



**The TAILOR to Men who Care**

CLEANING, PRESSING and REPAIRING

410 FIFTH STREET, LETHBRIDGE

Phone

**3666**

Closed and Open PHONE

**3664**

McLAUGHLIN  
CARS

Cor. 4th Ave. & 5th St.

**A.B.C. TAXI**

PHONE

**3664**



**OFFICIAL  
TELEPHONE  
DIRECTORY**

**JULY, 1923**

**LETHBRIDGE**

**and DISTRICT**

For Points in other Districts Call "LONG DISTANCE"  
See Pages 9 to 12

LETHBRIDGE

**EMERGENCY CALLS**

LETHBRIDGE

**Fire, 3333;**

**Police, 2145**

**CALLS FOR TELEPHONE SERVICE**

Information, 92; Trouble, 93; Rural, 94  
Long Distance, 0

**Destroy All Old Directories**

**CONSUMERS' HARDWARE & SUPPLY COMPANY**  
STORE PHONES 2212; 2919. OFFICE 2920

*For Job Printing phone 3203 The Herald*



# THE ONE COMPLETE OUTFIT

The R-1000

## Radio Telephone Receiving Set

Can be purchased complete or Unit by Unit, has the famous R 215 A "Peanut" Vacuum Tube, Copperweld Antenna Wire and many other new and desirable features.

Its wave length from 200 to 600 meters covers the full range of local distant Amateur sending, Canadian and American Broadcasting, Shipping, Stock and Weather Reports, Official Time, etc.

Full description and prices are in our Bulletin No. 1000 Ask your dealer for a Copy. If he hasn't one, phone or write our nearest house.

### CONSISTS OF

- 1 No. R1 Short Wave Tuner and Detector Unit.
- 2 No. R5 Amplifier Units.
- 1 No. R6 Double Head Set, 2500 ohms.
- 1 No. R650 Aerial System
- 3 No. R215-A "Peanut" Valves.
- 1 No. R180 Northern Peanut Valve Filament Battery.
- 1 No. R90 45 Volt Plate Battery.

**Northern Electric Company**

LIMITED

Calgary, Alberta

## ROGERS & CO. LIMITED GARAGE

*Distributors for*

**Studebaker - Cadillac - Maxwell - Chalmers**

REPAIRS and STORAGE      CAR PAINTING  
GASOLINE, OILS, TIRES, ACCESSORIES

*Open Day and Night*

**Phone 2822**

**320 9th St. S., Lethbridge**

## IMPELLING INTERVIEWS

Your customer may refuse or neglect to answer your LETTER—

He may refuse to INTERVIEW you when you call—

Your ADVERTISING LITERATURE may be buried in the waste-paper basket—

**BUT—He will listen when you telephone!**

**Use Long Distance  
CHEAP—QUICK—IMPELLING**









# 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, 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 and lines 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.

### MOVING CHARGES

- (1) From one position to another in same room .....\$1.00 per instrument
- (2) From one room to another on same floor, or from one floor to another in same building, no outside wiring being required.....\$2.00 per instrument
- (3) From one building to another .....\$3.50 per instrument
- (4) Where a telephone is already installed and no inside move is required, a charge of \$1.50 will be made to cover cost of transferring the wires in central office and changing number on switchboard.
- (5) Where the above rates do not apply, an estimate of cost will be furnished subscriber on request, previous to work being proceeded with.

NOTE:—Above charges cover installations and moves for Exchange Subscribers only—charges for Rural installations and moves may be ascertained on application to our Local Agents.

### 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 (EXCHANGE)

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:

C. P. R. BUILDING, EDMONTON

HON. VERNOR W. SMITH,  
Minister of Railways and Telephones.

JOHN CALLAGHAN,  
Deputy Minister of Railways  
and Telephones.

R. B. BAXTER,  
General Superintendent,  
Edmonton.

---

Copy for this Edition closed May 15th, 1923

---

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 shall be carefully used by the subscriber, and only as herein stated in Clause No. 1; and no instrument or appliance not furnished by the Department shall be attached to or used in connection with these lines and instruments.

#### 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. Owing to the fact that Rural Telephones cannot be disconnected without a special trip being made to their location, this regulation will not apply to Rural Subscribers.

### 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.

### CANCELLATION OF SERVICE

11. Subscribers giving up service must notify the Department in writing, or call at office and sign "Take Out" order. Failing to do this, subscriber will be liable for rent up to the date instrument is removed or taken over by a new subscriber.

### IDENTIFICATION OF EMPLOYEES

12. Every employe of the Alberta Government Telephones authorized to instal, inspect, repair or remove the Department's apparatus carries a metal badge showing the name of the Alberta Government Telephones and his own number. Subscribers and others are earnestly requested to refuse access to their premises to anyone who cannot in this way identify himself, and to notify the Local Office at once by telephone.

### GENERAL

13. If a telephone installed for service at the residence rate be used for the purposes of 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.

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

15. 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.

16. 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.

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 \$3.00 per issue, which includes Exchange Service.

Each business subscriber is entitled to one single-line entry in the Classified business section without charge. Listings in bold type will be charged at the rate of Two Dollars per issue. All other listings will be charged for in accordance with approved schedule of rates.

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.



# HOW TO USE THE TELEPHONE

## Automatic Telephone

Consult the Telephone Directory for the correct number before you make a call. Do not trust to your memory.

Call 92 for Information if the person or firm you wish to call is not listed in the Directory.

1. **LIFT RECEIVER** off the hook before making a call. Do not work the hook up and down when doing so, as it interferes with the calling mechanism.

2. **BRING THE FINGER** squarely to the finger stop.

3. **REMOVE YOUR FINGER** after each operation and allow the dial to rotate back to its normal position. Do not force or retard this movement.

4. **FACE THE TRANSMITTER** with the lips almost touching the mouthpiece. Speak naturally distinctly and not too rapidly.

5. **DO NOT MOVE RECEIVER HOOK OR DIAL** while talking, as this will disconnect you.

6. **DO NOT LEAVE RECEIVER OFF HOOK DURING THE NIGHT** or your line will be disconnected from service. Call "Trouble Department, Telephone 93" should you desire your service temporarily disconnected during the night.

7. **ALWAYS HANG UP RECEIVER** for a short interval before making a second call to allow the mechanism to release.

8. **HANG RECEIVER ON HOOK** (small end up) when through talking; otherwise no one can obtain connection with your telephone.

9. **BUSY BUZZ** sound indicates that the number called for is busy.

**EXAMPLE:**—To call M2300. Lift receiver off the hook, place finger in finger hole "M", then turn the dial towards the right until your finger strikes the finger stop. Then release dial and allow it to rotate back to its normal position. Repeat this operation for the figures 2-3-0-0.

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

On completion of conversation hang receiver on hook small end up.

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

## Automatic Exchanges

**INFORMATION:**—Call Information "92" 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, Telephone No. 93. 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 Operator, 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 Operators in conversation longer than necessary, as by so doing the operator will be prevented from giving prompt attention to other patrons.

## Manual Telephone

Consult the Telephone Directory for the correct number before you make a call. Do not trust to your memory.

Ask for "Information" if the person or firm you wish to call is not listed in the Directory.

1. **TO CALL THE OPERATOR** give one long ring before removing the receiver from the hook and then hold the receiver to the ear.

2. **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 digit.

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

At other Exchanges pronounce the number desired by digits.

**EXAMPLE:**—"175" should be pronounced "One-Seven-Five."

3. **FACE THE TRANSMITTER** with the lips almost touching the mouthpiece. Speak naturally, distinctly, and not too rapidly.

4. **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."

5. **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.

**NOTE:**—At Camrose, Red Deer and Wetaskiwin (Common Battery Exchanges) no ringing, except by rural line subscribers, is necessary. Simply remove receiver from hook and in all other respects proceed as instructed above, placing the receiver on the hook when conversation is finished.

6. **DO NOT USE THE TELEPHONE** during a thunderstorm.

7. **RURAL LINE SUBSCRIBERS** should limit their conversation 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.



# LONG DISTANCE SERVICE

## Rules and Regulations

*To make a Long Distance Call, first call "Long Distance"—when the Long Distance Operator answers, give her your telephone number, followed by the details of your call, as indicated below.*

### CLASSIFICATION OF LONG DISTANCE SERVICE

#### 1. STATION TO STATION CALLS

The Station-to-Station rate applies when it is not desired to establish communication between particular persons except that *Appointment, Messenger or Collect Calls are not accepted in connection with Station-to-Station Service.*

Station-to-Station calls must be made by number whenever Telephone Directory information covering the called point is available. When such information is not available, the name or address under which the telephone is listed should be given, specifying that "anyone at that number will do."

EXAMPLE:—"Number 4567 J. H. Brown speaking, I want to speak to No. 684 Springdale" or "I want to speak to Mr. John Jones," residence (or business) as the case may be, "Springdale. Anyone at his number will do."

#### 2. PERSON-TO-PERSON CALLS

*(Evening and Night Rates do not apply to Person-to-Person Service.)*

When a Long Distance Call is made, specifying that conversation is desired with a particular person and the connection is established and conversation held with that person, the "Person-to-Person" rate applies.

EXAMPLE:—"Number 4567 J. H. Brown speaking, I want to speak to Mr. John Jones No. 684 Springdale," or "If Mr. Jones is not there, I will speak to Mr. A. F. Smith."

NOTE:—"When a particular person is desired, the Long Distance operator must be so advised when the call is placed, otherwise charges will be made from the time connection is established with the telephone desired, whether the party is obtained or not."

#### Appointment Calls

An Appointment Call is a Person-to-Person call requiring communication to be established at a specified time, and order should be given to the Long Distance operator in the usual manner.

#### Messenger Calls

A Messenger Call is a Person-to-Person call, necessitating the services of a Messenger to secure the attendance of a specified person, and order should be given to the Long Distance operator in the usual manner. The Messenger Service charge in such cases must be prepaid by the calling party if the call is placed from a Public Pay Station.

#### Collect Calls

Collect calls are Person-to-Person Calls, the charges for which are reversed, i.e., to be collected from the called party. In such cases the assent of the called party shall be obtained before the connection is established.



# LONG DISTANCE SERVICE

## Rules and Regulations—Continued

### RATES AND CHARGES FOR LONG DISTANCE SERVICE

Long Distance Tolls will be charged to the subscriber from whose instrument the Long Distance call is placed, except those messages for which the receiving party expressly agrees to pay on the basis of a Person-to-Person Call.

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

The rates quoted on pages 9 and 10 are Station-to-Station Day Rates.

The Day rate for a Station-to-Station call is the fundamental rate upon which the rates for other classes of Service are based.

The rate for a completed Person-to-Person call, either Paid or Collect is approximately 25% higher than the corresponding Station-to-Station Day rate.

The rate for a completed Appointment or Messenger Call, including Written Messages and Telegrams, is approximately 50 per cent. higher than the corresponding Station-to-Station day rate.

Day rates only are used in computing charges on Person-to-Person, Appointment and Messenger Calls, including Written Messages and Telegrams.

Day rates only are in effect between points served by the Alberta Government and Saskatchewan Government Telephones.

The Kootenay Telephone Lines Ltd. (B.C.) Day and Night Rates are the same.

#### Evening and Night Rates

(These rates apply on Station-to-Station Calls only.)

Between 7 p.m. and 12 midnight the Station-to-Station rates are approximately one-half the Day rates and are known as "Evening Rates."

Between 12 midnight and 4.30 a.m. the Station-to-Station rates are approximately one-fourth the Day Rates and are known as "Night Rates."

(NOTE:—In no case shall the Evening or Night rate, as the case may be, be less than 25c for the initial period, unless the Day rate is less, in which case the Day, Evening and Night Rates shall be the same.)

#### Report Charges

Under certain conditions a Report Charge of approximately one-quarter of the Station-to-Station Day rate will be made on uncompleted Person-to-Person, Appointment and Messenger Calls, including Written Messages and Telegrams.

A Report Charge shall not be made on a Station-to-Station call under any condition.

### 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 the Province. 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.*

If there is anything about our rates and practices you do not fully understand, please call our Local Manager or Chief Operator and they will be glad to explain.



# LONG DISTANCE RATES

## From Lethbridge

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

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

TO	Station- to-Station Day Rate	TO	Station- to-Station Day Rate	TO	Station- to-Station Day Rate	TO	Station- to-Station Day Rate
	\$ c		\$ c		\$ c		\$ c
Abbe	1.95	Bulwark	1.15	Duchess	.55	High River	.50
Abilene	1.95	Burdett	.40	Dunstable	1.80	Hilda	.85
Acme	.80	Busby	1.80	Durlingville	2.10	Hilliard	1.65
Adkins	.95			Duverny	1.80	Holden	1.50
Aldrie	.75					Hughenden	1.35
Alberta Beach	1.80	Cadogan	1.35			Hussar	.60
Alcomdale	1.80	Cairns	1.35	Eastburg	1.95	Huxley	.95
Alderson	.50	Calahoo	1.80	Echohill	1.80		
Alequiers	.60	Calgary	.70	Eckville	1.20		
Alhambra	1.20	Callung Lake	2.40	Edberg	1.35	Idesleigh	.65
Alix	1.15	Calmar	1.60	Edmonton	1.50	Innisfail	1.05
Allerton	.40	Campsie	1.95	Edmonton	1.65	Innisfree	1.65
Alliance	1.20	Camrose	1.50	Edmonton Beach	1.65	Iola	1.35
Alsask, Sask.	1.05	Canmore	.90	Edwards	1.95	Irma	1.50
Altario	1.20	Carbon	.80	Edwell	1.05	Iron Springs	.15
Amethyst	.40	Cardston	.30	Egmont	1.80	Irricana	.75
Amisk	1.35	Carlton Hill	1.95	Elk Point	1.80	Irvine	.75
Andrew	1.80	Carmangay	.25	Elkwater Lake	.70	Islay	1.65
Angle Lake	1.80	Caroline	1.15	Ellscoot	2.10		
Ankerston	1.35	Carolside	.75	Elmore	1.00	Jarrow	1.50
Anthony	.60	Carstairs	.90	Empress	.95	Jarvis	2.10
Ardmore	2.10	Carvel	1.65	Enchant	.25	Jenner	.65
Ardrossan	1.65	Cassils	.45	Endlang	1.00	Judson	.20
Armada	.35	Castor	1.10	Entwistle	1.80		
Ashmont	1.95	Catchem	.65	Erixon	1.15		
Athabasca	2.10	Cavendish	.80	Erskine	1.15	Kahwin	1.80
Atlee	.75	Cayley	.45	Etzikom	.50	Kananaskis	.85
Avalon	.55	Cereal	.95	Evansburg	1.80	Kapasiwin	1.65
		Cessford	.70	Everts	1.15	Kathryn	.70
		Champion	.30	Excel	.95	Kelsey	1.35
		Chancellor	.60	Exshaw	.85	Kevisville	1.10
Baintree	.65	Chappie Lake	.75			Kew	.65
Banff	1.00	Chauvin	1.50	Faith	.55	Killam	1.35
Barons	.20	Cheadle	.60	Falls	1.80	Kingman	1.50
Barrhead	1.95	Cherhill	1.80	Fawcett	2.10	Kinnondale	.35
Bartlettville	1.50	Chin	.15	Fedorah	1.80	Kinsella	1.80
Bashaw	1.20	Chinook	.90	Ferintosh	1.35	Kipperville	.45
Bassano	.50	Chipman	1.65	Foremost	.40	Kirk McKinnon	.45
Battambang	1.80	Claresholm	.30	Forestburg	1.35	Kirriemuir	1.15
Battle Lake	1.60	Clairinda	.45	Fort Assiniboine	2.10	Kitscoty	1.65
Bawlf	1.35	Clive	1.20	Fort Saskatchewan	1.80	Knob Hill	1.50
Beauvalon	1.80	Cluny	.50	Four Nine	.55	Krakow	1.80
Beaver Crossing	2.10	Clyde	1.95	Freedom	1.95		
Beaver Heights	.35	Cochrane	.80			Lac Ste Anne	1.80
Belseker	.75	Cold Lake	2.10	Gadsby	1.10	Lacombe	1.20
Bellis	1.95	Columbine	1.95	Gagnon	2.10	Laford	1.80
Belvedere	1.95	Compeer	1.20	Gahern	.65	Lake Isle	1.80
Benalto	1.20	Comrey	.65	Gainford	1.80	Lake Valley	.55
Bentley	1.20	Comrie	1.95	Galahad	1.20	Lakesend	1.20
Benton	.95	Concor	1.20	Garden Plain	1.00	Lamont	1.80
Berrymoor	1.65	Conrad	.25	Garred	1.80	Landonville	1.80
Beynon	.70	Consort	1.15	Gem	.55	Lanfine	.95
Big Fish Lake	1.80	Cooking Lake	1.65	Gibbons	1.80	Langdon	.60
Big Valley	1.00	Coronado Beach	1.80	Gleichen	.55	Lavoy	1.65
Bindloss	.85	Coronation	1.10	Glendon	1.95	Lawton	1.95
Birdsholm	.45	Countess	.50	Glenelg	1.80	Le Goff Jct.	2.10
Blackie	.45	Coutts	.40	Glenhead	.25	Lea Park	1.80
Bialmore	.45	Cowley	.35	Glenheadville	.25	Leduc	1.50
Bloomsbury	1.95	Craigmyle	.85	Goddard	.40	Leedale	1.35
Bolan	1.80	Crawford	2.40	Gorman	2.25	Legal	1.80
Bon Accord	1.80	Cremona	.90	Graminla	1.65	Legend	.40
Bondies	2.10	Crossfield	.85	Granum	.25	Leighton	1.80
Bonnyville	1.95	Cummings	1.50	Grassy Lake	.35	Lee	1.25
Bordenave	1.95	Czar	1.35	Green Court	1.95	Leslieville	1.35
Botha	1.10			Groton	.50	Lewiston	2.10
Bottrel	.90	Dakin	2.10	Gull Lake	1.20	Limes	2.25
Boundary Creek	.35	Dalroy	.70	Gunn	1.80	Lieburn	1.80
Bow City	.35	Dapp	1.95			Lloydminster	1.65
Bow Island	.45	Darwell	1.80			Lomond	.30
Bow Slope	.40	Davis	1.95	Hacke	.30	Lonira	1.95
Bowden	1.00	Daysland	1.35	Halfway Lake	1.95	Looma	1.65
Bowell	.55	Del Bonita	.30	Halkirk	1.10	Lougheed	1.35
Bowmanton	.70	Delburne	1.10	Hamlin	1.80	Lousana	1.05
Box Springs	.65	Della	.85	Hanna	.85	Low Creek	1.95
Boyle	2.10	Delph	1.80	Hardisty	1.35	Loyalist	1.10
Boyne Lake	1.95	Denhart	.60	Harmattan	1.00	Lucky Strike	.45
Bragg Creek	.75	Desjarlais	1.80	Harvest Vale	.60	Lunnford	1.95
Brant	.45	Deville	1.65	Hay Creek	1.95	Luzan	1.80
Brecon Hill	.70	Didsbury	.90	Hay Lakes	1.50		
Breezelawn	.55	Donald	1.20	Heath Creek	.35	Macleod	.20
Brooks	.45	Doondale	.50	Heaton Moor	1.80	Mageau	1.95
Brosseau	1.80	Doucette	1.80	Hesler	1.35	Magnolia	1.80
Bruce	1.50	Downing	1.80	Hespero	1.20	Magrath	.15
Bruderheim	1.80	Drayton Valley	1.65			Manola	1.85
Buffalo	.75	Drumheller	.75				
Buffalo Head Ranch	.60						



TO	Station-to-Station Day Rate	TO	Station-to-Station Day Rate	TO	Station-to-Station Day Rate	TO	Station-to-Station Day Rate
Manville	\$ 1.65	Orvilton	\$ 1.80	Roeske	\$ 1.95	Sweet Grass, Mont.	\$ 1.50
Manyberries	.65	Oxville	1.50	Rosalind	1.35	Sylvan Lake	1.15
Markerville	1.10	Oyen	.95	Rosebud	.70	Taber	.25
Masinasin	.45			Roseglenn	.75	Tawatinaw	1.95
Maunsell	.25	Pakan	1.80	Rose Lynn	.80	Tees	1.20
Maybridge	1.80	Pakowki	.55	Rosemary	.50	Telfordville	1.65
Mayerthorpe	1.95	Parkland	.35	Rossington	1.95	Thelma	.75
McKellar	1.80	Park View	.40	Rowley	.90	Therien	1.95
Meanook	2.10	Partridge	1.10	Roydale	1.95	Thorild	1.95
Mechecho	.80	Pashley	.70	Rumsey	.90	Three Hills	.85
Medicine Hat	.65	Patricia	.55	Rush Lake	.70	Toffeld	1.65
Meeting Creek	1.35	Pearsonville	.50	Ryley	1.50	Tomahawk	1.65
Melodale	1.95	Peat	1.80			Travers	.30
Metiskow	1.35	Pekisko	.50	St. Albert	1.65	Tring	1.80
Milk River	.35	Pemukan	1.15	St. Joseph	2.10	Trochu	.90
Millarville	.65	Pendant d'Oreille	.60	St. Kilda	.50	Two Hills	1.80
Millet	1.50	Pemhold	1.10	St. Lina	1.95		
Millmont	.55	Peno	1.80	St. Paul	1.95	Upper Elbow	.95
Mill	.40	Perryvale	2.10	St. Vincent	1.95		
Minburn	1.65	Phillips	1.60	Sammons	.50	Vale	.75
Mirror	1.20	Pibroch	1.95	Sanguo	1.95	Valleyfield	.30
Monarch	.10	Pickardville	1.95	Sandy Lake	1.80	Vanestl	1.65
Monitor	1.15	Pincher Creek	.35	Sarrall	2.10	Vanvleet	1.65
Morinville	1.80	Pine Creek	1.80	Schuler	.80	Vegreville	1.65
Morningside	1.35	Pollockville	.70	Scollard	.95	Verburg	.40
Morrin	.85	Ponoka	1.35	Scottfield	.90	Vermilion	1.65
Mossdale	1.95	Pridda	.70	Seaforth	.30	Veteran	1.10
Moyerton	1.65	Princeton	.55	Seba	1.80	Victoria	1.80
Mulhurst	1.50	Provost	1.35	Sedalla	1.00	Viking	1.55
Mundare	1.65			Sedgewick	1.35	Vilna	1.95
Munson	.80			Seven Persons	.55	Vimy	1.95
		Radway	1.80	Seymour	1.80	Vulcan	.35
Namaka	.60	Rainier	.35	Shandro	1.80		
Nanton	.40	Ranfurly	1.65	Sheerness	.85	Wabamun	1.80
Naughton Glen	1.65	Raven	1.15	Sibbald	1.00	Waddington	.70
Neerlandia	1.95	Ray	1.80	Sion	1.80	Wahstao	1.95
Nemiscam	.45	Raymond	.15	Skiff	.35	Wainwright	1.50
Newbrook	1.95	Redcliff	.60	Smoky Lake	1.95	Walker	.65
New Dayon	.20	Red Deer	1.15	Soda Lake	1.80	Walsh	.80
New Norway	1.35	Red Willow	1.20	Southesk	.50	Wardlow	.65
New Sarepta	1.50	Redland	.70	Southworth	1.95	Warner	.30
Nobleford	.15	Redwater	1.80	Spedden	1.95	Warspite	1.95
Northbank	1.80	Reist	.95	Spring Coulee	.20	Wasel	1.80
North Cooking Lake	1.65	Retlaw	.25	Spring Point	.20	Waskatenau	1.95
North Mossdale	1.95	Ribstone	1.50	Stampede	.55	Waterton Park	.45
North Park	1.80	Richards	2.10	Standard	.65	Wayne	.75
Northern Valley	1.80	Richardson	1.65	Stammore	.90	Wellsdale	1.80
Northleigh	1.65	Richdale	.90	Stavely	.35	Westerose	1.50
Nugent	1.35	Richfield	.30	Stettles	1.15	Westlock	1.95
		Rife	1.95	Stevieville	.60	Wetaskiwin	1.50
O'Connor	.65	Rimboey	1.35	Stirling	.15	White Court	2.10
Odynaki	1.80	Rio Alto	.60	Stony Plain	1.65	Whitla	.50
Okotoks	.55	Riverbow	.35	Strathmore	.60	Wisdom	.65
Olids	.95	Riverbow Ferry	.35	Strome	1.35	Winnifred	.50
Oltn Creek	.35	Rochester	1.95	Suffield	.55	Wrentham	.25
Olson Coulee	.30	Rochford	1.95	Sullivan Lake	1.05		
Onoway	1.80	Rockyford	.70	Sunnyslope	.75	Yeoford	1.50
Opal	1.80	Rocky Mt. House	1.35	Swalwell	.80	Youngstown	.90
Orion	.60	Rocky Rapids	1.65			Zawale	1.80

## Save That Unnecessary Trip

BY USING

# LONG DISTANCE

*If you do not need to speak to a Particular Person, tell the Long Distance Operator so.*

*Station-to-Station Service is Quicker and Cheaper.*

See Rules and Regulations on Pages 7 and 8.



In addition to the points on preceding pages 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

ACADIA VALLEY	CONTENT	HAIRY HILL	MEADOW CREEK	SCOTSTOUN
ACHESON	COPEVILLE	HALLADAY	MENAIK	SEEBE
AETNA	CORNUCOPIA	HALLEY	MERNA	SHARROW
AGRICOLA	COUNTRY CLUB	HALLMAN	MEWASSIN	SHEPARD
ALBAY	COUSINS	HANEYVILLE	MIDNAPORE	SIEBERTVILLE
ALBION RIDGE	CRAIGMILLAR	HASTINGS COULEE	MILLER	SILVER LAKE
ALDERSYDE	CRANMER	HAWKEYE	MILNERTON	SIMONS VALLEY
ALICE LAKE	CROWFOOT	HAYNES	MINOTT	SOCIAL PLAINS
ANGUS RIDGE	CURREY	HAYTER	MORLEY	SPRING LAKE
ANZAC	DAHMER	HAZELMERE	MOSSLEIGH	SPRINGBANK
ARDENODE	DALEMEAD	HEARNLEIGH	MOUND	SPRINGDALE
ARDENVILLE	DAUNTLESS	HEATH	MOUNTAIN VIEW	SPRINGVALE
ARDLEY	DAVISBURG	HEATHER BRAE	MOUNT LOOKOUT	SPRUCE GROVE
ARMENA	DEERING	HERRONTON	MURRAY VALLEY	STAND OFF
ARROWWOOD	DELACOUR	HETHERINGTON		STAPLEHURST
ASKER	DEMAV	HIGHFIELD	NAKAMUN	STAR
AVION	DEWBERRY	HILL END	NAMAYO	STERLINGVILLE
BADGER LAKE	DE WINTON	HILLCREST	NEAPOLIS	STOCKS
BALMORAL	DIAMOND CITY	HILLSPRING	NEIGHBORVIEW	STOPPINGTON
BANKHEAD	DICKSON	HOBBEMA	NEVIS	STRAND
BARDO	DILIGENCE	HORSE HILLS	NEW BRIDGEN	STRANGMUIR
BARNWELL	DINA	HORSESHOE	NEW LINDSAY	STREAMSTOWN
BARONET	DINANT	COULEE	NEW LUNNON	SUGAR BOWL
BATHGATE	DINTON	HORSESHOE FALLS	NEW OXLEY	SULPHUR SPRINGS
BATTLE	DOBSON	HORSESHOE LAKE	NEW SPRUCE	SUMMERLAND
BATTLE BEND	DODDS	HUBALTA	GROVE	SUMMERVIEW
BATTLE RIDGE	DOG POUND	HUGHES	NIGHTINGALE	SUNDRE
BATTLEVIEW	DORENLEE	HUNTERVILLE	NISBET	SUNNYDALE
BEAUMONT	DRY FORK	INDUS	NISKU	SUPERIOR
BEAVER HILLS	DUAGH	INDUSTRIAL	NORMA	TALBOT
BEAVER LAKE	DUFFIELD	INGA SCHOOL	NORTON	TAYLORVILLE
BEAVER MINES	DUHAMEL	INGLETON	NOYES CROSSING	TERRACE LAKE
BEAZER	DUNMORE	INGLIS	OGDEN	THE HUB
BEDDINGTON	EAGLE HILL	IRWINVILLE	OHATON	THORSBY
BELLEVUE	EARLIE	JEFFREY	OLD BRANT	THRONE
BELLSHILL	EARLING	JOFFRE	OLD SPRUCE	TINDASTOLL
BELMONT	EARLVILLE	JOSEPHBURG	OLIVER GROVE	TOLLAND
BENNETT	EASTVALE	JUMPING POUND	O'MARA	TOMMY LA POTAC
BISMARCK	EASTWAY	KANATA	ORTON	TONGUE CREEK
BISSELL	EDISON	KENEX	OTOSKIWAN	TUDOR
BITTERN LAKE	ELK ISLAND PARK	KESSLER	QUELLETTEVILLE	TURIN
BLACK DIAMOND	ELKTON	KILBOURN	OWENS	TWELVE MILE
BLACKFALDS	ELKWATER	KIMBALL	PARADISE VALLEY	COULEE
BLACKFOOT	ELLERSLIE	KIPP	PARTRIDGE HILL	TWIN BUTTE
BLAKESVILLE	EMERY	KIRKCALDY	PASSBURG	TWIN LAKES
BLONDHEIM	ENSIGN	KNEE HILL VALLEY	PATIENCE	TWINING
BLOOD RESERVE	ENSLIEGH	LA CALMETTE	PAXSON	ULSTER
BONLEA	EVERETT	LAKE DE MAY	PEARCE	VAUXHALL
BOW VALLEY	EWELME	LAKE MINNE-	PICTURE BUTTE	VIEWPOINT
BOWVILLE	EXCELSIOR	WANKA	PINCHER STATION	VILLENEUVE
BRADSHAW	FABYAN	LAKEVIEW	PINE LAKE	VILLEROE
BREMNER	FAIRACRES	LAMOUREUX	PIRMEZ CREEK	VOLMER
BRIGHTVIEW	FAIRBANK	LARSEN	PLEASANT VIEW	WANDA
BRITAIN	FAIRFIELD	LATHOM	POPLAR RIDGE	WARDEN
BROCKET	FAIRYDELL	LAVESTA	POPLAR SITE	WARWICK
BROOKSLEY	FALUN	LAWNDAL	PRETTY HILL	WATERGLEN
BROWNFIELD	FEDERAL	LEAVITT	PUFFER	WATTS
BROWNLOW'S	FENN	LEESHORE	PURPLE SPRINGS	WAYBROOK
LANDING	FERRY POINT	LEOPOLDVILLE	QUARREL	WEALTHY
BUFORD	FERRYBANK	LEWISVILLE	QUEENSTOWN	WELLING
BURMIS	FISHBURN	LIBERTY	RABBIT HILL	WELLSDALE
BURNT LAKE	FLEET	LILLE	RALEY	WELLSVILLE
CALDBECK	FOREST LAWN	LINEHAM	RANCHVILLE	WENO
CALDER	FRANK	LIVINGSTON	RED LODGE	WESTCOTT
CALDWELL	FRANKBURG	LOCH SLOY	REID HILL	WESTWARD HO
CAMPBELL LAKE	GHOST PINE	LOCKHART	REXBORO	WHITE SAND
CAPPON	GILLEN	LONG	RICH VALLEY	BEACH
CARBONDALE	GILPIN	LONG COULEE	RIDDELLVALE	WHITE STAR MINE
CARDIFF	GLADYS	LONGVIEW	RISING SUN	WHITEWOOD LAKE
CARNFORTH	GLENBOW	LUNDBRECK	RIVIERE QUI	WHITFORD
CARSLAND	GLENFORD	LUSIGNAN	BARRE	WILDMERE
CARTHEW	GLENIFFER	MAJORVILLE	ROCKELING BAY	WILLOWDALE
CASAVANT	GLENVIEW	MAKEPEACE	ROCKY VIEW	WILLOWLEA
CHAILEY	GOLDEN SPIKE	MALMO	RODINO	WILMOT
CHESTERWOLD	GOOD HOPE	MANFRED	ROLLING GREEN	WILSON
CHIGWELL	GOOD LUCK	MAPLE LEAF	ROSEDALE	WILTON PARK
CLEARVIEW	GOPHER HEAD	MARTINS	ROSENHEIM	WIMBORNE
CLOSE	GRAINDALE	MARWAYNE	ROSENROLL	WINTERBURN
CLOVER BAR	GRAINGER	MAUGHAN	ROSYTH	WOOD RIVER
CLYMONT	GRAND VALLEY	MAUNDERS	ROUND HILL	WOODHOUSE
COAL CITY	GRANT LAKE	MAYBUTT	RUSYLVA	WOOLFORD
COALDALE	GREEN GLADE	MAYTON	SALISBURY	WOSTOK
COALHURST	GREENSHIELDS	MAZEPPA	SALTBAUX	YORKVILLE
COLEMAN	GRIESBACH	McEWEN	SAMPSONTON	ZETLAND
COLINTON	GROS VENTRE	McLAUGHLIN	SARCEE	
COMMERCE	GROS MONT	McNALLY	SATHER	
CONJURING CREEK	GWYNNE			

### BRITISH COLUMBIA POINTS

BAKER	DORR	HANBURY	LUMBERTON	ST EUGENE MIS-
BAYNES LAKE	ELKO	HARTLEY	MARYSVILLE	SION
BULL RIVER		HOSMER	MICHEL	WALDO
CAITHNESS	FERNIE	JAFFRAY	MORRISSEY	WARDNER
COAL CREEK	FORT STEELE	KIMBERLEY	MOYIE	WASA
CRANBROOK	GALLOWAY	KINGSGATE	NATAL	WYCLIFFE
CROWS NEST		KRAG	OLSON	YAHK



## Limited Long Distance Connection

Between the following points in Alberta and SASKATCHEWAN

### CONNECTING VIA MEDICINE HAT *(Alberta Offices)*

ALDERSON  
ATLEE  
BASSANO  
BINDLOSS  
BLAIRMORE  
BOW ISLAND  
BOWELL  
BOWMANTON  
BROOKS

BUFFALO  
BURDETT  
CALGARY  
CARDSTON  
CAVENDISH  
COUTTS  
DUCHESS  
GRASSY LAKE  
HARVEST VALE  
HILDA

IRON SPRINGS  
IRVINE  
JENNER  
LETHBRIDGE  
MACLEOD  
MAGRATH  
MILK RIVER  
MEDICINE HAT  
NEW DAYTON

PASHLEY  
PINCHER CREEK  
RAYMOND  
REDCLIFF  
RET LAW  
ROSEGLEN  
SCHULER  
SEVEN PERSONS  
SPRING COULEE  
STIRLING

SUFFIELD  
SWEETGRASS,  
MONT.  
TABER  
VALE  
WADDINGTON  
WALSH  
WARNER  
WHITLA  
WINNIFRED

### and *(Saskatchewan Offices)*

ABBEY  
ANTELOPE  
ADMIRAL  
BATTRUM  
BEVERLEY  
CABRI  
CARMICHAEL  
CARON  
CHAPLIN  
DOLLARD  
ERNFOLD

ESTUARY  
EAST END  
GULL LAKE  
HATTON  
HERBERT  
INDIAN HEAD  
INSTOW  
KINCORTH  
LANCER  
LEADER  
LEMSFORD

LUMSDEN  
MAPLE CREEK  
MOOSE JAW  
MORSE  
MORTLACH  
N. FORRES  
PARKBEG  
PENNANT  
PIAPOT  
PORTREEVE  
PRELATE

RAVENSCRAG  
REGINA  
ROBSART  
ROULEAU  
RUSH LAKE  
SCEPTRE  
SCOTSGUARD  
SECRETAN  
SHACKLETON  
SHAUNAVON

SIDEWOOD  
STRASBOURG  
SUCCESS  
SWIFT CURRENT  
TOMPKINS  
WALDECK  
WEBB  
WESTERHAM  
WEYBURN  
WOLSELEY

## Unlimited Long Distance Connection

From all points in Alberta to all offices of the  
Mountain States Telephone and Telegraph Company in Montana

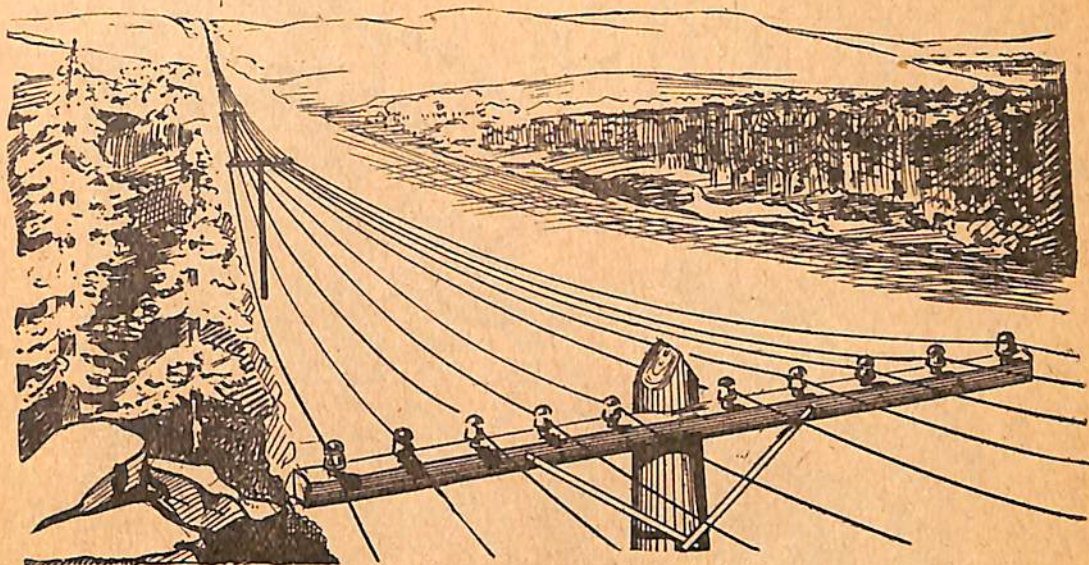
## SELL YOUR GOODS by Telephone

*Our Long Distance Service enables you to personally canvass Country Customers at a minimum of expense, and an enormous saving of time.*

*ADVERTISE your goods in the Telephone Directory and complete the sale on the Long Distance Telephone.*

## ALBERTA GOVERNMENT TELEPHONES





## *This Way* —to Broader Markets

Right at your elbow is your Long Distance telephone. With it, you can talk with any of 100,000 telephones in Alberta, Saskatchewan and British Columbia.

"Clear the Way!" Long Distance seems to say—"here's an important message!"

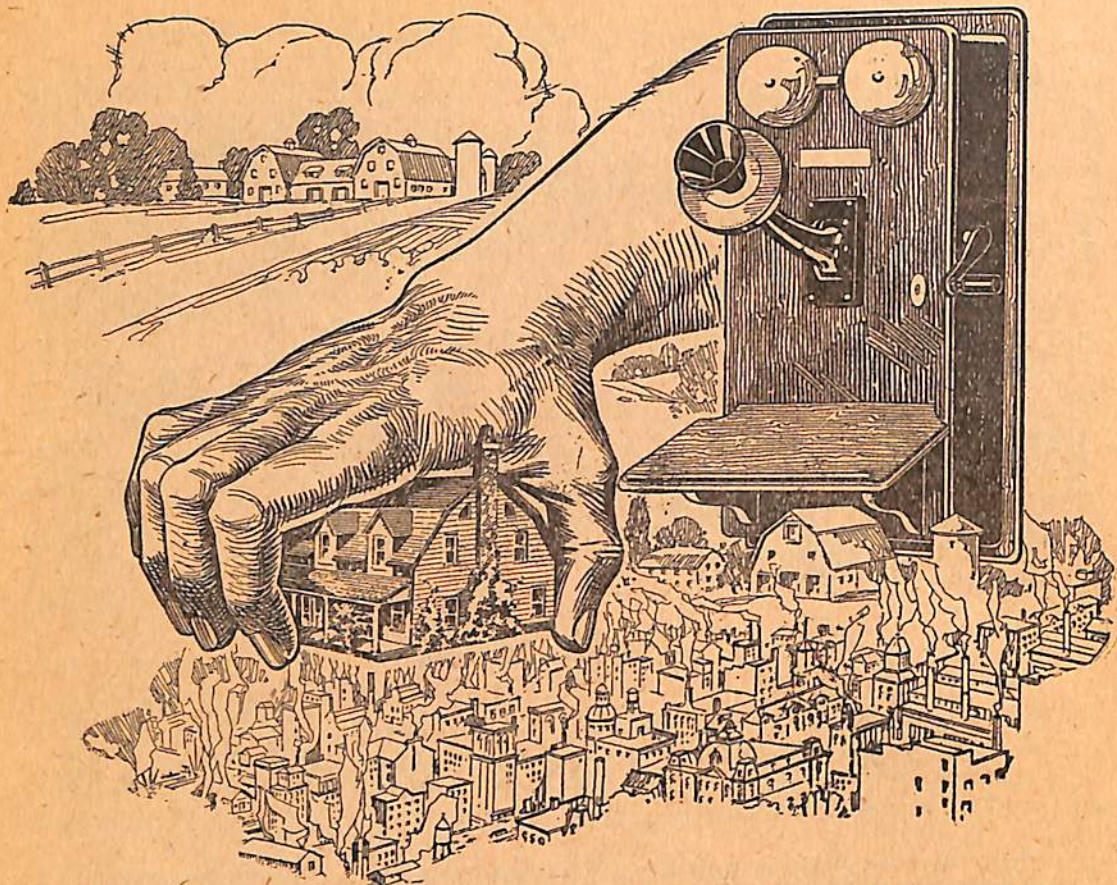
For there is something impressive about a Long Distance call. The customer is favorably impressed before he knows what the message is about. And Long Distance gives you the right of way into every man's office. He can ignore your advertising, your letter, or even your traveller, but ignore a Long Distance call? Instinctively he reaches for the telephone!

Keep down selling expense. Use your "Silent Partner." You will be amazed to find how many people can be sold your product by Long Distance—quickly—economically.

If you have several calls to make, our Local Manager can arrange to have one follow the other. Think of him as the Manager of *your* telephone service. He can suggest ways of applying Station-to-Station service to your business.

THE ALBERTA GOVERNMENT  
TELEPHONES





## Brings the Farm to Town

**N**OW that he can order it at once by Long Distance from his favorite dealer in village, town or city, nothing is too good for the farmer. "You advertised a special sale of phonographs in today's paper. Ship me one"—he telephones.

Within the same convenient radius of your store are scores of thrifty housewives who would be pleased to have a merchant solicit their trade by Long Distance. Even if a sale does not result, you have advertised your business in a very effective way. They will probably call when they come to town, or order from your advertising. It's human nature.

A tire dealer called up 29 strangers by Long Distance and sold tires to 8 of them. A follow-up letter or personal call later brought nearly all the others to his store.

Don't let your telephone idle. Long Distance can bring suburban prospects within sound of your voice. Turn it into a salesman, and keep it busy. Every other means of communication is a substitute for the voice—the voice is **YOU**.

*Think of our Manager as the Manager of your Telephone Service.*

THE ALBERTA GOVERNMENT  
TELEPHONES



# LETHBRIDGE

806 Fourth Avenue South

## Continuous Service

For information regarding New Subscribers, Change of Telephone Numbers, Long Distance Charges, New Toll Offices, etc., call 92

For Trouble ..... " 93

For Rural Subscribers ..... " 94

For Long Distance ..... " 0

For Chief Operator ..... " 98

For Local Manager ..... " 3375

For Local General Office ..... " 2234

Report Telephones out of Order and Unsatisfactory Local Service to 93

Report Unsatisfactory Long Distance Service to Chief Operator 98

To City Subscribers:—For Connection with Rural Subscribers call 94,  
and when Operator answers give the number of the Rural  
Subscriber desired, distinctly, as: R 3-1-2.

See page 35 for List of Rural Subscribers.

FOR FIRE, call ..... 3333

## 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. 4—Byng Hotel ..... Second Avenue and Third Street  
No. 6—Canadian Pacific Railway Station ..... First Avenue S.  
No. 15—Carnegie Library ..... Third Avenue S.  
No. 1—Central Office ..... Fourth Avenue S.  
No. 3—Dallas Hotel ..... Fifth Street S.  
No. 12—King Hotel ..... Thirteenth Street N.  
No. 2 } —Lethbridge Hotel ..... Fifth Street S.  
No. 13 }  
No. 7—White Lunch ..... Fifth Street S.  
No. 8—Y.M.C.A. .... Tenth Street & Fourth Avenue S.





Phone 3521

Office: 322 Seventh St. S.

## WALKER & HOLBERTON PLUMBING

Hot Water, Steam Heating and Pneumatic Water  
Systems for Country Houses

Repair Work a Specialty  
Estimates Given

**LETHBRIDGE**  
ALBERTA



## THE HOME OF FLOWERS

# Frache Bros.

Wholesale and Retail Florists  
CHOICE CUT FLOWERS FOR ALL OCCASIONS

Prompt Attention to Telegraph, Telephone and Mail Orders

Greenhouses

**HENDERSON PARK, LETHBRIDGE**  
Phone 2003 (Henderson Park Cars Pass Door)



LEO. M. COOMBS, President and Manager

## Alberta Conservatory of Music Ltd.

*"Highest Ideals in Music"*

VOICE, PIANO, VIOLIN  
THEORY, HARMONY

Phone **2814**

ALL CARS TO OUR DOOR

**1119 3rd Ave. South**  
**Lethbridge**



**printing**  
Heinitz & Sloan  
Lethbridge,  
Alta.

Phone  
**2999**

## Loose Leaf Systems

Your office requirements complete.  
Ledgers, Synoptics, Monthly Ac-  
count and Statement Systems, etc.

## Bookbinding

A Specialist in Charge.  
Loose Leaf Binders of all kinds.  
Magazine Binding—Law Reports

**printing**  
Heinitz & Sloan  
Lethbridge,  
Alta.

Phone  
**2999**

PHONE  
**2576** FOR **CRYSTAL DAIRY LTD.**  
LETHBRIDGE

## Exchange Lethbridge Subscribers

(For Rural Subscribers see Page 35)

### A

- 3664 **A B C TAXI** J Malacko Proprietor rear 331  
5th St S  
3836 Adams W res 710 8th Ave S  
3854 Admitt W C res 340 19th St N  
2380 Agnew Miss M L res Galt Mine Bldg  
3544 Agriculture Dept of M L Fring Rep 308 7th St S  
2208 Aird James I H C Agent 1209 2nd Ave S  
2083 Aird Jas res 1304 6th Ave S  
2418 Aita John Groceries 431 18th St N  
2321 Aitken D res 632 14th St S  
3809 Aitken Jas M res 138 16th St N  
3853 Aitken W res 2107 1st Ave N  
3023 Akrigg G S res 540 12th St S  
3627 Alberta Candies K of P Hall 5th St  
2814 **ALBERTA CONSERVATORY OF  
MUSIC LTD** Leo M Coombs Director  
1119 3rd Ave S  
2964 Alberta Electric Laundry 236 13th St N  
2603 **ALBERTA GOVT EMPLOYMENT  
BUREAU** Hull Blk 3rd Ave S  
**ALBERTA GOVERNMENT  
TELEPHONES**  
2234 General Office  
3375 Local Manager  
3503 District Commercial Manager  
3375 District Plant Chief  
3220 District Traffic Chief  
3492 **ALBERTA MEAT MARKET** Wm T  
Lingard 905 9th Ave N  
2724 Alberta Picture Gallery A Neidig Hull Block  
2010 Alberta Provincial Police Guardroom & Complaints  
Court House  
3930 General Office  
3677 Inspector E W Bavin  
2010 Sub-Inspector J O Scott  
3372 Alberta Returned Soldiers Commission cor 1st Ave &  
9th St S  
3764 **ALBERTA SADDLERY CO** E M Carson  
Mgr 306 5th St S  
3403 E M Carson Mgr res 423 8th St S

### A. G. SPENCE



Phone **3428**  
DAY and NIGHT  
**TAXI**

- 3874 Aldous W G res 802 15th St S  
2966 **ALEMITE LUBRICATING CO** Hen-  
derson Bros 718 3rd Ave S  
2861 Alexander G B res 1402 3rd Ave N  
2811 Alexander George res 424 7th St S  
3562 Alexander J P res 1010 2nd Ave S  
3891 Alexander John K res 803 7th Ave S  
3717 Alexandra Hotel Wm Porter Prop 332 5th St S  
3223 **ALEXANDRA NEWS STAND**  
Bert W Moor 5th St S  
3545 **ALEXANDRA TAXI** Alexandra Hotel  
3857 Alford Lewis res 931 10th St S  
3284 Allan E res 918 8th St S  
2987 Allardice Wm res 720 13th St S  
2165 Allen Dr L T Dentist 8 Rylands Blk  
2871 Allen Dr L T res 1503 7th Ave S  
2945 Allingham H L res 424 14th St S  
3528 Allison R E res 1264 4th Ave S  
2689 **ALLISON'S STUDIO** G W Allison  
Balmoral Blk  
2852 G W Allison res 428 14th St S  
2848 Allwood C (Terrill Floral Co) res 1234 5th Ave S  
2846 American Consular Agent Ralph A Thrall Hill Blk  
3rd Ave S  
3258 Anderson C E res 646 5th St S  
3356 Anderson G L res 542 12th St-A N  
2628 Anderson J N res 826 7th St S  
2777 Anderson Smith & White Grading Contrs 1268 2 Av S  
3841 Andrew R G res 1247 8th Ave-A S  
2639 Andrews W res 1252 6th Ave S  
2949 **ANDY'S RADIATOR REPAIR  
SHOP** 412 4th Ave S



PHONE  
3545

# ALEXANDRA TAXI

OPEN AND CLOSED CARS

24 HOURS SERVICE

Phone **printing** Phone  
**2999** **Heinitz & Sloan** **2999**  
**Lethbridge, Alta.**  
**LOOSE LEAF SYSTEMS**

- 3745 **ANGUS GEORGE** Real Estate 10 Stafford  
Blk 311½ 5th St S  
2092 Arcade Billiards Cigars & Tobaccos 325 5th St S  
3242 Archbold Mrs R res 912 7th St-A S  
2278 Arlington Hotel Wm Porter Prop 1st Ave & 4th St S  
2663 Armit A res 801 15th St S  
2079 Armitage Robson res 1007 8th Ave S  
3301 Armstrong W J res 1009 8th Ave S  
2727 **ARMSTRONG & RAWORTH**  
Jewelers 324 5th St S  
3397 Arnold Albert res 1715 6th Ave-A N  
3953 Arnold C M res 1249 6th Ave-A S  
3828 Ashcroft P H res 623 6th St S  
2222 Asplin A res 277 7th Ave  
2545 **ASSINIBOIA MUSIC CO LTD**  
P Forster Mgr 315 6th St S  
3379 Manager's res 812 6th Ave S  
3263 Audet Paul res 1202 5th Ave A S  
3358 Austin H res 319 7th Ave S  
2878 Aylsworth E B res 1201 7th Ave S

## B

- 3546 Baalim A G res 705 4th Ave S  
2621 **BAALIM MOTOR CO LIMITED**  
7th St S  
3007 Bailey G res 419 2nd St S  
3719 Baines A E res North C P R Tracks  
2875 Baines C D res 622 7th St S  
2205 Baker F T res 1240 7th Ave S  
3538 Balderson E res 613 8th Ave S  
2288 Baldwin S F res 1229 5th Ave S  
3573 **BALL WS** Law Office Stafford Blk 311½ 5th St S  
2309 W S Ball res 916 7th Ave S  
3446 **BANK OF MONTREAL** R J Dinning  
Mgr 522 3rd Ave S  
2526 Manager's office  
3667 E G Evans  
2711 Bank of Nova Scotia B M MacLeod Mgr 3rd Ave S  
3818 Barber Dr M Dentist Su A Metcalfe Bldg  
3614 Barber Mrs W res 902 9th Ave S  
2011 Barclay Wm res 1311 9th Ave S  
2267 Barnsley A res 414 14th St S  
2350 Barr James res 414 13th St S  
2147 Barrowman Robert res 283 7th Ave-A S  
2573 Barry J H res 626 15th St S  
3217 Bartlett Alfred E res 717 6th St S  
3557 Bartlett J T res 1601 1st Ave N  
2293 Barton P W res 1208 7th Ave S  
2743 Bass John C res Coaldale Rd  
2402 Basson F J res 705 7th Ave S  
3603 Bateman James res 203 5th Ave S  
2018 Bates Thomas G res 275 7th Ave-A S  
2648 Batman Thos H res 113 16th St N  
3422 Batsford Fred res 1253 7th Ave S

- 3560 Batsford Sidney T res 412 7th Ave S  
3829 Battist A S res 1319 3rd Ave N  
3771 Bavin E W res 2 Strathcona Court  
2158 Bawden Miss A A res 1255 4th Ave S  
3625 **BAWDEN BROS** Furniture Hull Blk  
3510 Bawden J W res 542 7th St S  
2971 Bayntun Walter res 411 4th St S  
2135 Beasley A M res 211 5th Ave S  
3034 Beattie W res 643 7th St S  
2755 Beatty J H res 41 Dominion Blk  
2780 Beaumont Jos res 425 12th St N  
2385 Becker H N res 324 15th St S  
2384 **BECKER LUMBER CO** Lumber &  
Builders' Supplies 3rd Ave & 16th St S  
2385 H N Becker res 324 15th St S  
3306 W Hoults res 409 12th St N  
2582 Bedwell Alfred E res 619 13th St N  
2480 Bell Arthur res 1248 8th Ave S  
3014 Bell J H res 528 15th St S  
2565 Bell W Keith res B Kirkham Blk  
2505 Bennett E G S res 629 11th St S  
3921 Bennett F W res 511 12th St-C N  
2935 Bennett W G res 415 3rd St S  
3401 Bentley H res 613 13th St S  
3366 Berger Mrs E res 401 3rd Ave S  
2558 Berry F M res 424 4th St S  
2803 Berte John res 707 9th Ave N  
3978 Berti Joe res 119 7th St S  
2757 Bertrand B res 542 5th St S  
3041 Richards Julia res 301 5th Ave S  
2750 **BIJOU MOTORS & TAXI SERVICE**  
R L Coshaw Mgr 428 5th St S  
2872 Bing Wo Groceries 320 13th St N  
3862 Binning Mrs Ellen res 1813 1st Ave-A N  
2240 Birth R H res 918a 2nd Ave S  
3774 Bishop A 1024 12th Ave-A S  
3847 Bissett J res 707 17th St N  
2795 Bissett James res 308 6th Ave-A S  
3005 Bixby W D res 275 7th Ave S  
2133 Black Miss J res 619 11th St S  
2904 Blackbourne F H res 526 7th St S  
2084 **BLACKBURNE A J & CO** Real Estate,  
Loans & Insurance Balmoral Blk  
3958 Blackford M B res 806 15th St S  
3572 Bletcher Mrs Gerald F res 502 14th St S  
2020 Bletcher Miss H res 626 9th St S  
3757 Blunt P N res 814 7th Ave S  
2012 Board of Trade Office Board of Trade Bldg  
2428 Bonfadini Joe Auctioneer 401 4th Ave S  
2285 Bonfadini Joseph res 633 5th St S  
2961 Boston Hat Cleaners & Shoe Shine Plrs 327a 5th St S  
3963 Botham D res 1206 2nd Ave S  
2098 Boulton Jas W res 523 6th St S  
2206 Boulton's Auto Livery Mgr Jas W Boulton 320½  
5th St S  
2132 Bowker James res 136 19th St N  
2325 Bowman Agency The C B office Acadia Blk  
3303 Bowman C B res 324 13th St S  
2410 Boyd H res 544 12th St S  
2015 Bradbeer Mrs Geo res 631 9th St S  
3022 Brewer T R res D Kirkham Blk  
2843 **BRITISH CANADIAN TRUST CO**  
G W Parsons Mgr 4 Conybeare Blk  
2956 Brodie Miss K res 648 11th St S  
3280 Brodie W S res 718 10th St S  
3251 Brodrick C J res 311 15th St S  
3696 Brooks Jos res 714 10th St S  
2033 Brown Al res 205 5th Ave S



Phone **HENDERSON BROS.** 718 Third Ave. South  
**2966** EXIDE SERVICE STATION  
*We Carry a Complete Line of BATTERY and IGNITION PARTS*

- 2725 Brown G S res 302 12th St S  
 3018 Brown Geo res 1504 6th Ave S  
 2049 Brown H B res 638 15th St S  
 2038 Brown Tom D res 618 10th St S  
 3928 Bruce H H res 1512 4th Ave N  
 3763 Bruchet G res 237 13th St N  
 2115 Bruchet G A res 1214 6th Ave-A S  
 3859 Bryans Fred res 1210 3rd Ave-A S  
 3505 Bryans Dr W E Phys & Surg Royal Bank Bldg  
 2922 Bryans Dr W E res 1224 6th Ave-A S  
 3578 Buchan R D res 1226 5th Ave-A S  
 3508 Buchanan W A res 1404 4th Ave S  
 3292 Bullock C G res 834 7th St S  
 3680 Burgess Mrs R res 423 11th St S  
 3882 Burgmann Hall R Burgman Prop 418 13th St N  
 2429 Burgmann R res 502 19th St N  
 2805 Burkitt J C res 531 8th St S  
 3363 Burnap A J res 272 7th Ave S  
 2439 Burnett Major W B res 622 6th Ave S  
**2388 BURNS P & CO LTD**  
 3840 Office and Wholesale Dept 610 3rd Ave S  
 3412 Main Market 610 3rd Ave S  
 2654 Dominion Market Hill Blk  
 3431 Palace Market 13th St N  
 3831 Abattoir near Exhibition Grounds  
 2018 T G Bates Livestock Buyer res  
 2996 W Shaw Manager res  
 3938 Burrell Eleanor res 1207 5th Ave-A S  
 3531 Burritt G H res 1255 5th Ave-A S  
 3706 Burton J W res 617 12th St S  
 3787 Busy Bee Cafe 434 5th St S  
 3924 Butler C E res 809 7th Ave S

**C**

- 3035 Cable W L res 817 8th Ave S  
 3559 Cameron C E Barrister 12 Stafford Blk  
 2377 Cameron C E res 429 12th St S  
 2850 Cameron L Milliner & Corsetiere 604 3rd Ave S  
 3598 Cameron Miss L res 422 8th St S  
 3723 Cameron Miss M Travellers' Aid 203 9th St S  
 3629 Cameron Miss M res 3 Connaught Mansions  
 3505 Campbell Dr P M Phys & Surg Royal Bank Bldg  
 2358 Campbell Dr P M res 528 8th St S  
 2229 Campbell R J res 820 6th Ave S  
 3505 Campbell Roy Bryans & Shillington Drs Phys and Surgeons E Royal Bank Bldg  
 2854 Campbell Mrs T res 638 7th St S  
 2506 Campbell Dr W D Dentist 9 Alberta Blk 5th St S  
 2221 Campbell Dr W D res 608 12th St S

**CAMPBELL WILSON & HORNE LTD** 3rd Ave S

- 3321 Sales Department  
 3324 Accounting Department  
 3351 Shipping Department  
 3794 Fred Horne Manager res 1020 3rd Ave S

**2816 CANADA LIFE ASSURANCE CO**  
 Wilbor Heslop District Mgr 2 Conybeare Blk  
 Fred Jackson Agent

- 3540 Wilbor Heslop res 635 10th St S  
 3740 Fred Jackson res 1256 4th Ave N

**2963 CANADIAN ADVOCATE** Editorial Advertising Circulation J B Davies 808 2nd Ave S

- 3345 Canadian Bank of Commerce 5th St S  
 3310 Manager's Office K W Reikie Mgr

**3016 CANADIAN CREDIT MEN'S TRUST ASSOCIATION LTD**

Official Assignees, Liquidators, Trustees, Insurance and Commercial Agency

# TAXI

AUTOS AND TAXIS AT ALL HOURS  
 Open and Closed Cars

Phone **3387** United Taxi Service

**3038 CANADIAN OIL COMPANIES LTD**

- Office and Service Station 3rd Ave & 9th St S  
 3208 Warehouse 17th St & 2nd Ave S  
 3868 Canadian Oil & Refining Co Ltd Royal Bank Bldg

**CANADIAN PACIFIC RAILWAY**

- 3512 Ticket Office H G Stretton Agent Depot  
 3512 Information re Trains Depot  
 3512 Information re Ocean Steamships  
 3354 Local Freight Agent F E Reagh  
 3354 Chief Clerk C C Collins Freight Office  
 3354 Rate Clerk J Ferguson  
 2154 Cashier J C Redman  
 2154 Information re incoming Freight  
 2154 Car Service T H Edmunds  
 2154 Claims Clerk S Wakeman  
 2154 Accountant P Cull  
 3347 Shed Foreman W Haffern  
 3347 O S & D Clerk J E Rannard  
 3347 Billing Staff R Watson  
 3671 Telegraph Office G R Kieville Mgr Colonial Blk 5th St S  
 3314 Yardmaster 1st Ave S  
 3642 Superintendent C D Mackintosh  
 Chief Clerk J H Fairley  
 2067 Trainmaster C E Legg  
 3909 Accountant F G Teague  
 2067 Division Master Mechanic G H Nowell  
 3909 Division Engineer H R Miles  
 2067 Roadmaster's Depot  
 3724 Round House C A Little Locomotive Foreman  
 3741 Baggage Room  
 2137 Stores Dept Yards W J Reader

**C P R NATURAL RESOURCES DEPT**

- 3524 Galt Mines Office 7th St S  
 2136 Irrigation Branch S G Porter Supt Operation & Maintenance  
 2275 Colliery Office No 3 Mine Staffordville  
 2166 Colliery Office No 6 Mine 13th St N  
 2108 Home Farm D C McCrea Canal Supt  
 2510 Canadian Western Nat'l Gas Light Heat & Power Co office 620 7th St S  
 3751 Canadian & Union Bakery 404 13th St N  
 2326 Carlson A J res 543 16th St N  
 2652 Carlyle D P res 518 14th St S  
 2238 Carnill Mrs W res 222 18th St N  
 2849 Carpenter H res 1222 3rd Ave S  
 3403 Carson E M res 423 8th St S  
 3047 Carter J Boot & Shoe Repairing 1403 5th Ave N  
 3423 Carter Wm res 1618 3rd Ave N  
 3291 Cartwright H W res 515 7th St S  
 2952 Castle C res 704 9th Ave S  
 3884 Caughey Mrs A res 312 7th Ave-A S  
 3295 Central Meat Market 646 13th St N  
 3268 Chaplin Basil res 529 12th St N  
 3296 Chaplin E res 1209 4th Ave S  
 2327 Chapman Harry res 1420 3rd Ave S  
 2617 Chappell Stanley L res 938 8th St S  
 3768 Chaput S J res 1206 5th Ave-A S  
 2615 Cherry W C res Brodie Blk



Office Phone

**3542**

Order Phone

**2580****DELANY'S MEAT CO. Ltd.**

Wholesale and Retail

Fresh and Cured Meats

**210 FIFTH STREET SOUTH  
LETHBRIDGE****DIRECTORY  
ADVERTISING  
PAYS****2929 CHIEF MOUNTAIN CREAMERY**

1254 5th Ave-A S

3929 Chili Parlour 219 3rd St S

3435 Chinese National League 309 2nd Ave S

2443 Chinook Club 1121 4th Ave S

2572 Chinook Coal Co Ltd Mine Office Commerce

2114 Office 118 Sherlock Bldg

3246 Chiswick G res 501 14th St S

3564 Chiswick R J res 636 12th St S

2174 Choiniere U res 512 13th St S

2930 Choquette A C res 416 12th St-A S

3842 Chow Wing res 28 Byng Hotel

3567 **CHRISTIE GRANT CO** Dry Goods,  
Ladies & Men's Wear Dallas Hotel Bldg 5th St S

2002 Church H W res 268 7th Ave-A S

3362 **CITIZEN'S LUMBER CO LTD** Yard  
& Sales Office 13th St S

2181 City Bakery R W Scott Prop Higinbotham Bldg

3438 **CITY CARTAGE CO** G H Van Horne  
604 5th St S

3927 City Cigar Store Joe Berti 112 5th St S

3793 City Harness Shop D D McNabb Mgr 408 5th St S

**CITY OF LETHBRIDGE**

2284 Mayor's Office W D L Hardie 332 7th St S

3541 Comr of Public Works 332 7th St S

3645 Commissioner of Public Utilities M Freeman 332  
7th St S

3645 Electric Trouble Department (day only)

2310 Assessor &amp; Bldg Inspector 332 7th St S

2588 Car Barns 5th St S

3774 Cemetery W Dedster Alexander Station

2331 Children's Shelter 3rd St S

2355 City Clerk and City Solicitor 332 7th St S

2404 Electric Trouble Dept (night only) 1250 5th Ave-A S

3333 Fire Station No 1 (for fire only) City Hall

2445 Fire Station No 2 13th St N

2775 Fire Alarm Staffordville 1202 13th St N

2765 Fire Alarm Staffordville 1004 8th St N

3430 Isolation Hospital 12th Ave S

2702 Park Supt res Henderson Park

2756 Police Magistrate E N Barker Court House 6th St S

2145 Police Station City Hall

3808 Chief of Police City Hall

2257 Power Station River Bottom

3726 Stables &amp; Weigh Scales 407 3rd St S

2283 Stores Dept 3rd St &amp; 4th Ave

3381 Street Supt (W H Morris) res 622 10th St S

3553 Treasurer 332 7th St S

2614 Waterworks Trouble Dept (night only) Sid Russell  
residence**3646 CITY SECOND HAND STORE**

E Woods 406 5th St S

**3686 CITY SIGN WORKS** Robert Barrowman  
Mgr 415 5th St S

2147 Robert Barrowman res 283 7th Ave-A S

3020 City Transfer J Kerr rear Dom Rubber Co

**2632 CITY VULCANIZING & BATTERY  
WORKS** Willard Battery Service Station 311  
7th St S

3990 Clark Ethel res 121 2nd Ave S

2466 Clark R B res 1215 5th Ave-A S

3729 Clarke H G res 422 13th St S

2747 Clarke W res 319 Sherlock Bldg

3453 **CLARKE & CO** Dry Goods and Ready-to-  
Wear 614 3rd Ave S

2367 Clayton E res 509 12th St N

3529 Cleary Wm res 420 7th St S

3648 Clemis D res 1318 6th Ave S

3312 Clendening C S res 1203 6th Ave S

2782 Coaldale Hotel Whitney Block

3665 **COCA-COLA CO** Soft Drink Manufacturers  
314 8th St S

2405 Cochrane H G res 634 15th St S

2492 Cockerill Mrs Ed res 335 19th St N

3659 Cockshutt Plow Co Ltd 1262 1st Ave S

2502 Coffay Mrs C res 719 6th St S

3626 Cofield C E res 612a 7th St S

2688 Collector of Customs Post Office Bldg

3229 Colley J res 710 6th Ave S

3015 Collier W G res 1-903 7th Ave S

2837 Collins F C res 214 20th St N

2789 Colonial Tailors H F Simmons Mgr 414 5th St S

2647 **COLONIAL THEATRE** 5th St S

2514 Commercial Cafe Hyt Bros Props 208 5th St S

3519 Commings Geo res 612 5th Ave S

2921 Confederation Life Assoc. E M Sturrock Dist Mgr  
9 Stafford Bldg

2886 Conn D res 538 7th St S

2613 Connaught Mansions F W Downer Prop 10th St S

2678 Connor Dr E L Phys &amp; Surg 107-109 Sherlock Bldg

3619 Connor Dr E L res 1234 4th Ave S

3319 Connor McNally &amp; Leech Phys 107-109 Sherlock Bldg

3765 **CONSERVATORY OF MUSIC** 11th  
St & 5th Ave S2919 **CONSUMERS' HARDWARE &  
SUPPLY CO** 116-118 5th St S

2212/ Office

2920 Office

3509 Convent St Aloysius 116 9th St S

3711 **CONYBEARE CHURCH &  
DAVIDSON** Barristers 315 5th St S

2201 C F P Conybeare res Riverview

2002 H W Church res 268 7th Ave-A S

2465 R R Davidson res 1233 5th Ave S

2552 Cook C C res 1259 5th Ave S

3816 Cook C W res 719 3rd St S

2078 Cook E H res 608 6th Ave S

3273 Cook W S res 718a 10th St S

2814 **COOMBS LEO M** Director Alberta Conserva-  
tory of Music Ltd 1119 3rd Ave S

3618 Cope G C res 1206 6th Ave S

2903 Copeland E L Pyramid Decorating Co 516 12th St S

3281 Coreblum Rudolph res 525 5th St S

2396 Coshaw R L res 921 11th St S

2073 Cottam F W res 428 13th St S

3493 Coultry R res 342 18th St N

**COURT HOUSE**

3628 Barristers' Room cor 6th St &amp; 4th Ave S

3656 Clerk of Court T Dickson

3656 District Court

3608 Judge's Private Room—Judge Jackson

2328 Sheriff's Public Office—M Young

2273 Sheriff's Private Office

3392 Court Reporter—C D Jenky



PHONE

3545

**ALEXANDRA TAXI**

OPEN AND CLOSED CARS

24 HOURS SERVICE

- 2088 Cowell Miss L res 421 12th St-B N  
 2237 Cowgill E res 913 7th St-A S  
 3250 Cox Mrs A W res 106 2nd Ave S  
 2608 Cox Land Co 3 Alta Blk  
 3447 Crabb Mrs R res 1251 5th Ave-A S  
 2542 Craig J W res 330 12th St-C N  
 3678 **CRAIG JOHN** Upholstering & Furniture Re-  
 pairing 713 4th Ave S  
 3357 Craig Dr W P Dentist Higinbotham Blk  
 2419 Craig Dr W P res 317 12th St  
 3008 Cranstoun E C res 402 Sherlock Blk  
 2719 Crawford H W res 1233 4th Ave S  
 2382 Crawford R A res 625 14th St S  
 3574 Crawford W res 1234 5th Ave-A S  
 2672 Crerar Peter D res 1001 8th Ave S  
 2778 Crest C S res 716 11th St S  
 3592 Crest S res 1116 5th Ave S  
 3959 Crewe R O res 1213 5th Ave S  
 3937 Crighton G 510 6th Ave S  
 2168 **CRIPPS G H & SON** Expert Piano Tuners  
 627 10th St S  
 3002 Cripps Rev W T H res Standard Bank Bldg  
 3269 Cropley G C res 945 7th St S  
 2673 **CROSS A E** Photographer 906 3rd Ave S  
 2296 Cross E H res 1236 8th Ave S  
 3247 Cross Wm res 107 21st St N  
 3674 Crowther Joseph res 297 7th Ave-A S  
 3947 Crozier C J res 292 7th Ave S  
 3848 Crozier G A Tailor Su F Metcalfe Bldg  
**CRYSTAL DAIRY LTD** 434 8th St  
 2576 Order Department  
 Milk, Cream, Butter, Buttermilk and Crystal  
 General Office [Ice Cream]  
 D P Carlyle Manager  
 2598 Cull P res 1313 6th Ave S  
 3887 Cunningham H res 513 19th St N  
 3624 Cunningham Howard J res 408 12th St-A S

**D**

- 3666 **"D" THE TAILOR** (Jas B Du Guerre)  
 410 5th St S  
 3827 Dafoe L A res 303 Sherlock Blk  
 3851 Dainty G A res 239 15th St N  
 3042 Daley J W res 918 2nd Ave S  
 2312 Dallas Hotel George O Rowe Prop 312 5th St S  
 2103 Dalrymple James res 715 3rd St S  
 2798 Davidson J A res 1262 6th Ave-A S  
 2255 Davidson J Frank res 326 16th St S  
 2104 Davidson Joseph res 967 11th St S  
 2465 Davidson R R res 1233 5th Ave S  
 3944 Davies A E res 811 8th Ave S  
 2931 Davies Geo B res 517 5th Ave S  
 2496 Davies Mrs Georgina res 1204 5th Ave S  
 2723 Davies J I res 632 10th St S  
 2247 Davies Mrs T res 1218 5th Ave-A S  
 2339 Davis Albert M res 511 7th Ave S  
 3360 Davis J J res 606 5th Ave S  
 2051 Davis W H res 1237 7th Ave S  
 2870 Dawson H res 1617 3rd Ave N  
 3283 Dawson W A res 712 10th St S  
 2368 Dawson W H res 1209 6th Ave S  
 3786 Deere John Plow Co Ltd Implements 2nd Ave S  
 2167 Degloe W F res 529 14th St S  
 2658 De Jourdan P M res 105 8th St S  
 2580 **DELANY'S MEAT CO LTD** Store 210  
 3542 Office 5th St S  
 Abattoir (See Rural 312—Call 94)  
 3413 G A Delany res

**A. G. SPENCE**  
 Phone 3428  
 DAY and NIGHT  
**TAXI**



- 2939 Delay J W res 529 12th St-C N  
 2075 Delay O res No 6 Shaft Hardieville  
 2893 De Long W H res 533 14th St S  
 3731 **DESPATCH PRINTING COM-  
 PANY LTD** Arthur Hayr Mgr 520 5th St S  
 2096 Devine Mrs M E res 318 6th Ave-A S  
 3257 Devlin Harry L res 1244 8th Ave S  
 2185 De Wolfe J H res 1020 7th Ave  
 2263 Dinning R J res 803 3rd Ave S  
 2058 Dixon Geo R res 628 12th St S  
 2057 **DIXON SHEET METAL CO THE**  
 Rear Stafford Blk 5th St S  
 2101 Dobbs S H res 836 12th St S  
 2810 Dodd W A Tailor 309 13th St N  
 2556 **DODGE BROS MOTOR CARS**  
 Motor Sales Ltd Dealers 406 4th Ave S  
 3817 Dodge C L res 319 15th St S  
 3821 Dominion Chemical Exterminator Co Frank O'Sullivan  
 Mgr 313 13th St N  
 3434 Dominion Express Office C P R Station  
 2417 Dominion Land Office Post Office Bldg  
 2654 Dominion Market Hill Blk 4th Ave S  
 3580 **DOMINION RUBBER SYSTEM**  
 (ALBERTA) LIMITED J W Burton  
 Mgr 326 6th St S  
 3706 Manager's residence  
 2888 Donald Miss A res 302 Sherlock Blk  
 3361 Donald David res 627 9th St S  
 3702 Donald J A res 624 7th St S  
 3389 Donaldson C S res 1504 4th Ave N  
 2150 Donaldson R B Groceries 801 9th Ave S  
 2977 Donaldson Rodney res 934 8th St S  
 3585 Donaldson & Tennant Federal Coals (River Bottom)  
 2467 Dougall J res 424 12th St-C N  
 3359 Doughty T W A res 905 3rd Ave S  
 2880 Dow John res 631 13th St S  
 3606 Downer F W res 1276 3rd Ave S  
 3636 Downer F W Prop Victoria Mansions office 1278 3rd  
 Ave S  
 2643 Dowslett M res 422a 9th St S  
 2760 Dowsley A M res 1301 4th Ave S  
 2809 Dowsley Land Agency Coaldale Blk 309 5th St S  
 2585 Drinkall W H res 102 2nd Ave S  
 3744 Drysdale James res 802 7th St S  
 2004 Duff Mrs J res 750 7th Ave S  
 2474 Dun R G & Co Mercantile Agency 5 Rylands Bldg  
 3707 Dunham S S res 314 12th St S  
 2862 Dunham T B res 1313 4th Ave S  
 3905 Dunlop Mrs J res 712 16th St N  
 2426 Dunning G H res 1226 3rd Ave S  
 2906 Dunsworth G D res 611 9th St S  
 2791 Durgan Frank res 410 5th Ave S  
 3961 Dutton E E res 293 7th Ave-A S  
 2395 Dutton Wm res 303 7th Ave-A S  
 2972 Dyke F S res 409 12th St-A S



Phones:

**2632** Office**2475** Res.**City Vulcanizing & Battery Works**

WILLARD BATTERY SERVICE STATION

EARL HOOKER

311 SEVENTH ST. SOUTH, LETHBRIDGE

**Figgins' Transfer**

J FIGGINS

Furniture, Trunks, etc., Removed

Phone **2717** 514 FOURTH AVE. S.  
LETHBRIDGE**E**

- 2359 Easter D R res 1214 5th Ave S  
 2411 Easton John res 917 8th St S  
 2917 Easton S G res 703 6th Ave S  
 2035 Economy Grocery W G Warnack Mgr 902 11th St S  
 2462 Ednie A H res 281 7th Ave S  
 2304 Edwards A res 1318 6th Ave-A N  
 3982 Edwards G res 533 12th St-A N  
 3814 **EDWARDS WM & CO** Groceries 516 4th Ave S  
 3979 Edwards Wm M res 1623 1st Ave N  
 3637 **ELECTRIC SHOP THE** W L McKenzie & Co 706 3rd Ave S  
 2318 **ELITE CIGAR STORE** J A Perry 320 5th St S  
 3955 Elliott L M res 960 12th St S  
 3552 **ELLISON MILLING & ELEVATOR CO LTD** Mills 2nd Ave S  
 2068 Manager's Office  
 3261 Ellwyn G C res 44 Dominion Blk  
 3490 Elton D H res 1209 7th Ave S  
 2523 Elton & Beattie Law Office Stafford Blk  
 3264 Emmerson G res 916 10th St S  
 3282 Emmerson J res 915 8th St S  
 2408 Emmerson Margaret res 314 15th St N  
 3019 Empire Hide & Fur Co 403 4th Ave S  
 2603 **EMPLOYMENT SERVICE OF CANADA** ALBERTA GOVERNMENT Hull Blk 3rd Ave S  
 Entomological Laboratory (See Rural 808—Call 94)  
 2349 Europe Cafe 410 2nd Ave S  
 3275 Evans T res 537 8th St S  
 3991 Evans Mrs T M res 326 12th St S  
 3439 Everall Ernest E res 650 9th St S  
 2107 **EVERALL'S LIMITED** Wholesale & Retail Stationers Southard Blk 3rd Ave S  
 3865 Everest R E res 1252 6th Ave-A S  
 3443 Ewert E A Jeweler Stafford Blk 311 5th St S  
 3601 Ewert E A res 1411 6th Ave S  
 2966 **EXIDE SERVICE STATION** Henderson Bros 718 3rd Ave S  
 2109 W S Henderson res 526 7th Ave S  
 3385 Experimental Farm W H Fairfield Supt Coaldale Rd

**F**

- 3385 Fairfield W H office Coaldale Rd  
 3941 Fairfield W H res Coaldale Road  
 2162 Fairley J H res 1208 3rd Ave S  
 3777 **FARM PRODUCTS LTD** Hay, Grain, Potatoes and Farm Supplies 312 4th St S  
 2060 W A Hamilton Mgr res 1210 5th Ave-A S  
 2053 Farmer's Feed Barn J D Ward 3rd St S  
 3516 Farmers Lumber Co 3rd Ave & 17th St S  
 2031 Farris R C res 281 7th Ave-A S  
 2616 **FARRIS SERVICE AGENCY** Collections and Accountancy 4 Acadia Blk

- 2196 Farrow C S 305 7th Ave S  
 2046 Fat's Quick Lunch Restaurant 5th St S  
 2590 Faunch E J res 924 10th St S  
 3414 Fearnside S res 639 13th St S  
 3305 Federal Coals Ltd office Hill Blk  
 2635 Feinstein H res 324 7th Ave S  
 2183 Ferguson C J res 412 8th St S  
 2683 Ferguson D res 1242 7th Ave S  
 3306 Ferguson J res 312 15th St S  
 2962 Fetter Wm F res 318 7th Ave S  
 2630 **FETTERLY T S** Boots & Shoes Dominion Blk 610 4th Ave S  
 2176 Fetterly T S res 284 7th Ave S  
 3561 **FETTERLY T S** Succeeded by Martin Bros Funeral Directors 334 6th St S  
 3006 Field George res 1620 2nd Ave-A N  
 2717 **FIGGINS TRANSFER** J Figgins 511 4th Ave S  
 2203 Filmer A N res 1309 9th Ave S  
 3877 Finn W R res 310 7th Ave-A S  
 3977 Finney Joe res 302 3rd St S  
 3333 **FIRE DEPARTMENT** (Fire only)  
 2531 Fisher A M res 1217 6th Ave S  
 2024 Fisk Mrs B res 422 9th St S  
 2623 Fitzpatrick M P res 301 7th Ave S  
 3985 Fleetwood E H res 918 10th St S  
 3390 Fleetwood John H res 522 7th St S  
 2895 Fleetwood T H res 514 7th St S  
 3576 Fleming Geo E res 4 Strathcona Court  
 3855 Fleming Mrs M res 312 3rd St S  
 3410 Fletcher Dr C M Dentist above Yale Cafe 5th St S  
 3673 Fletcher Dr C M res 309 13th St S  
 2638 Flett U A res 8 Victoria Mansions  
 3245 Flinn Wm res 125 20th St N  
 2776 **FLORENTINE BEAUTY PARLORS THE** 6 & 7 Rylands Blk  
 3285 Flournoy Mrs J D res 204 2nd Ave S  
 2207 Fong Joe res 308 1st Ave S  
 3633 **FORD GARAGE** C C McCreery Prop 403-409 3rd Ave S  
 3883 Forster E R J res 626 10th St S  
 3379 Forster P W L J res 812 6th Ave S  
 3471 Fowler Mrs L H res 34 Dominion Blk 4th Ave S  
 2336 Fowler Richard Y res 19-20 Bryan Blk  
 3975 Fowler W R res Henderson Park  
 3897 Fox Peter res 211 14th St N  
 3785 Fox Dr T W Dentist Union Bank Bldg  
 3752 Fox Dr T W res 534 14th St S  
 2003 **FRACHE BROS** Florists Henderson Park  
 2586 Francis C S res 316 15th St S  
 2626 Fraser Harry res 1204 7th Ave S  
 3448 Fraser Irving res 1219 6th Ave S  
 3718 Fraser Mrs K res 515 6th St S  
 3621 Freel James res 321 6th Ave-A S  
 2713 Freel Sheet Metal Works 330 6th St S  
 2490 Freeman M res 1226 4th Ave S  
 3323 Frey Isaac res 732 13th St S  
 3788 Fring M L res 1223 5th Ave-A S  
 3971 **FRUCHTER ISSAC** New & Second Hand Store 405 2nd Ave S  
 3623 Fruit Products Co W Hutton Mgr rear 3rd St bet 2nd and 3rd Aves  
 2042 Fry C Howard res 1005 8th Ave S  
 2317 Fuller Mrs J res 630 16th St N  
 2199 Fumerton Dr A S Dentist 3 Oliver Blk  
 2718 Fumerton Dr A S res 220 Sherlock Blk  
 2860 Furniture Exchange 1007 3rd Ave S