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2961

Messenger Service and Check Room.

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Tom Mallas, Manager

Service Day and Night

PHONE

2961



OFFICIAL TELEPHONE DIRECTORY

JULY, 1930

LETHBRIDGE and DISTRICT

For Points in other Districts Call "LONG DISTANCE." See Pages 9 to 13

LETHBRIDGE **EMERGENCY CALLS** LETHBRIDGE

Fire, 3333 - Police, 2145

Information, 92; Trouble, 93

TAXI

A. B. C. TAXI
Phone 3664
J. MALACKO

Phone 3387
C. D. FOLEY, Prop.

BIJOU
2750

TAXI
BOULTON
2206

For Job Printing phone 3203 The Herald

A National Electrical Service

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Material



Wires and Cables



Supplies and Wiring
Devices



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Large or small, whatever your needs may be, you can meet them out of the ample and varied stocks of electrical materials carried at the Northern Electric warehouses.

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COMPANY LIMITED

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102 11th Avenue E.
Calgary, Alta.

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Edmonton, Alta.



One Road to Independence

Alberta 4%

Demand Savings Certificates

DENOMINATIONS, \$5.00 to \$10,000.00

PAYABLE ON DEMAND

For Further Particulars write or apply to

HON R. G. REID
Provincial Treasurer

W. V. NEWSON
Deputy Prov. Treasurer

PARLIAMENT BUILDINGS, EDMONTON ALBERTA

GAS

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4268

"OUR BUSINESS HAS GONE TO PIECES"

4268

313-317 Thirteenth Street, North Lethbridge

LICENSED EMBALMERS AND FUNERAL DIRECTORS

PHONE
2802

1110 Third Avenue South, Lethbridge

Cor. 3rd Avenue and 11th Street S. Near Lethbridge Motors Ltd.

PHONE
2802

FUNERAL DIRECTORS

Phone 3561

MARTIN BROS.

812 3rd Ave. S. Near C.P.R. Depot

**LICENSED
EMBALMERS**

Phone **3561**

Information 92 Long Distance 0 Trouble 93
For **Rural Subscribers** See list following Exchange Subscribers.

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	\$3.50
(b) For each extension set	2.00
(c) For each extension bell	1.50
(d) For each Loud Ringing Gong	2.50
(e) To cover directory, accounting, circuit and switchboard expense 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..	1.00
(f) To reconnect service when discontinued for non-payment of account	1.00
(g) 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 initial set
- (3) From one building to another\$3.50 initial set
- (4) Where a telephone is already installed and no inside move is required, a charge of \$1.00 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.....	\$3.00	\$ 3.25	\$2.00	\$2.25	\$2.25
Semi-Continuous Service	3.50	3.75	2.25	2.50	2.50
Continuous Service—Exchanges under 150 stations	4.00	4.25	2.50	2.75	2.50
Continuous Service—Exchanges between 150 and 500 stations	4.25	4.50	2.50	2.75	2.50
Continuous Service—Exchanges between 500 and 1,000 stations	4.50	4.75	2.75	3.00	2.75
Continuous Service—Exchanges between 1,000 and 5,000 stations	5.00	5.25	3.00	3.25	3.00
Calgary Exchange up to 20,000 stations	6.00	6.25	3.00	3.25	3.00

EXTENSION SETS AND EXTENSION BELLS (EXCHANGE)

Business Wall	\$1.25 per month	Residence Wall	50c. per month
Business Desk	\$1.50 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.

J. D. BAKER,
Deputy Minister and General
Manager of Telephones.

JULY, 1930

<p>Copy for this edition closed May 15th, 1930 Copy for next issue (January, 1931) will close November 15th, 1930</p>

IMPORTANT

This Directory is the property of the Alberta Government Telephones and is printed for the exclusive use of its subscribers. No part of the advertisements printed upon the cover shall be defaced, covered up or concealed by encasing this directory in any additional cover or otherwise howsoever. Extraordinary precautions are taken to avoid errors, but the Department assumes no liability whatever for errors or omissions. One copy of this book will be supplied free for each Telephone in use. **ADDITIONAL COPIES, 50c EACH.**

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 Alberta Government Telephones 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. While the Department will carefully consider complaints in connection with toll service at any time received, it would be appreciated if subscribers would make such complaints 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.

JOINT USER SERVICE

11. Business joint user—one half the initial rate.
Residence joint user—50 cents per month.

CANCELLATION OF SERVICE

12. 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 all charges up to date instrument is removed or taken over by a new subscriber.

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 Telephones and is loaned to 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.

CLOSING COPY

Directory copies will be closed on the following dates, and all new names, changes or corrections, must be furnished the Local Office in writing, previous to these dates. No entries may be made after the dates set:

JANUARY ISSUE NOVEMBER 15th

JULY ISSUE MAY 15th

The right is reserved to change dates of publication from time to time as may be necessary to meet the requirements of the Telephone service, without notice.

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 \$2.50 per issue. By special arrangement any subscriber to Exchange Business Service may have the name of any company which he represents listed in directory as an extra insertion at a charge of \$1.50 per issue for light face type, or \$2.50 per issue for bold type. 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.

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. **LISTEN FOR THE DIAL TONE.** This is a steady humming sound and must not be confused with the "Busy Buzz". When received, it indicates that the equipment is ready for you to dial.

3. **BRING THE FINGER** squarely to the finger stop. **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 dis-

connected 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 2300 lift receiver off the hook, listen for the dial tone, place finger in finger hole "2" then turn 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 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.

EXAMPLE:—"1429" should be pronounced "one-four-two-nine."

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, Hanna, Lloydminster 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 Local Manager, 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.

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 Springdale, No. 684," or "I want to speak to Springdale, anyone at Mr. John Jones' residence (or business) telephone."

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 Springdale, No. 684, Mr. John Jones," 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 and Report charges 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 or Station-to-Station 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 % 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.

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 except when the call is placed "Collect" and the charges have not been accepted.

PAY STATION SERVICE

Pay Station 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
Abee	1.95	Burdett	.40	Drumheller	.75	Hespero	1.20
Abilene	1.95	Busby	1.80	Duchess	.55	Highridge	1.95
Acme	.80	Byemore	1.00	Duclos	1.95	High River	.50
Adkins	.95	Cadogan	1.35	Dunstable	1.80	Hilda	.85
Airdrie	.75	Cadomin	1.95	Durlingville	2.10	Hoadley	1.50
Alberta Beach	1.80	Cairns	1.35	Duvernay	1.80	Holden	1.50
Alcomdale	1.80	Calahoo	1.80	Eastburg	1.95	Holmes Crossing	2.10
Alderson	.50	Calgary	.70	East Coulee	.70	Horburg	1.35
Alexo	1.50	Calmar	1.50	Eckhill	1.80	Hughenden	1.35
Alhambra	1.20	Calmont	.65	Eckville	1.20	Hussar	.60
Alix	1.15	Campsie	1.95	Edberg	1.35	Huxley	.95
Alliance	1.20	Camrose	1.50	Eden Valley	.55	Hylo	2.10
Alsask, Sask.	1.05	Canmore	.90	Edmonton	1.50	Iddesleigh	.65
Altario	1.20	Carbon	.80	Edmonton Beach	1.65	Innisfail	1.05
Amethyst	.40	Cardston	.30	Edson	1.95	Innisfree	1.65
Andrew	1.80	Carlton Hill	1.95	Edward	1.95	Iola	1.35
Angle Lake	1.80	Carmanagay	.25	Egremont	1.80	Irma	1.50
Ankerton	1.35	Caroline	1.15	Elk Point	1.80	Iron Springs	.15
Antross	1.50	Carolside	.75	Ellisville	2.10	Irricana	.75
Ardmore	2.10	Carstairs	.90	Elmora	1.00	Irvine	.75
Armada	.35	Carver	1.65	Embaras	1.95	Islay	1.65
Arrowwood	.50	Castor	1.10	Empress	.95	Jarrow	1.50
Ashmont	1.95	Cavendish	.80	Enchant	.25	Jarvie	2.10
Athabasca	2.10	Cayley	.45	Endiang	1.00	Jenner	.65
Atlee	.75	Cereal	.95	Entwistle	1.80	Judson	.20
Baintree	.65	Cessford	.70	Erskine	1.15	Kahwin	1.80
Banff	1.00	Champion	.30	Esther	1.10	Kaleland	1.80
Barons	.20	Chancellor	.60	Etzikom	.50	Kananaskis	.85
Barrhead	1.95	Chauvin	1.50	Evansburg	1.80	Kapasiwin	1.65
Bartlettville	1.50	Cheadle	.60	Evarts	1.15	Kathryn	.70
Bashaw	1.20	Cherhill	1.80	Excel	.95	Kelsey	1.35
Bassano	.50	Chinook	.90	Exshaw	.85	Keoma	.70
Battensburg	1.80	Chip Lake	1.80	Fallis	1.80	Kewisville	1.10
Battle Lake	1.50	Chipman	1.65	Fareham	.30	Kew	.65
Bawlf	1.35	Christianson	1.95	Fawcett	2.10	Killam	1.35
Beacon Hill	1.95	Clareholm	.30	Feintosh	1.35	Kingman	1.50
Beauvallon	1.80	Clarinda	.45	Flat Lake	1.95	Kinsella	1.50
Beaver Crossing	2.10	Clive	1.20	Florann	.45	Kipperville	.45
Beaver Heights	.35	Cluny	.50	Foothills	1.80	Kirriemuir	1.15
Beiseker	.75	Clyde	1.95	Foremost	.40	Kitscoty	1.65
Bellis	1.95	Coalspur	1.95	Forestburg	1.35	Knob Hill	1.50
Belvedere	1.95	Coal Valley	1.80	Fort Assiniboine	2.10	Lac La Biche	2.10
Benalto	1.20	Cochrane	.80	Fort Saskatchewan	1.80	Lacombe	1.20
Bentley	1.20	Cold Lake	2.10	Freedom	1.95	Lac Ste Anne	1.80
Benton	.95	Columbine	1.95	Freehold	.65	Laford	1.80
Berrymore	1.65	Compeer	1.20	Gadsby	1.10	Lake Isle	1.80
Beynon	.70	Comrey	.65	Gainford	1.80	Lake Side	1.50
Big Fish Lake	1.80	Comrie	1.95	Galahad	1.20	Lamont	1.80
Big Valley	1.00	Condor	1.20	Garden Plain	1.00	Landonville	1.80
Bindloss	.85	Confederation	1.80	Garred	1.80	Lanfine	.95
Birdsholm	.45	Consort	1.15	Gem	.55	Langdon	.60
Blackie	.45	Cooking Lake	1.65	Gibbons	1.80	Lavoy	1.65
Blairmore	.45	Coronado	1.80	Gilchrist	.60	Lawton	1.95
Bloomsbury	1.95	Coronation	1.10	Gleichen	.55	Lea Park	1.80
Blue Ridge	1.95	Coutess	.50	Glendon	1.95	Leduc	1.50
Bolan	1.80	Coutts	.40	Glenevis	1.80	Leedale	1.35
Bon Accord	1.80	Cowley	.35	Glenwood	.25	Lees	.65
Bonnie Glen	1.50	Craigmyle	.85	Gorman	2.25	Legal	1.80
Bonnyville	1.95	Cremona	.90	Grants	1.95	Legend	.40
Bordenave	1.95	Crossfield	.85	Grass Lake	.35	Le Goff Jct.	2.10
Botha	1.10	Cummings	1.50	Green Court	1.95	Leo	1.00
Bottrel	.90	Czar	1.35	Groton	.50	Leslieville	1.35
Bow City	.35	Dakin	2.10	Gull Lake	1.20	Lewiston	2.10
Bow Island	.45	Dalroy	.70	Gunn	1.80	Lindberg	1.95
Bowden	1.00	Dapp	1.95	Hairy Hill	1.80	Lins	2.25
Bowell	.55	Darwell	1.80	Halkirk	1.10	Lisburn	1.80
Bowmanton	.70	Davis	1.95	Hamlin	1.80	Little Gem	1.00
Box Springs	.65	Daysland	1.35	Hanna	.85	Lloydminster	1.65
Boyle	2.10	Del Bonita	.30	Hardisty	1.35	Lomond	.30
Boyne Lake	1.95	Delburne	1.10	Hay Creek	1.95	Lonira	1.95
Bragg Creek	.75	Delia	.85	Hay Lakes	1.50	Looma	1.65
Brant	.45	Derwent	1.80	Heaton Moor	1.95	Lougheed	1.35
Breezeland	.55	Desjarlais	1.80	Heinsburg	1.80	Lovett	1.80
Breton	1.50	Deville	1.65	Heisler	1.35	Loyalist	1.10
Brooks	.45	Didsbury	.90	Hemaruka	1.00	Lucky Strike	.45
Brousseau	1.80	Donalda	1.20				
Bruce	1.50	Donatville	2.10				
Bruderheim	1.80	Dorothy	.70				
Buffalo	.75	Doucette	1.80				
Buffalo Head Ranch	.60	Downing	1.80				
Bulwark	1.15	Drayton Valley	1.65				

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
Lunnford	1.95	North Mosside	1.95	Rockyford	1.35	Suffield	1.05
Luscar	1.95	Nugent	1.35	Rocky Mtn. House	1.65	Sullivan Lake	.55
				Rocky Rapids	1.95	Sunnynook	.75
				Roeske	1.35	Sunnyside	1.65
Mackay	1.80	O'Connor	.65	Rosalind	.70	Sunnyslope	.85
Macleod	.20	Okotoks	.55	Rosebud	.75	Swalwell	.80
Magnolia	1.80	Olds	.95	Roseglenn	1.95	Sylvan Lake	1.15
Magrath	.15	Olson Coulee	.30	Roselea	.80		
Mallaig	1.95	Onoway	1.80	Rose Lynn	.50	Taber	.25
Manola	1.95	Opal	1.80	Rosemary	.80	Tawatinaw	1.95
Manville	1.65	Orion	.60	Rosevear	1.95	Tees	1.20
Manyberries	.65	Orvilton	1.80	Rossington	1.95	Thelma	.75
Markerville	1.10	Oxleye	1.95	Rowley	.90	Therien	1.95
Marwayne	1.80	Oxville	1.50	Rumsey	.90	Thorhild	1.95
Maunsell	.25	Oyen	.95	Rush Lake	.70	Thorsby	1.50
Mayerthorpe	1.95			Ryley	1.50	Three Hills	.85
McKellar	1.80	Pakan	1.80			Tilley	.50
Meanook	2.10	Park View	.40	St. Albert	1.65	Tofield	1.65
Mecheche	.80	Partridge	1.10	St. Joseph	2.10	Tomahawk	1.65
Medicine Hat	.65	Pashley	.70	St. Kilda	.50	Tring	1.80
Meeting Creek	1.35	Patricia	.55	St. Lina	1.95	Trochu	.90
Mellowdale	1.95	Pearsonville	.50	St. Paul	1.95	Turner Valley	.60
Mercoal	1.35	Peat	1.80	St. Vincent	1.95	Two Hills	1.80
Metiskow	1.35	Peers	1.95	Saddle Lake	1.80		
Midnapore	.65	Pekisko	.50	Sammons	.50	Vale	.75
Milk River	.35	Pemukan	1.15	Sanguo	1.95	Vanesti	1.65
Millarville	.65	Pendant d'Oreille	.60	Sarrail	2.10	Vanvleet	1.65
Millet	1.50	Pendryl	1.50	Saunders	1.50	Vegreville	2.10
Millicent	.55	Penhold	1.10	Scapa	.95	Venice	1.65
Milo	.40	Perryvale	2.10	Schuler	.80	Vermillion	1.10
Minburn	1.65	Phillips	1.50	Scollard	.95	Veteran	1.80
Mirror	1.20	Phoenix	1.35	Scottfield	.90	Victoria	1.50
Morecambe	1.80	Pickardville	1.95	Seaforth	.30	Vilna	1.95
Morinville	1.80	Pigeon Lake	1.50	Sedalia	1.00	Vulcan	.35
Morningside	1.35	Pincher Creek	.35	Sedgewick	1.35		
Morrin	.85	Pine Creek	1.80	Seven Persons	.55	Wabamun	1.80
Mosside	1.95	Pollockville	.70	Seymour	1.80	Wahstao	1.95
Mountain Park	1.80	Ponoka	1.35	Shandro	1.80	Wainwright	1.50
Moyerton	1.65	Pridds	.70	Sheep Creek	.65	Wake-Shyre Lodge	.75
Mulhurst	1.50	Princeton	.55	Sheerness	.85	Walker	.65
Mundare	1.65	Provost	1.35	Shoal Creek	1.95	Walsh	.80
Munson	.80	Radway	1.80	Sibbald	1.00	Waltross	.50
Musidora	1.80	Rainier	.40	Silver Bay	1.50	Wardlow	.65
Myrnam	1.80	Ranchville	.65	Sion	1.80	Warner	.30
		Ranfurly	1.65	Skiff	.35	Warnoil	.55
		Raven	1.15	Smoky Lake	1.95	Warspite	1.95
Naco	1.00	Ray	1.80	Soda Lake	1.80	Wasel	1.80
Nanton	.40	Raymond	.15	Southesk	.50	Waskatenau	1.95
Naughton Glen	1.65	Redcliff	.60	South Fork	.55	Waterton Park	.45
Neerlandia	2.10	Red Deer	1.15	Southworth	1.95	Wayne	.75
Nelspur	1.50	Redland	.70	Spedden	1.95	Westerose	1.50
Nemiscam	.45	Red Raven	1.10	Spring Coulee	.20	Westlock	1.95
Nestow	1.95	Redwater	1.80	Spring Point	.30	Wetaskiwin	1.50
New Brigden	1.05	Red Willow	1.20	Stampede	.55	White Court	2.10
Newbrook	1.95	Retlaw	.25	Standard	.65	Whitla	.50
New Dayton	.20	Ribstone	1.50	Stanger	1.80	Wildwood	1.80
New Norway	1.35	Richards	2.10	Stanmore	.90	Willingdon	1.80
New Sarepta	1.50	Richardson	1.65	Stavely	.35	Willow Creek	.75
Niton	1.95	Richdale	.90	Sterco	1.80	Winfield	1.50
Nobleford	.15	Rife	1.95	Stettler	1.15	Winnifred	.50
Norbuck	1.50	Rimbey	1.35	Steville	.60	Wisdom	.60
Nordeg	1.50	Rinard	.30	Stirling	.15	Wolf Creek	1.95
Northbank	1.80	Rio Alto	.60	Stony Plain	1.65	Wrentham	.25
Nth Cooking Lake	1.65	Riverbow Ferry	.35	Strathmore	.60		
Northern Valley	1.80	Roberge	1.80	Strome	1.35	Yeoford	1.50
Northleigh	1.65	Rochester	1.95	Styal	1.80	Youngstown	.90
		Rochfort	1.95				

In addition to the points on pages 9 and 10 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	Barnwell	Blttern Lake	Buford	Clearview
Acheson	Baronet	Black Diamond	Burmis	Close
Aetna	Bathgate	Blackfalds	Burnt Lake	Clover Bar
Agricola	Battle	Blackfoot	Caldbeck	Clymont
Albay	Battle Bend	Blakesville	Calder	Coal City
Albion Ridge	Battle Ridge	Blondheim	Caldwell	Coaldale
Aldersyde	Battleview	Blood Reserve	Calling Lake	Coalhurst
Alice Lake	Beaumont	Bluffton	Campbell Lake	Coleman
Allerston	Beaver Hills	Bonlea	Cappon	Colinton
Angus Ridge	Beaver Lake	Borradaile	Carbondale	Commerce
Anzac	Beaver Mines	Bow Valley	Cardiff	Conjuring Creek
Ardenode	Beazer	Bowville	Carnforth	Content
Ardenville	Beddington	Bradshaw	Carlsland	Copeville
Ardley	Bellevue	Bremner	Carthaw	Cornucopia
Armena	Bellshill	Bretona	Casavant	Cousins
Asker	Belmont	Brightview	Cassils	Craigmillar
Avalon	Bennett	Britain	Challey	Crowfoot
Avlon	Beverly	Brocket	Chesterwold	Currey
Balmoral	Bircham	Brooksley	Chigwell	Dahmer
Bankhead	Bismark	Brownfield	Chin	Dalemead
Bardo	Bissell	Brownlow's L'ndg	Clandonald	Dauntless

ALBERTA POINTS—Continued

Davisburg	Good Hope	Lawndale	O'Mara	St. Michael
Deering	Good Luck	Leavitt	Orton	Stocks
Delacour	Gopher Head	Leeshore	Otoskiwan	Stoppington
Delph	Graindale	Leighton	Ouelletteville	Strand
Demay	Graminia	Leopoldville	Owens	Strangmuir
Dewberry	Grainger	Lewisville	Paradise Valley	Streamstown
DeWinton	Grand Valley	Liberty	Parkland	Sugar Bowl
Diamond City	Grant Lake	Lineham	Partridge Hill	Sulphur Springs
Dickson	Green Glade	Livingston	Passburg	Summerland
Diligence	Greenshields	Loch Sloy	Patience	Summerview
Dina	Griesbach	Lockhart	Paxson	Sundre
Dinant	Grosmont	Lone Butte	Pearce	Sunnydale
Dinton	Gros Ventre	Long	Peno	Superior
Dobson	Gwynne	Long Coulee	Pibroch	Sweet Grass, Mont.
Dodds	Hackett	Longview	Picture Butte	Talbot
Dog Pound	Halladay	Lousana	Pincher Station	Taylorville
Doondale	Halley	Lundbreck	Pine Lake	Telfordville
Dorenee	Hallman	Lusignan	Pirmez Creek	Terrace Lake
Dry Fork	Harmattan	Luzan	Pleasant View	The Hub
Duagh	Hastings Coulee	Majorville	Poplar Ridge	Throne
Duffield	Hawkeye	Makepeace	Poplar Site	Tindastoll
Duhamel	Haynes	Malmö	Pretty Hill	Tolland
Dunmore	Hayter	Manfred	Puffer	Tommy LaPotao
Eagle Hill	Hazelmere	Maple Leaf	Purple Springs	Tongue Creek
Earlie	Hearnleigh	Martins	Quarrel	Travers
Earling	Heath	Masinasin	Queenstown	Tudor
Earlville	Heath Creek	Maughan	Rabbit Hill	Turin
Eastervale	Heather Brae	Maunder	Raley	Twelve Mile Coulee
Eastway	Herronton	Maybutt	Red Lodge	Twin Butte
Edison	Hetherington	Mayton	Reid Hill	Twin Lakes
Edwell	Highfield	Mazepa	Reist	Twining
Elk Island	Hillcrest	McEwen	Rexboro	Ullster
Elk Island Park	Hill End	McLaughlin	Rich Valley	Vauxhall
Elkton	Hilliard	McNally	Riddellville	Viewpoint
Elkwater	Hillspring	Meadow Lake	Rising Sun	Villeneuve
Ellerslie	Hobbema	Menaik	Riviere Qui Barre	Villeroe
Emery	Horse Hills	Merna	Rocking Bay	Volmer
Ensign	Horseshoe Coulee	Mewassin	Rocky View	Wanda
Ensligh	Horseshoe Falls	Miller	Rodino	Warden
Everett	Horseshoe Lake	Milnerton	Rolling Green	Warwick
Ewelme	Hubalta	Minott	Rosedale	Waterglan
Excelsior	Hughes	Monarch	Rosenheim	Watts
Fabian	Hunterville	Monitor	Rosenroll	Waybrook
Fairacres	Hutton	Morley	Rosyth	Wealthy
Fairbank	Indus	Mossleigh	Round Hill	Welling
Fairfield	Industrial School	Mound	Rusylvia	Wellsdale
Fairydell	Inga	Mountain View	Salisbury	Wellsville
Faith	Ingleton	Mt. Lookout	Saltax	Weno
Falun	Inglis	Murray Valley	Sampsonston	Westcott
Federal	Irwinville	Nakamun	Sarcee	Westward Ho
Fedorah	Jeffrey	Namaka	Sather	White Sand Beach
Fenn	Joffre	Namayo	Scandia	White Star Mine
Ferrybank	Josephburg	Neapolis	Scotstoun	Whitewood Lake
Ferry Point	Jumping Pound	Neighborhood	Seebe	Whitford
Fishburn	Kanata	Nevis	Sharrow	Wildmere
Fleet	Kenex	New Lindsay	Shepard	Willowdale
Forest Lawn	Kessler	New Lunnon	Shouldice	Willowlea
Four Nine	Kilbourn	New Oxley	Sidcup	Wilmot
Frank	Kimball	New Spruce Grove	Siebertville	Wilson
Frankburg	Kipp	Nightingale	Silver Lake	Wilton Park
Gahern	Kirkcaldy	Nisbet	Simons Valley	Wimborne
Ghost Pine	Knee Hill Valley	Nisku	Social Plains	Winterburn
Gilby	Krakow	Norma	Springbank	Woodhouse
Gillen	La Calmette	Norton	Springdale	Wood River
Gilpin	Lake DeMay	Noyes Crossing	Spring Lake	Woodford
Gladys	Lake Minnewanka	Ogden	Springvale	Wostok
Glenbow	Lakeview	Ohaton	Spruce Grove	Yorkville
Glenford	Lamoureux	Old Brant	Stand Off	Zawale
Gleniffer	Larsen	Old Spruce Grove	Star	Zetland
Glenview	Latham	Olin Creek	Sterlingville	
Golden Spike	Lavesta	Oliver		

BRITISH COLUMBIA POINTS

Baker	Elko	Irishman Creek	Michel	Wardner
Baynes Lake	Fernie	Jaffray	Morrissey	Wycliffe
Brickers Ranch	Fort Steele	Kimberley	Moyie	Yahk
Bull River	Galloway	Kingsgate	St. Eugene Mission	
Coal Creek	Hanbury	Lumberton	Waldo	
Cranbrook	Hosmer	Marysville	Wanklyn	

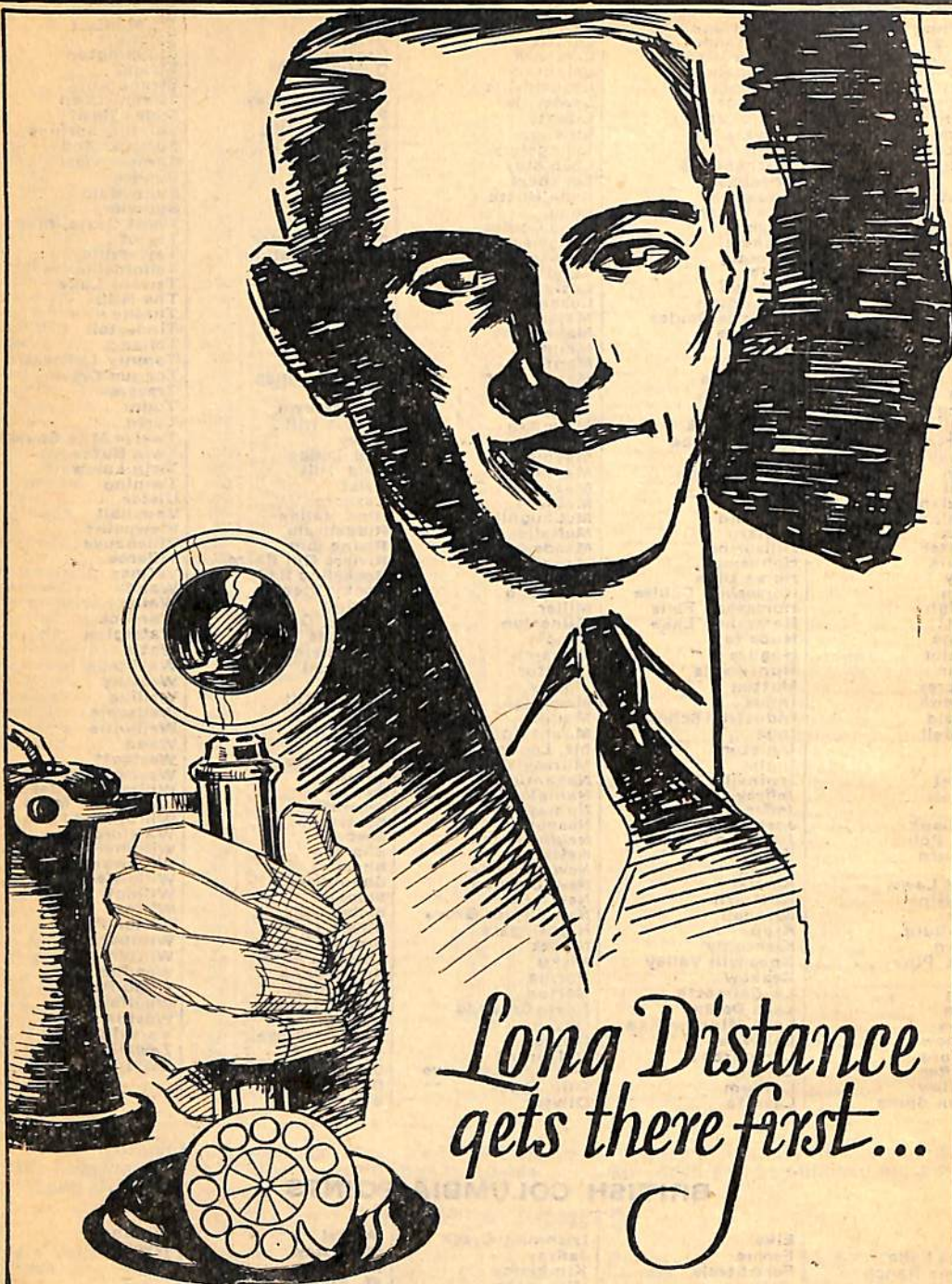
Long Distance Service to All Points

IN

CANADA AND THE UNITED STATES

Established October, 1925

(See PAGE 13)



*Long Distance
gets there first...*

*Alberta Government
Telephones*



AS TO COST--

Price is a measure of time and money. The time saving of a telephone call over tremendous distance is apparent.

A business transaction involving thousands of dollars may be completed in a few minutes at a cost so low as to be insignificant when compared with results or the ordinary delays of correspondence.

TIME IS MONEY, AND, ABOVE ALL ELSE

THE LONG DISTANCE TELEPHONE SAVES TIME

Here are some rates from station to station. The rates quoted are from Lethbridge. If your point is not quoted ask the operator:

Day Rates, 4.30 a.m. to 7:00 p. m. Evening Rates, 7:00 p.m. to 8:30 p.m.

Night Rates, 8:30 p.m. to 4:30 a.m.

Originating Time (mountain) Governs Alberta Calls.

	Day	Night		Day	Night
ATLANTA, GA.	\$6.50	\$3.75	PORTLAND, Ore	\$2.35	\$1.30
BRANDON, MAN.	3.10	1.65	REGINA	2.25	* .60
BUTTE	1.20	.70	SAN FRANCISCO	3.50	1.90
CHICAGO	4.75	2.75	SALT LAKE CITY	2.55	1.40
DENVER	3.00	1.65	SASKATOON	1.95	* .50
GREAT FALLS, MONT.90	.55	SEATTLE	2.05	1.15
KANSAS CITY	4.25	2.50	SHELBY, MONT.55	.35
LOS ANGELES	4.00	2.25	SPOKANE	1.25	.75
MINNEAPOLIS	3.75	2.00	TORONTO	6.25	3.50
MONTREAL	6.75	4.00	VANCOUVER	2.70	1.30
NEW YORK	7.25	4.25	VICTORIA, B. C.	3.20	1.50
OTTAWA	6.50	3.75	WINNIPEG	3.90	2.00

Evening rates (7 p.m. to 8.30 p.m.) are somewhat lower than day rates. For exact rates enquire at your central office.

* On Station-to-Station calls to points in Saskatchewan, evening rates (7 p. m. to midnight) are one-half of day rates. Night rates (midnight to 4.30 a.m.) are one-quarter of day rates.

"The Silent Partner."

ALBERTA GOVERNMENT TELEPHONES



*The Classified Section
of the Telephone Directory
will tell you where to buy
it*

**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 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
See page 45 for List of Rural Subscribers.		
FOR FIRE call		3333

Public Pay Stations

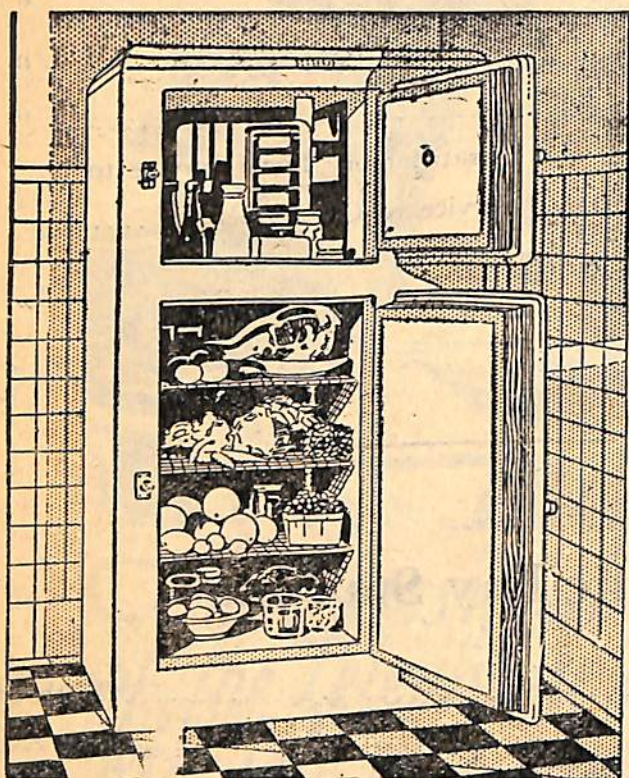
No. 5 } Alexandra Hotel.....	Fifth Street S.
No. 10 }	
No. 11—Arlington Hotel	First Avenue S.
No. 6—Canadian Pacific Railway Station	First Avenue S.
No. 1—Central Office	Fourth Avenue S.
No. 4—Coaldale Hotel	Third Avenue S.
No. 3—Dallas Hotel	Fifth Street S.
No. 15—Garden Hotel	Third Avenue S.
No. 2 } Lethbridge Hotel.....	Fifth Street S.
No. 13 }	
No. 20 } Marquis Hotel	Fourth Avenue S.
No. 21 }	
No. 16—Tourist Camp	Henderson Park
No. 8—Y. M. C. A.	Tenth Street & Fourth Avenue S.

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ELECTROLUX

REFRIGERATOR

NATURAL GAS CAN GIVE YOU SILENT
AUTOMATIC REFRIGERATION



WITHOUT
NOISE

WITHOUT
VIBRATION

AND COSTS LESS
TO OPERATE

Silent today—tomorrow—silent for ever. Silent because there is not one single part that moves. There's just a tiny trickle of water—just a small blue flame of Natural Gas. Physical Laws complete the refrigerating action—silently, efficiently and without the slightest vibration. You can stand a dime on its edge on top—and that same dime will pay more than ten days' operating cost. Only ELECTROLUX, your Natural Gas Refrigerator can operate with such complete silence—and at such a low cost.

North Lethbridge Garage Ltd.
3549 North Lethbridge **3549**

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

Exchange LETHBRIDGE Subscribers

(FOR RURAL SUBSCRIBERS SEE PAGE 45)

A

- 3664 ABC Taxi J Malacko Prop Rear St Regis Hotel
2413 Abercrombie W J res 620 5th Ave S
4241 Achtem John A res 1421 4th Ave N
3836 **ADAMS BILL** Hides Pelts & Furs rear
Central Service Station 4th Ave
3944 Adams W res 710 8th Ave S
3295 Adnitt W Central Meat Market 646 13 St N
3854 Adnitt W C res 340 19th St N

ADVANCE LUMBER CO LTD

Successor to Pioneer Lumber Co Ltd

- 3663 General Office McFarland Bldg
2063 Yard Office 13th St & 2nd Ave S
3320 N S Stoltze res 1517 7th Ave S
2423 R W Kellogg res 1110 7th Ave S
2901 B H Mott res 638 14th St S
4202 Afaganis A res 534 5th St S
2888 Afaganis Alex res 525 5th St S
2380 Agnew Miss M L res Galt Mine Bldg
2083 Aird Jas res 1304 6th Ave S
2418 Aita John Groceries 431 18th St N
4259 Aitken C res 217 13th St N
2321 Aitken D res 620 14th St S
3853 Aitken W res 2107 1st Ave N
3023 Akrigg G S res 615 9th St S
3812 **ALBERTA FUR CO** Hull Blk 707
3rd Ave S
ALBERTA GOVERNMENT—See also Provincial Government
2129 Alberta Government James Pike Colonization
Manager 413 8th St S
2603 **ALBERTA GOVT EMPLOY-
MENT BUREAU** 243 7th St S

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TELEPHONES** General Office 808-810
4th Ave S
92 Information regarding New Subscribers and
change of Telephone Nos
93 Telephones out of order
94 Rural Operator
0 Long Distance Operator
98 Chief Operator
2234 R E Phillips Local Manager
3500 R E Phillips District Commercial Manager
3375 W Russ District Plant Chief
4221 R Harper District Traffic Chief
2921 Alberta Hide & Fur Co 110 5th St S
4138 **ALBERTA INSURANCE
AGENCIES** 427 5th St S
3492 **ALBERTA MEAT MARKET**
R Coultry 905 9th Ave N
2339 **ALBERTA MOTOR ASSOCIA-
TION** Information Bureau Alexandra
Hotel
2010 **ALBERTA PROVINCIAL
POLICE** Guardroom & Complaints Court
House
3930 General Office
2010 Detectives' Office
3677 Inspector
3874 Aldous W G res 802 15th St S
3529 Aldrich Mrs D R res 414 6th St S
3545 Alex Taxi Marquis Hotel
3562 Alexander J P res A Barclay Apts

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ances made on
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ture when taken
in trade for new

3142 ALEXANDRA HOTEL Porter Bros

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Rooms

3891 Alford E W res No 2 Fire Hall

3284 Allan E res 707 7th Ave S

3847 Allan L res 713 14th St N

2165 Allen Dr L T Dentist 8 Rylands Blk

2871 Allen Dr L T res 1503 7th Ave S

3147 Allen T S res 707 12th St A N

4128 Allison R res 415 20th St N

4183 Allison R res 915 6th St S

3528 Allison R E res 1264 4th Ave S

2689 ALLISON'S STUDIO

G W Allison McFarland Bldg

2536 Almlie E M res 311 15th St S

2846 American Consular Agent Ralph A Thrall Hill
Blk 3rd Ave S

2183 Anderson A A res 620 12th St-C N

3356 Anderson G L res 542 12th St-A N

2905 Anderson Geo B res 1242 7th Ave S

3998 Anderson John F Jr res 1214 5th Ave S

2440 Anderson W D res 1237 7th Ave S

2777 Anderson & Smith Grading Contrs Lethbridge

3841 Andrew R G res 1247 8th Ave-A S

3069 ARCADE BILLIARD & CIGAR

STORE 325 5th St S

3242 Archbold Mrs R res 912 7th St-A S

3329 Arkinstall Charles res 1624 3rd Ave N

3216 Arlington Cafe 316 1st Ave S

2278 ARLINGTON HOTEL

1st Ave & 4th St S

2663 Armit A res 418 9th St S

2079 Armitage Robson res 312 7th Ave A S

2954 Armit John res 1733 5th Ave N

2924 Armour J D res 1908 6th Ave-A N

3301 Armstrong W J res 1009 8th Ave S

3846 Army & Navy Veterans Club 517 5th Ave S

3397 Arnold Mrs A M res 1610 6th Ave N

3386 Arnold T res 1721 2nd Ave-B N

2820 Arnold T Jr res 330 19th St N

3496 ARTIC OIL SALES LTD

1211 2nd Ave S

4162 Artic Service Station Leonard Coyne Cor 3rd
Ave & 13th St S

3238 Ascroft Mrs E res 1001 3rd Ave S

4099 Ascroft T res 1130 13th St N

3256 Ashcroft Peter res 712 3rd St S

2682 Ashton Miss Blanche res 7 Victoria Mansions

2222 Asplin A res 1703 7th Ave S

3954 Atkinson J M res 1245 5th Ave-A S

3114 Attwood Mrs Rose res 1223 5th Ave-A S

3108 Austin Mrs H res 305 7th Ave S

2872 Ayris R E res 614 7th St S

B

3546 Baalim A G res 630 11th St S

2432 BAALIM BUILDING AGENCIES

1 Baalim Blk 4th Ave & 6th St S

2621 BAALIM MOTOR CO LTD

Office 7th St S

Sales Manager's Office H E Routledge

Shop Service Dept

4055

RESIDENCES

3662 E A Brink Gen Mgr res

2220 H E Routledge Sales Mgr res

2073 F W Cottam Service Mgr res

2057 Bain S H res 1249 4th Ave S

3719 Baines A E res North C P R Tracks

2875 Baines C D res 423 11th St S

3901 Baines E C res 1316 6th Ave S

3888 BALDERSON A E J I Case Agt

1263 2nd Ave S

2029 Balderson Mrs A E res 1105 7th Ave S

4018 Balderson Blanche res 1317 6th Ave S

3573 BALL W S Law Office Stafford Blk

311½ 5th St S

2309 W S Ball res 916 7th Ave S

3446 BANK OF MONTREAL

N V R Huus Mgr 522 3rd Ave S

2526 Manager's Office

3667 D Bareham Real Estate Dept

2711 Bank of Nova Scotia J W Berry Mgr 3 Av S

2262 Bannerman J res 1031 12th St-B S

3169 Barby C res 424 4th St S

4225 Barclay J C res 724 14th St N

2318 Barclay R W res 1211 5th Ave S

2936 Barnard Russell J res 1625 3rd Ave N

2267 Barnsley A res 629 11th St S

2350 Barr James res 622 6th Ave S

2186 Barrett Chas res 539 12th St-A N

2147 Barrowman Robert res 283 7th Ave-A S

2573 Barry J H res 628 15th St S

3557 Bartlett J T res 648 12th St S

3152 Bartlett W E res 2118 2nd Ave N

2521 Barton J M res 702 15th St N

2831 Bartsch L C res 537 8th St S

4210 Bass J C Agent Dominion Life Assurance Co

G Metcalfe Bldg

2743 Bass John C res 329 14th St S

2869 Bass W H res 1003 8th Ave S

2402 Basson F J res 709 7th Ave S

3603 Bateman James res 1272 3rd Ave S

4216 Bateman Mrs M res 304 12th St S

3459 Bates A B res 611 7th Ave S

2984 Bates T G res 275 7th Ave-A S

INFORMATION

For Information Regarding New Subscribers,
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CALL 92

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For List of Rural Subscribers, see pages
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 3510 Bawden J W res 542 7th St S
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 2812 Parts and Shop Service Dept
 2254 E G Braithwait Mgr res
 2971 Bayntun Myrtle res 411 4th St S
 3753 Bazinas G D res 612 5th St S
 2135 Beasley A M res 211 5th Ave S
 3237 **BEATTIE W S** Barrister & Solicitor
 3 Alberta Blk
 3150 W S Beattie res 1262 4th Ave S
 4054 **BEATTY BROS LTD** Washer Store
 409 5th St S
 2755 Beatty J H res 1314 5th Ave S
 2118 Beaumont A res 635 13th St S
 2780 Beaumont Jos res 425 12th St N
 3965 Becker F D res 530 14th St S
 2385 Becker H N res 1317 4th Ave S
 2218 Becker Mrs J C res 324 15th St S
 2384 **BECKER LUMBER CO LTD**
 Lumber & Builders' Supplies Office &
 Yards 3rd Ave & 16th St S
 2385 H N Becker Pres & Mng Dir res 1317 4th Ave S
 3965 F D Becker Dist Sales Mgr res 530 14th St S
 2218 J C Becker Yard Supt res 324 15th St S
 2384 Arthur Duff Office Mgr res 3rd Ave & 16th St S
 3116 W Hoult res 321 15th St S
 2582 Bedwell Alfred E res 1st St & 1st Ave S
 4059 Begalli Mrs res 546 12th St-A N
 2480 Bell Arthur res 1208 5th Ave S
 4206 Bell J H res 320 6th Ave A S
 2505 Bennett E G S res 604 8th St S
 4291 Bentler C E res 1216 5th Ave A S
 4285 Bentley K J res 1116 13th St S
 4271 Berlin H J res 413 12th St S
 2594 Bernard J R res 423 12th St-A N
 2558 Berry F M res 406 4th St S
 2995 Berry J W res 313 13th St S
 2803 Berte John res 707 9th Ave N
 3626 Berteotti Mrs J res 122 8th St S
 3978 Berti Joe res 222 1st Ave S
 3248 Best S res 702 9th Ave S
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 2458 Binning Henry G res 528 19th St N
 2560 Birrell Mrs Walter res 422 12th St-B N
 2240 Birth R H res 918 2nd Ave S
 3223 Bissett A A res 811 7th Ave S
 3710 Bissett G res 522 6th St S
 2904 Blackburne F H res 526 7th St S
 2084 **BLACKBURNE A J & CO**
 Real Estate Loans & Insurance A Metcalfe Bldg
 3117 Blacker Mrs Geo res 613 9th Ave S
 4126 Blackey J H res 1256 4th Ave S
 3958 Blackford M B res 806 15th St S
 4255 Blaine Miss M res 301 Sherlock Blk
 3830 Blais A E res 934 10th St S
 3809 Blatter C res 409 12th St S
 2634 Blenner-Hassett W A res 1214 3rd Ave S
 2908 Bletcher Mrs G F res 617 12th St S
 2020 Bletcher Miss H res 626 9th St S
 2007 Blocksidge J D res 1238 7th Ave S
 3757 Blunt Mrs G T res 814 7th Ave S
 2012 Board of Trade Office Board of Trade Bldg
 3975 Bodgener Wm res 225 16th St N
 2900 Bogusky A res 1520 4th Ave N
 2366 Boles D H res 533 14th St S
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 3112 Bonnell L F res 1802 6th Ave S
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 3963 Botham D res 1206 2nd Ave S
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 4085 Botsford Fred res 1258 6th Ave-A S
 3916 Bouck Leonard W res 20th St near 16th Ave
 3481 Boulton C W res 523 7th St S
 2098 Boulton Jas W res 523 6th St S
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 3675 Bow On Tong Co 316 2nd Ave S
 2410 Boyd H res 544 12th St S
 3670 Boyse Gordon res 604 7th Ave S
 2925 Bradley N H res 626 8th St S
 4298 Bragis Mrs Ora res 409a 5th St S
 2254 Braithwait E G res 614 7th Ave S
 2201 Brander A I res Riverview
 2021 Bradow Mrs C E res 944 13th St S
 2299 Brearley Mrs C A res 531 12th St-A N
 3457 Brewer T R res 293 7th Ave-A S
 3662 Brink E A res 1265 5th Ave S
 2585 **BRITISH AMERICAN OIL CO**
LTD THE cor 9th St & 3rd Ave N
 3130 J D Thomas Agent res
 2843 **BRITISH CANADIAN FINANCE**
LTD H D Rood Mgr Herald Bldg 321
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 2843 **BRITISH CANADIAN TRUST**
CO H D Rood Mgr Herald Bldg 321 6 St S
 3251 Broderick C J res 1302 7th Ave S
 2956 Brodie Mrs J res 648 11th St
 3280 Brodie W S res 718 10th St S
 3696 Brooks Jos res 714 10th St S
 3018 Brown Geo res 1504 6th Ave S
 3406 Brown J F res 335 20th St N
 2679 Brown Mrs Thos M res 1010 2nd Ave S
 3401 Brown W N res 639 6th St S
 3879 Brownlee Mrs William res 1326 4th Ave N
 3277 Brownrigg D J res 1219 6th Ave-A S
 3928 Bruce H H res 244 13th St N
 2115 Bruchet G A res 1214 6th Ave-A S
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 3939 Bryan S res 412 9th St S
 3720 Bryans Dr W E Phys & Surg 329 7th St S
 2922 Dr W E Bryans res 1224 6th Ave-A S
 3984 Bryant Chas res 3 Strathcona Court
 3219 Buchan J res 1258 5th Ave-A S
 3336 Buchan Mrs R D res 937 10th St S
 3926 Buchan's Beauty Parlor & Barber Shop 1257
 6th Ave S
 4102 Buchanan B R res 511a 6th St S
 3352 Buchanan Stanley A res 938 13th St S
 3508 Buchanan W A res 1404 4th Ave S
 2025 Buckles Sheldon res 610 10th St S
 3292 Bullock C G res 834 7th St S

- 3882 Burgmann Hall R Burgmann 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
 3780 Burnham H G res 439 18th St N
 2926 Burns Mrs Robt Marcelling 410 Sherlock Blk

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 3184 Burrill J T res 919 10th St S
 3531 Burritt G H res 1255 5th Ave-A S
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 4147 Cameron Mrs J J res Coaldale Rd
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2651 Chapman Mrs T M res 1012 2nd Ave S

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2745 Corenblum Rudolph res 613 5th St S
2562 Cormie J H res 323 6th Ave-A S
3126 Cornwall H F res 914 12th St S
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3493 Coultry R res 342 18th St N

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3630 Davies E W res 909 7th St S
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2789 Davies O K res 541 12th St A N
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 2630 Donaldson Rodney res 1242 7th Ave S
 3394 Dorwin Mrs S R res 633 5th St S
 2467 Dougall J res 1262 5th Ave N
 3359 Doughty T W A res 905 3rd Ave S
 3606 Downer F W res 1276 3rd Ave S
 2643 Dowsett M res 214 2nd Ave S
 4151 Dowsley A M Oils & Real Estate 120 McFarland Bldg

- 2760 Dowsley A M res 632 12th St S
 2059 Drinkall W H res 102 2nd Ave S
 4089 Driver Mrs William res 526 5th St S
 3744 Drysdale James res 802 7th St S
 2004 Duff Donald A res 750 7th Ave S
 2331 Duffey Alice res 613 15th St S
 3904 Duncan Claude A res 609 9th St S
 3235 Duncanson F R res 316 6th Ave A S
 3707 Dunham S S res 314 12th St S
 2862 Dunham T B res 1313 4th Ave S
 3438 Dunlop A E res 1511 6th Ave S
 3905 Dunlop Mrs J res 712 16th St N
 4201 Dunlop J D res 1217 9th Ave N

3595 DUNLOP TIRE & RUBBER

GOODS CO LTD R W Wallace Bldg

- 3665 Dutton E E res 528 15th St S
 2395 Dutton Wm res 1517 8th Ave S
 2495 Dykes Andrew M res 331 20th St N

E

- 4294 Eagles Club Basement White Lunch
 3014 Easter D R res 646 12th St S
 3652 Easterbrook R H res 1502 6th Ave S
 2411 Easton John res 917 8th St S
 2917 Easton S G res 703 6th Ave S
 2035 Economy Grocery Mrs M Warnock 902 11 St S
 3572 Edmonds P res 1-No 1 Fire Hall
 3536 Edwards A Second Hand Store 420 13th St N
 2304 Edwards A res 1318 6th Ave-A N
 3982 Edwards G res 533 12th St-A N
 4289 Edwards George J res 618 14th St N
 4034 Edwards Wm M Alta Land Surveyor 11 Oliver Bldg
 3979 Edwards Wm M res 529 14th St S
 4116 Eisenhauer E E res 422 8th St S
 3637 Electric Shop The McKenzie Electric Ltd 706 3rd Ave S
 2085 Elias J R H res 417 7th St S
 3080 **ELITE CIGAR STORE** J A Perry Marquis Hotel
 2633 Elks Club 4th Ave S
 3035 Elliott B res 637 4th St S
 3834 Elliott C B res 612 6th St S

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 2068 Manager's Office
 2523 ELTON DAVID HORTON K.C.
 Barrister Solicitor and Notary Public 2 & 4
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 3709 Elton David Horton res 1209 7th Ave S
 3178 Emery A C res 926 7th St-A S
 2011 Emery J res 1127 8th St S
 2763 Emma's Hot Tamale Parlor 318 3rd Ave S
 3264 Emmerson G res 1265 6th Ave-A S
 2596 Emmerson I H res 1514 5th Ave-A N
 4207 Emmerson J res 925 10th St S
 2408 Emmerson Margaret res 314 15th St N
 4287 Empey Arthur res 226 14th St N
 2568 Empress Beauty Parlor 330 5th St S
 3366 Enderton F H res 318 15th St N
 3940 English A J res 613 7th Ave S
 3222 Entomological Branch Post Office Bldg
 Laboratory—(See Rural—Call 91-1515)
 3056 European Cafe 410 2nd Ave S
 2691 Evans H J res 917 10th St S
 3275 Evans T res 611 8th St S
 3865 Everest R E res 1252 6th Ave-A S
 2484 Eversen W E res cor 14th St & 5th Ave S
 2880 Everson W E res 1515 5th Ave S
 3844 EXIDE BATTERY STATION
 322 6th St S
 3385 Experimental Farm W H Fairfield Supt Coal
 dale Rd
 3941 Superintendent's res

F

- 4245 Fairbairn L E res 423 14th St S
 3483 Fairbanks J B res 1703 2nd Ave N
 3385 Fairfield W H Office Experimental Farm
 3941 Fairfield W H res Experimental Farm
 2205 FAMOUS CLOAK
 (LETHBRIDGE) LTD 602 3 Ave S
 4046 Farrell R res 213 5th Ave S
 2031 Farris R C res 281 7th Ave-A S
 2616 FARRIS SERVICE AGENCY
 Collections and Accountancy 2 Acadia Blk
 3054 Fat's Quick Lunch Restaurant 323 5th St S
 2590 Faunch E J res 924 10th St S
 2635 Feinstein H res 324 7th Ave S
 4092 Feinstein J res 410 12th St-A S
 3199 Fergie Robert res 1264 3rd Ave S
 2683 Ferguson D res 1-604 6th Ave S
 3306 Ferguson J res 312 15th St S
 3910 Ferguson James Y res 1809 1st Ave A N

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- 3969 Ferrier Christine res 419 8th St S
 3172 Field John res 1620 2nd Ave-A N
 2717 Figgins Transfer J Figgins 402 5th St S
 4251 Findley James A res 620 5th Ave S
 2534 Finnemore N res 612 6th St S
 3977 Finney Joe res 302 3rd St S
 3333 FIRE DEPARTMENT (Fire only)
 3263 FIRESTONE TIRES Motor Car Supply
 Co of Canada Ltd 423 7th St S
 3731 Firth H res 715 17th St N
 2531 Fisher A M res 1217 6th Ave S
 2892 Fisher Joseph G res 908 6th Ave S
 3494 Fitzgerald J J res 424 9th St S
 3985 Fleetwood E H res 920 9th Ave S
 3795 Fleetwood T H res 1234 5th Ave-A S
 3855 Fleming Mrs M res 312 3rd St S
 3410 Fletcher Dr C M Dentist 5 Oliver Blk
 3673 Fletcher Dr C M res 638 15th St S
 2638 Flett U A res 8 Victoria Mansions
 3245 Flinn Wm res 1259 5th Ave-A S
 3837 Flock H J res 1235 6th Ave S
 2776 FLORENTINE BEAUTY PAR-
 LORS THE 703 3rd Ave S
 3584 Flournoy Mrs J res 409 3rd St S
 3387 FOLEY C D Office & res United Taxi
 Service Rear St Regis Hotel
 3474 Follis R J res 631 13th St S
 3797 Ford Henry T res 318 20th St N
 3633 FORD SALES & SERVICE
 5th Ave & 5th St S
 2088 Forde Rev E O res 612 9th St S
 2793 FORSTER AGENCY THE
 E R J Forster Mgr 10 Oliver Blk
 3883 E R J Forster res 626 10th St S
 3883 Forster Edgar W res 626 10th St S
 3899 Fourth Avenue Hairdresser 512 4th Ave S
 3179 Fowler's Greenhouses 730 6th St S
 3931 Fox G H res 808 6th Ave S
 3803 Fox H B res 16 Victoria Mansions
 3897 Fox Peter res 329 15th St N
 2790 Fozard Mrs John res 455 19th St N

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2586 Francis C S res 316 15th St S

2626 Fraser Harry res 1204 7th Ave S

3448 Fraser Irving res 727 8th St S

4193 Frayne Elsie res 1414 4th Ave N

4215 Frear H C res 631 5th St S

3315 Freed A res A Garden Hotel

2723 Freed E res 1512 4th Ave N

3621 Freel James res 321 6th Ave-A S

2713 FREEL SHEET METAL

WORKS 412 4th Ave S

3330 Freeman C E res 2nd Ave & 14th St S

2490 Freeman M res 1266 4th Ave S

3788 Freng M L res 1216 6th Ave-A S

3323 Frey Isaac res 732 13th St S

2629 Frier S res 1401 6th Ave-A N

3735 FRIGIDAIRE Sales & Service Roy

Electric Co 327 7th St S

3576 J O Waltham Factory Rep res 619 12 St S

2317 Fuller Mrs J res 640 12th St-A N

3171 Fulton R D C res 1101 2nd Ave S

2199 Fumerton Dr A S Dentist 3 Oliver Blk

2718 Fumerton Dr A S res 634 15th St S

G

2814 Gaetz J F res 635 12th St S

3725 Gain R J res 419 14th St S

**3869 GAINOR'S WHITE TRANSIT
LTD 411 7th St S**

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2608 Residence 532 3rd St S

4299 GALT MOTORS LTD 816 4th Ave S

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2392 Roy Woods Service Mgr res 44 YMCA

2530 Gant G K res 624 7th St S

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LEGE A M Fisher Principal Masonic
Hall Bldg**

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2336 Gardner Mrs B res Henderson Park

**2065 GARDNER R W Chartered Acct
207 Sherlock Blk**

2446 Gardner R W res 301 6th Ave-A S

4173 Gardner W res 1801 6th Ave N

3758 Garrett Charles res 1708 7th Ave N

2914 Garrison Ivan res 1020 12th St-B S

2510 GAS COMPANY 612 4th Ave S

3274 Gaught H res 408 12th St-B N

2279 Gayner P H res 537 14th St S

**2781 GEDDES BLETCHER GAYNER
LTD Real Est & Oil Marquis Hotel**

2279 P H Gayner res

3822 A W Bletcher res

4163 G W Auld res

4081 Gee Robert res 728 18th St S

4053 Gerbrandt J res 327 11th St S

2028 Getz R L res 716 12th St S

**2191 GIBBONS R V City Property Farm
Lands Insurance E Metcalfe Blk**

2597 Gibbons R V res 509 14th St S

2767 Gibbons W G res 9 Baalim Blk

2983 Gibson Chris res 1405 9th Ave S

3234 Gibson John res 622 7th St S

4137 Gibson Miss M res 1607 7th Ave S

**2071 Gibson Dr M J Dentist Rooms 5 6 & 7
Lafferty Blk**

2896 Gibson Dr M J res 610 8th St S

2686 Gibson Dr Ross res 39 Victoria Mansions

2219 Giffen C H res 307 7th Ave S

2080 Gillespie Mrs. Alice res 627 11th St S

3182 Gillespie J W res 914 7th St-A S

3149 Gilmour R res 901 9th Ave S

3810 Glanville J A res 515 12th St-A N

3894 Glasser G res 722 17th St S

2141 Glayzer D res 306 7th Ave-A S

2915 Glover Alf C res 614 5th St S

**2538 Glover R M res 414 5th Ave S
Godfrey H L—Hardieville (See Rural—Call
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4237 Godsalue C res 443 18th St N

2670 Gogan J J res 144 16th St N

3214 Goldie Geo res 538 12th St-C N

**3444 Goldstein A Our City Dye Works & Tailoring
418 5th St S**

3610 Golis Mrs H res 529 5th St S

2749 Goodall C F res 617 14th St S

3607 Goodlad F res 1258 3rd Ave S

2946 Goodman Mrs H res 706 Goodman Blk 3 Av S

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