barnsley A res 414 14th St S

- 1350 Barr James res 414 13th St S

- 1406 Barrow Rev Gore M res 212 8th St S

- 1147 Barrowman Robert res 283 7th Ave A S

- 1466 Bartlett A E res 936 9th St S

- 557 Bartlett J T res 1607 1st Ave N

- 1293 Barton P W res 1208 7th Ave S

- 1743 Bass John C res Coaldale Rd

- 788 Bate Walter S res 1222 3rd Ave S

- 603 Bateman James res 203 5th Ave S

- 1018 Bates Thomas G res 275 7th Ave -A S

- 1158 Bawden Miss A A res 1255 4th Ave S

## 625 BAWDEN BROS

Furniture Hull Blk

- 510 Bawden J W res 542 7th St S

- 1971 Bayntun Walter res 411 4th St S

- 1135 Beasley A M res 211 5th Ave S

- 1755 Beatty J H res 41 Dominion Blk

- 1780 Beaumont Jos res 425 12th St N

- 1385 Becker H N res 324 15th St S

## 1384 BECKER & YATES

Lumber and Builders Supplies 3rd Ave & 16th St S

- 1385 H N Becker res

- 1480 Bell Arthur res 1248 8th Ave S

- 1161 Bell Irwin T res 1209 13th St S

- 1524 Bender C B Jeweller 331 5th St S

- 1379 Bender C B res 5 Strathcona Court

- 401 Bentley H res 613 13th St S

- 1806 Beresford Chas res 410 5th Ave S

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 B. B. MARTIN, Assistant



- 1558 Berry F M res 424 4th St S  
 1803 Berte John res 707 9th Ave N  
 1757 Bertrand B res 542 5th St S  
**1750 BIJOU MOTORS** R L Coshaw Mgr 428 5th St S  
 1872 Bing Wo Groceries 320 13th St N  
 1240 Birth R H res 918 3rd Ave S  
 774 Bishop A 1024 12th Ave-A S  
 1795 Bissett James res 308 6th Ave-A S  
 1133 Black Miss J res 636 12th St S  
**1084 BLACKBURNE A J & CO** Real Estate, Loans & Insurance 2 Acadia Blk  
 572 Bletcher Mrs Gerald F res 502 14th St S  
 757 Blunt P N res 814 7th Ave S  
 1012 Board of Trade office Galt Square  
 564 Bocking W res 317 12th St S  
 1285 Bonfadini Joseph res 633 5th St S  
 672 Bonnell L F res 222 5th Ave S  
 1491 Booth T H res 310 7th Ave-A S  
 1961 Boston Hat Cleaners & Shoe Shine Plrs Empress Blk  
 1049 Boulton H res 10th Ave & 33rd St S  
 1098 Boulton Jas W res 523 6th St S  
 1206 Boulton's Auto Livery & Taxi Mgr J W Boulton 320 1/2 5th St S  
 1132 Bowker James res 136 19th St N  
 1325 Bowman Agency The C B office Acadia Blk  
 303 Bowman C B res 324 13th St S  
 1410 Boyd H res 544 12th St S  
 1015 Bradbeer Mrs Geo res 631 9th St S  
 447 Brehler J res 710 6th Ave S  
 778 Briggs C W res 1007 8th Ave S  
 1843 British-Can Trust Co G W Parsons Mgr Conybeare Blk  
 1956 Brodie Miss K res 648 11th St S  
 1023 Brodie M J res 614 9th St S  
 696 Brooks Jos res 714 10th St S  
 1038 Brown Tom D res 618 10th St S  
 763 Bruchet G res 237 13th St N  
 1115 Bruchet G A res 210 10th St S  
 611 Bryan W W res 836 12th St S  
 505 Bryans Dr W E Phys & Surg Royal Bank Bldg  
 1922 Bryans Dr W E res 620 5th Ave S  
 508 Buchanan W A res 1404 4th Ave S  
 680 Burgess Mrs R res 423 11th St S  
 1429 Burgmann R res 502 19th St N  
 1805 Burkitt J C res 531 8th St S  
 1439 Burnett Major W B res 622 6th Ave S  
**BURNS P & CO LTD**  
 1388 Office and Wholesale Dept 610 3rd Ave S  
 412 Main Market 610 3rd Ave S  
 1654 Dominion Market Hill Blk  
 545 Dominion Fish Market Hill Blk  
 431 Palace Market 13th St N  
 1018 T G Bates Livestock Buyer  
 1996 W Shaw Manager  
 531 Burritt G H res 1255 5th Ave-A S  
 706 Burton J W res 609 12th St S  
 328 Butchereria of Lethbridge Fred Berriman Prop 405 5th St S

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AUTOS AND TAXIS AT ALL HOURS  
 Open and Closed Cars

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## C

- 559 Cameron C E Barrister 12 Stafford Blk  
 1377 Cameron C E res 429 12th St S  
 1850 Cameron L Milliner & Corsetiere 604 3rd Ave S  
 629 Cameron Miss M res 3 Connaught Mansions  
 505 Campbell Dr P M Phys & Surg Royal Bank Bldg  
 1358 Campbell Dr P M res 528 8th St S  
 1229 Campbell R J res 820 6th Ave S  
 1506 Campbell Dr W D Dentist 9 Alberta Blk 5th St S  
 1221 Campbell Dr W D res 536 12th St S

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 351 Shipping Department  
 794 Manager's res Fred Horne

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 345 Canadian Bank of Commerce 5th St S  
 310 Manager's Office K W Reikie Mgr

## CANADIAN PACIFIC RAILWAY

- 512 Ticket Office J Gordon Agent Depot  
 512 Information re Trains Depot  
 512 Information re Ocean Steamships  
 354 Local Freight Agent F E Reagh  
 354 Chief Clerk C Collins Freight Office  
 354 Rate Clerk J Ferguson  
 1154 Cashier J C Redman  
 1154 Information re incoming Freight  
 1154 Car Service T H Edmunds  
 1154 Claims Clerk S Wakeman  
 1154 Accountant P Cull  
 347 Shed Foreman W Haffern  
 347 O S & D Clerk J E Rannard  
 347 Billing Staff T Bestwick & R Watson  
 671 Telegraph Office G R Kieville Mgr 415 3rd Ave S  
 314 Yardmaster 1st Ave S  
 642 Superintendent C D Mackintosh  
 1067 Chief Clerk J M Gilmour  
 1067 Trainmaster C C Stibbard  
 1067 Accountant M E Collins  
 1067 Division Master Mechanic G H Nowell  
 642 Division Engineer H R Miles  
 1067 Roadmasters' Depot  
 724 Round House C A Little Locomotive Foreman  
 741 Baggage Room  
 1137 Stores Dept Yards W J Reader

## C P R NATURAL RESOURCES DEPT

- 524 Galt Mines Office 7th St S  
 1136 Irrigation Branch S G Porter Supt Operation & Maintenance  
 1275 Colliery Office No 3 Mine Staffordville  
 1166 Colliery Office No 6 Mine 13th St N  
 346 C P R Stockyards  
 701 Canadian Patriotic Fund 209 Sherlock Blk  
 1510 Canadian Western Nat'l Gas Light Heat & Power Co office 620 7th St S  
 751 Canadian & Union Bakery 404 13th St N  
 1995 Cardmon Mike Shoe Repairing 212 13th St S  
 1652 Carlyle D P res 518 14th St S  
 1238 Carnill Mrs W res 138 16th St N  
 403 Carson E M res 423 8th St S

PHONE  
 1929

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correctly these questions about every-day things?

How do birds find their way?  
Where does the day begin?  
Why does the kettle sing?  
Why does a stone sink?  
Why does a stick float?  
Why are the raindrops round?  
Why won't a third tooth grow?  
Is the earth hollow?  
Why does our breath rise?  
What keeps the stars in place?  
Why do we go to sleep?  
How does an iron ship float?

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answers any question a child can ask

-clearly, simply, by means of interesting descriptions, and over 10,000 educational pictures.

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What Our Skin is Like;  
How the Nail Grows on the Finger;  
Jack's Wonderful House;  
The Lords of the Wild Kingdom;  
A Concrete Ship in the Water;  
The Wonderful Birth of Wheat;  
How We Dig Up Sunshine;  
Making the Desert Blossom;  
Canada—The Wonder Land;  
The Republics of South America;  
Why Do We Count in Tens?  
The Story of the Days;  
Joan of Arc Crowning the King;  
Two Spies of the Revolution;  
An Easy Way to Make a Telephone;  
How to Crochet a Shawl;  
Set of Simple Tricks;  
The Boy Carpenter's Box of Tools;  
and others.

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Above is a photograph (greatly reduced) of the actual booklet, entitled **"The Key to Your Child's Success in Life,"** which we send **FREE** to any parent who sends in the coupon shown below.

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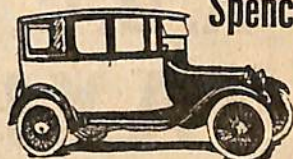
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