Directory Advertising

EVERY Telephone in Alberta has a Directory by its side every day of the year.

The Directory is used thousands of times daily.

It is never thrown into the waste-paper basket until a new edition is issued. Probably no other publication can make a like claim to continuity of circulation.

The Telephone Directory is used for innumerable purposes—general information, correct spelling of names, street addresses, buying and selling, etc.

There are many ways in which the Directory may become of additional service to subscribers—extra listings may be arranged for, by which a subscriber to Exchange Business Service may have the names of any companies he represents, or of any employee or agent, listed in the Directory, at a nominal charge and 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.

The following Directories are issued by the Alberta Government Telephones:

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Peace

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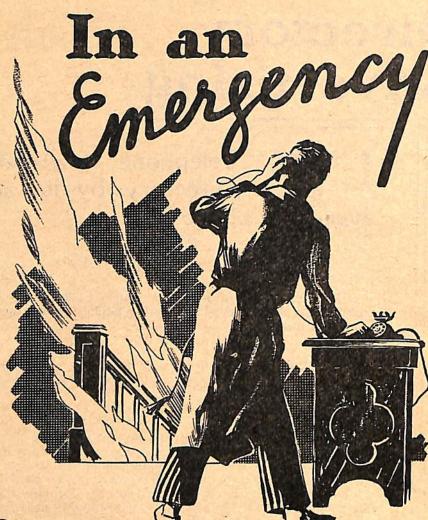
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Directory Advertising Department

ALBERTA GOVERNMENT TELEPHONES

119 SIXTH AVENUE WEST

CALGARY



The EXTENSION TELEPHONE is invaluable



Lethbridge CLASSIFIED Telephone Directory

| Abattoirs | Associations and Societies |
|---|---|
| Burns & Co Limited near Exhibition Grounds3831 | Canadian Legion B.E.S.L. Lethbridge Branch No 1 |
| Accountants | 1st Ave & 9th St S |
| Cranstoun E C 6 Rylands Blk | Southern Alberta Sheep Breeders Ltd 1221 2nd Ave S |
| | Y M C A 10th St S |
| Accountants—Chartered | |
| McCannel Bros & Co Bank of Nova Scotia Bldg. 2123 Paterson & Co Ritchie 5-6 Acadia Bldg 612 3rd Ave S | Automobile Camps |
| 612 3rd Ave 5 | Lethbridge Auto Camp Henderson Park |
| Adding Machines | Automobile Dealers, Repairers, |
| Dalton Adding Machines 4 Acadia Blk | Accessories and Supplies |
| Durion Adding Machines 4 Acadia Dis | Baalim Motor Co Ltd 7th St S |
| Adjusters | Shop Service Dept 4055 |
| Lilly Adjustment Agency The 4 Oliver Blk3211 | Decline Mater On Ltd |
| | Baalim Motor Co. Ltd. Distributors for Southern Alberta |
| Advertising—Directory | CHEVROLET and OLDSMOBILE |
| Hateritaing Birectory | 24 Hour Service on Repairs Authorized Duco Refinishers |
| Every Telephone User is a Buyer—Every Merchant | 2621 Office and Sales 4055 Repairs and Service 7th Street S. |
| Should be Completely | CANDELLE MANAGEMENT AND |
| Represented, The Classi- | Bawden Motors Ltd 411 7th St S |
| fied Telephone Directory | Clark & Nichols 315 4th St S |
| COCAL & LONG OISTANCE "WHERE TO BUY IT" | Imperial Motors Ltd 413-417 6th St S2887 Motor Car Supply Co of Canada Ltd |
| | 423 7th St S |
| TELEPHONES General Office 808-810 | Motor Sales (Lethbridge) Ltd 313 7th St S2556 Peacock T H 322 6th St S |
| 4th Ave S | Service Garage Ltd 314 6th St S |
| | 4 . 14 6 |
| Agricultural Implements | Automobile Garages (See Garages) |
| Deere John Plow Co Ltd 1239 2nd Ave S 3786 Repair Department | (See Garages) |
| International Harvester Co of Canada Ltd | Automobile Radiator Repairs |
| 3rd Ave & 9th St N | Lethbridge Radiator Shop 405 4th Ave S2685 |
| Oliver Ltd 1250 1st Ave S2595 | |
| | Automobile Springs and Axles |
| Apartment Houses | Lethbridge Spring & Axle Shop 402 4th St S3478 |
| Victoria Mansions 1002 3rd Ave S | |
| | Auto Wreckers |
| Architects | Lethbridge Sales Co Ltd Cor 4th Ave & 3rd St S. 2918 Marshall Motors & Auto Wreckers 409 3rd |
| Meech H Wm 114 McFarland Bldg2005 | Ave S4299 |
| | North Lethbridge Auto Wrecking Co Ltd 13th St N |
| USE LONG DISTANCE | |
| OSE LUNG DISTANCE | Baby Chicks |
| | (Can Doublest & Producte) |

(See Poultry & Products)

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Don't say "BREAD" say "McGAVIN'S"

CAKES. PIES and BUNS

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3378

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3006

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Bakers and Confectioners

| Canadian Bakeries Ltd cor 8th St & 7th Ave S. | 3266 |
|--|------------------|
| Canadian & Union Bakery 404 13th St N | 3751 |
| Holsom Bakery & Cafe Ltd Acadia Blk 612 3rd Ave S | { 4252 { 307! |
| McGavin Bakeries Ltd 1606-1612 2nd Ave-A N | |
| National System of Baking Lethbridge Ltd 407 5th St S | 2047 |
| Schweitzer Dave 418 15th St S | |
| Wright's Baking Service 330 13th St N | .2737 |

Banks

| Bank of Montreal 522 3rd Ave S | 3446 |
|---|------|
| Manager's Office | 2526 |
| Bank of Nova Scotia 3rd Ave S | 2711 |
| Canadian Bank of Commerce The 4th Ave & | |
| 7th St S | 2414 |
| Manager's Office | |
| North End Branch 258 13th St N | 2478 |
| David Bank of Canada The Eth Ct C | 3536 |

Barristers and Solicitors

| Ball W S Stafford Blk 3111/2 5th St S | 3573 |
|---|------|
| Beattie W S 3 Alberta Blk | |
| Beaumont Arthur "B" Metcalfe Bldg | |
| Cameron C E "C" Metcalfe Bldg | |
| Church H W 104 McFarland Bldg | |
| Conybeare & Davidson Herald Bldg | |
| Elton David Horton KC 2 & 4 Stafford Blk | |
| | 2323 |
| FAIRBAIRN & CLARKE | |
| Bank of Nova Scotia Bldg | 4065 |
| Goodman Aaron 12 Rylands Blk | 4331 |
| Hogg & Menzie 101-103 McFarland Bldg | |
| JOHNSTONE RITCHIE & | |
| HUCKVALE Acadia Blk 3rd Ave S | 2171 |
| | |
| Kirkham J S 106 McFarland Bldg | |
| Livingstone John A 2 Alberta Blk | 2928 |
| Moscovich M E Herald Bldg | 3990 |
| Ostlund H KC 1 Oliver Blk | 2748 |
| Paterson Gilbert C 104 McFarland Bldg | 4020 |
| Shepherd Dunlop & Rice Bank of Commerce B | |
| 4th Ave & 7th St S | |
| Vaselenak John Suite D Metcalfe Bldg | |
| Virtue & Co McFarland Bldg 4th Ave (opp | |
| virtue & Co McFarrand Blug 4th Ave (opp | |

Batteries

(See Storage Batteries)

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Directory Advertising Department

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119 Sixth Avenue West

Calgary

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| | Bowling Alleys |
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| BROOKS PERMANENT WAVE | Boys' and Girls' Clothing and Furnishings |
| 4262 SALON Downstairs McFarland Bldg. | Juniors' McFarland Bldg 4th Ave S |
| Buchan's Beauty Parlor & Barber Shop | Brewers |
| 1110 6th Ave S 3926 Classic Beauty Parlor 118 McFarland Bldg 3355 | Lethbridge Breweries Ltd 2nd Ave & 1st St S |
| Dallas Beauty Parlor 312 5th St S | Aerated Water Department 3442 General Office 2444 |
| Fourth Avenue Hairdresser 512 4th Ave S4217 | R J Chiswick Mgr |
| Robinson Mrs Edith 246 13th St N | T. D. C. |
| Westbrook Bros 319 6th St S | Brewers' Distributors |
| Wonder Beauty Snoppe 316 15th St 11 | DISTRIBUTORS LTD 1st St S & 2nd Ave |
| Bicycles and Repairs | Ave |
| 0 K Repair Shop 722 10th St S | Broadcasting Stations |
| O A Hepail Shop 122 | Radio C J O C Marquis Hotel3872 |
| Billiards and Pool Rooms | |
| Arcade Billiard & Cigar Store 325 5th St S3069 | Business Colleges |
| Areage Dimary & Sign. | Garbutt Business College Masonic Hall Bldg2315 |
| Blocks and Buildings | Butchers—Retail |
| Elks Building 5th Ave S | (See Meat Markets) |
| Sherlock Building 306 7th St S | Cartage and Storage |
| Board of Trade | (See Baggage Transfer—Draying and Transfer) |
| | |
| Board of Trade Office Board of Trade Building2012 | Charitable Institutions |
| Booksellers and Stationers | Salvation Army 623 7th St S |
| Commercial Printers & Office Outfitters Ltd | Chinese Stores |
| 411 5th St S2999 | Bow On Tong Co 316 2nd Ave S |
| Boots and Shoes—Retail | Chiropodists |
| Carson The E M Saddlery & Leather Goods Co | Le Blanc C Gregory 3 Metropolitan Bldg |
| Ltd 306 5th St S | |
| Ranaghan Shoe Store 311 5th St S | |
| Vogue Shoe Shoppe meranana Diag | |

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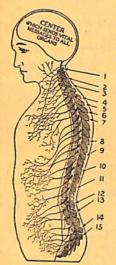
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| Irving | Dr I S 205 Sherlock Blk | 4261 |

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|--|------|
| St Augustin's Church 11th St & 4th Ave S | |
| St Patrick's Rectory 312 10th St S | |
| Wesley Church 4th Ave & 11th St S | |

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CHIROPRACTOR

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SPECIALIZING IN

CHILDREN'S DISEASES

X-RAY EXAMINATIONS WHEN NECESSARY

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All Goods Insured Against Fire, While in the Process of Our Dry Cleaning.

For Dependable, Quality Work - Phone 4141

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The Lethbridge Laundry Master Dry Cleaners give satisfaction.
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3451

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| Lethbridge | Laundry | Co Ltd | 542 4th | St | S3451 |
|------------|-----------|---------|---------|-----|-----------|
| Modern Ta | ilor & Di | y Clean | ing 719 | 4th | Ave S4039 |

Clubs

| Army & Navy Veterans Club 517 5th Ave S | 3846 |
|---|---------|
| Canadian Legion B E S L Lethbridge Branch | |
| No 1 1st Ave & 9th St S | 3426 |
| Chinook Club 1119 3rd Ave S | |
| Coalhurst Community Club-Coalhurst | 91-3421 |
| Elks Club 5th Ave S | 2633 |
| Lethbridge Golf Club Henderson Park | 3062 |

Coal Miners and Shippers

| Cadillac Coal Co Ltd 101 1st Ave S opposit | te |
|--|---------|
| Brewery | 3305 |
| Federal Mine | |
| Standard Mine-Shaughnessy | 91-3132 |
| Coal Producers Ltd Coalhurst | |
| Dupen A E New Barnes Mine-Lethbridge | |
| Royal Lethbridge Collieries-Lethbridge | |
| Royal View Mine-Hardieville | |

Collection Agencies

| Carrie | Service | Acono. (| A | 7011 | 2616 |
|--------|---------|----------|--------|------|------|
| Parris | SELVICE | Agency 7 | Acadia | BHC | 1010 |

Confectioners—Retail

| King George Confectionery 11 St & 4 Ave S | .3074 |
|---|-------|
| Lethbridge Candy Kitchen 722 3rd Ave S | 3052 |
| Mah Confectionery 422 6th Ave S | 2018 |
| Maple Leaf Confectionery 3rd Ave S | .3298 |
| Marles Chocolate Shop McFarland Blk | 4114 |
| Palace Confectionery 333 5th St S | 3668 |

Contractors—Building

| Larson Sam 1411 3rd Ave N | 2227 | |
|---------------------------|------|--|
| Marnoch John Marnoch Bldg | 2342 | |

Directory Advertising Pays

| Contractors—Grading | Departmental Stores |
|--|---|
| Anderson & Smith Lethbridge2777 | Lethbridge Trading Co 404 5th St S4390 Supina Mercantile 230 13th St N |
| 0 | Groceries 2766 |
| Contractors' Supplies— | Office & Dry Goods |
| Wholesale | Meat Dept & Men's Wear3456 |
| Turney J B & Co Ltd 1245 2nd Ave S3755 | Teco Store operated by The T Eaton Co Ltd 4th Ave & 6th St S |
| Convents | Information Hardware Baggage & Small Wares. 2140 General Office Furniture & House Furn'gs 3727 |
| St Aloysius Convent 116 9th St S3509 | Groceteria 3282 Ladies' Ready-to-Wear Shoes Millinery & Piece Goods 3857 |
| Credit Reports | riece Goods |
| | D . 1 T . |
| (See Associations and Societies) | Draying and Transfer (See also Baggage Transfer) |
| Crockery | Alberta Transport 1234 3rd Ave S |
| Consumers' Hardware & Supply Co Limited | Dench Cartage 1101 2nd Ave S |
| 116-118 5th St S | Figgins Transfer J Figgins 402 5th St S 2717 |
| | Masson Transfer 910 8th St S |
| Dairies | McLean Transfer The 406 1/2 5th St S2097 |
| | Moon Storage 410 5th Ave S |
| City Dairy 411 4th St S | Rex Transfer 305 5th St S |
| Crystal Dairy Ltd 434 8th St | Western Transfer Co Ltd CPR Freight Sheds 2163 |
| | Farm |
| PURITY DAIRY | Druggists—Retail |
| FRESH AND PASTEURIZED MILK, CREAM, BUTTER and BUTTERMILK | Hedley Frank Drug Co McFarland Bldg 4 Av S3772 Jackson Sydney 401 5th St S3364 |
| PHONE S. FABBI, Prop. | McCready's Ltd Red Cross Drug Store Sherlock |
| 4124 964 Seventh Street South | Bldg |
| 4124 So4 Seventh Street South | People's Drug Store 414 13th St N |
| | Sutherland Drug Co Ltd Marquis Hotel |
| | Drag Co Ltd Marquis Hotel |
| Decorators | Jesus Ding Co Eta Marquis Hotel |
| Decorators (See also Painters and Paperhangers) | |
| Decorators (See also Painters and Paperhangers) | Dry Goods—Retail |
| (See also Painters and Paperhangers) Dental Laboratories | |
| (See also Painters and Paperhangers) Dental Laboratories | Dry Goods—Retail Clarke & Co Hill Blk 516-518 3rd Ave S |
| (See also Painters and Paperhangers) Dental Laboratories Lethbridge Dental Laboratory Rm 8 Lafferty Bik | Dry Goods—Retail Clarke & Co Hill Blk 516-518 3rd Ave S |
| (See also Painters and Paperhangers) Dental Laboratories Lethbridge Dental Laboratory Rm 8 Lafferty | ### Dry Goods—Retail Clarke & Co Hill Blk 516-518 3rd Ave S |
| (See also Painters and Paperhangers) Dental Laboratories Lethbridge Dental Laboratory Rm 8 Lafferty Blk | Dry Goods—Retail Clarke & Co Hill Blk 516-518 3rd Ave S |
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| Carson J E 111 McFarland Blk 3357 Fletcher C M 5 Oliver Blk 3410 Fumerton A S 3 Oliver Blk 2199 Gibson M J 5 6 & 7 Lafferty Blk 2071 Mulvey V C Royal Bank Bldg 4122 Stewart J S 3 & 4 Lafferty Blk 2559 Watson A M 4 Hill Blk 4213 YOU ARE READONNETHER TO THE STANDARD TO THE STANDAR | Dry Goods—Retail Clarke & Co Hill Blk 516-518 3rd Ave S |
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Office Phone 2556

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Motor Sales (Lethbridge) Limited

DODGE and DE SOTO MOTOR CARS and DODGE TRUCKS

313 7th Street South LETHBRIDGE

| Neden's Garage 1234 3rd Ave | 3049 |
|---------------------------------------|-------|
| Proudley H-Coaldale91 | -2423 |
| Pyramid Motors Ltd 5th Ave & 5th St S | 3633 |

Gas Companies

Canadian Western Natural Gas Light Heat &

Gasoline & Oil Service Stations

| Artic Service Station Cor 3rd Ave & 13th St S | .4162 |
|---|--------|
| Central Service Station 4th Ave & 5th St | |
| Hart's Filling Station 3rd Ave & 9th St S | .3038 |
| North Star Terminal Service Station Cor 4th | |
| Ave & 4th St S | .4212 |
| Prairie Cities Oil Co Ltd 3rd Ave rear of | |
| Rylands Store | .2684 |
| Warehouse 1116 1st Ave S | |
| Short Stop Service Station Cor 4th Ave & 8th | |
| St S | .4167 |
| Spotlite Super Service Station cor 3rd Ave & | |
| 8th St S | . 2970 |
| Westminster Service Station 335 13th St N | |

General Stores

| Del Monte General Store-Coaldale | 91-2334 |
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| McDermott James I-Coalhurst | 91-3611 |
| McDonald F-Coalhurst | 91-3613 |
| Mihalik Andrew 630 13th St N | 2694 |

Directory Advertising Pays

USE LONG DISTANCE

| C : El · I | |
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| Grain Elevators | Hardware—Wholesale |
| Alberta Pacific Grain Co Ltd-Coaldale91-2522 | Hoyt Hardware Ltd 608 3rd Ave S3863 |
| Diamond City 91-3112 Picture Butte 91-3315 | |
| Tempest Siding 91-4023 | Harness and Saddlery |
| Alberta Wheat Pool—Broxburn 91-2133 | Carson The E M Saddlery & Leather Goods |
| Coaldale 91-2523 | Co Ltd 306 5th St S |
| Coalhurst | |
| Picture Butte 91-3321 | Hat Renovators |
| Tempest Siding 91-4022 Wilson Siding 91-1423 | |
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| Ellison Milling & Elevator Co Ltd—Coaldale91-2514 | 327a 5th St S |
| Coalhurst 91-3424 | |
| Diamond City 91-3121 | Hay, Grain and Feed |
| Kipp | Hyde Frank O & Co 102 Sherlock Blk |
| Picture Butte | Southern Alberta Co-operative Assn Ltd 1221 |
| | 2nd Ave S |
| Grain Merchants | Coaldale Office |
| Ellison Milling & Elevator Co Ltd 2nd Ave S4214 | |
| Parrish & Heimbecker Ltd Basement McFarland | Hides, Raw Furs and Skins |
| Bldg | Fefferman Hide & Fur Co 417 2nd Ave S4035 |
| C | reneman time & fur to 411 and Ave a4033 |
| Gramophones | 7.7 |
| (See Phonographs & Records) | Honey Business |
| | Superior Honey Co-Lethbridge91-1033 |
| Grocers—Retail | |
| Aita John 431 18th St N | Hospitals, Asylums and Homes |
| Bates A B Service Grocery 313 5th St S | |
| | Coalhurst Hospital—Coalhurst |
| Buyrite Store The 512 4th Ave S | Galt Hospital 5th Ave S 3343 Hungarian Home The 406 4th Ave S 3405 |
| Donaldson R B 801 9th Ave S 2150 | Isolation Hospital 1920 7th Ave S 3430 |
| Economy Grocery 902 9th St S | Nursing Mission cor 2nd Ave & 10th St S2233 |
| Hoefer's Grocery 543 13th St S | St Michael's General Hospital 13th St & 9th Ave S |
| Johnston J & A 426 13th St N | Ave 5 |
| McKillop H A Co 317 6th St S 2113 | 77 . 7 |
| Safeway Stores Ltd 6th St S | Hotels |
| Superior Fruit Co 403 5th St S | Alexandra Hotel 332 5th St S |
| Westminster Grocery 432 13th St N | Arlington Hotel 1st Ave & 4th St S2278 |
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