# IF YOU are in business

#### ASK YOURSELF THESE QUESTIONS:—

• Where is there a more obvious place for a prospective customer to look for something which he desires to purchase, or a service he wishes to use, but doesn't know where to obtain it, than the

# Classified Section

#### of a Telephone Directory?

- Where is there any other publication covering the field in the same way, in a form which is kept from day to day for the full life of the issue, and which if destroyed is replaced?
- Where by any other method can the field of business be covered at such low cost?
- The Telephone Directory is a publication unique in itself, and your advertisement cannot be lost during the life of an issue.
- Telephone subscribers represent purchasing ability—when a home has a telephone it also has money to spend. So there is no waste circulation; everywhere a Directory is placed there are prospective customers.

#### YOU

can take advantage of this by completely classifying all your lines under their various classifications and by Display Advertising in the

# "Yellow Pages"

of Your Telephone Directory

ALBERTA GOVERNMENT TELEPHONES

# LETHBRIDGE CLASSIFIED TELEPHONE DIRECTORY

Abattoirs	Airline Companies
Burns & Co Limited near Exhibition Grounds 3831	TRANS-CANADA AIR LINES
Accountants  Boulton C W & Co B Metcalfe Bldg	INFORMATION, RESERVATIONS, City Traffic Office Marquis Hotel 2880 If no answer call Airport Passenger Terminal Kenyon Field 3145
E. C. Cranstoun & Son AUDITORS & ACCOUNTANTS EXPERT ADVICE ON DOMINION INCOME TAX 7 Rylands Blk. 4135	Air Express Service 3434  Western Air Lines Inc Marquis Hotel 3971  Ambulance
	CHRISTENSEN BROS 320 11 St S 2802
Accountants—Chartered  Paterson & Co Ritchie 5-6 Acadia Bldg	Apartment Houses
Young G A Bank of Nova Scotia Bldg2123	Patterson Court 4 Ave S         3829           Victoria Mansions 1002 3 Ave S         3636
4.1:	Victoria mansons 1000 o nice o nice
Adjusters	The second secon
Bodard Adjustment Bureau Bank Commerce Bldg .3211	Architects
Advertising—Directory	Meech & Meech 114 McFarland Bldg2005
ALBERTA GOVERNMENT	Associations & Societies
### TELEPHONES   General Office	Alberta Sugar Beet Growers 4 Stafford Blk
International Harvester Co of Canada Ltd 3 Ave & 9 St N	Automobile Accessories, Equipment & Supplies  Baalim Wholesale Distributors Ltd 7 St S4353
BUY War Savings Certificates	Baalim Wholesale Distributors  LTD.  DUNLOP TIRES EXIDE BATTERIES  ALEMITE GREASING EQUIPMENT  AUTOMOTIVE SUPPLIES

BUY War Savings Certificates REGULARLY

LETHBRIDGE (Continued on Next Page)

7th Street S.

# — DUNCAN — AUTO ACCESSORIES

Exclusive Distributors for

- BOWES SEAL FAST PRODUCTS
- SNAP-ON BLUE POINT TOOLS
- FERODO BRAKE LINING
- CORDS PISTON RINGS
- ACE PISTON RINGS
- WELLS IGNITION
- Stocks Maintained at Calgary -

WE PREPAY
TRANSPORTATION CHARGES

Rear 601 - 8th Ave. W., Calgary

Phone M9091 Phone

# JACK DIMMER

GENERAL GARAGE
REPAIRS
ACETYLENE WELDING

REPAIRS
For All Makes of Ca

For All Makes of Cars and Trucks

Service — Satisfaction
All Work Guaranteed

404 - 4th Ave. S.

2575

AUTOMOBILE ACCESSORIES EQUIPMENT AND SUPPLIES—Continued

Carson H	R Limited	316 7 St S .	
Hutton's 3	21 8 St S		2586
Motor Car	Supply Co	of Canada Ltd	423 7 St S3111

#### MOTOR CAR SUPPLY CO. OF CANADA LTD.

Wholesale Distributors

FIRESTONE TIRES
WILLARD BATTERIES
PHILCO RADIOS
McQUAY-NORRIS PARTS

423 7 St. S. Phones 3111 and 2262

Standard Electric & Auto Parts 429 5 St S . . . . 2131

#### Automobile Body Builders & Repairers

Dimmer Jack 404 4 Ave S	
Fisher Auto Body Works 312 9 St S	3941
Speedy Delivery Service 543 4 St S	

#### ■ SPEEDY DELIVERY SERVICE ■

#### GARAGE

Expert Repair Work on All Makes of Cars and Trucks

543 - 4th St. S. - Phone 3537

#### Automobile Camps

Lethbridge	Auto	Camp			4207
Autom	obil	e De	alers	&	Repairers

#### 

Sales & Service	
Manager	621
Body Shop & Service Department4	055
Parts & Accessories	416
General Office & Accountant3	436
Clark's Auto Repairs 323 4 St S	399
Imperial Motors Ltd	
Sales Dept 413-417 6 St S	505
Parts & Service Depts	387

#### BUY WAR SAVINGS

## FISHER AUTO BODY WORKS

BODY & FENDER REPAIRS

Our Specialty
COLLISION
WORK

312 - 9th St. S.



PAINTING & WELDING

The Job's Like New When We Get Through

Phone 3941

AUTOMOBILE DEALERS & REPAIRERS-Continued

#### MAROUIS MOTORS LTD.

O. G. ELLIOTT, Mgr.

PARTS & SERVICE 3736 SALES & OFFICE 3622

313 - 7th St. S. \_\_\_\_\_ Lethbridge

Mechanics Sales Ltd 307 11 St S	3933
Pyramid Motor Sales Ltd 435 5 St S	3633
Manager & Accountant	3705
Routledge Motors Cor 3 Ave & 9 St S	3869

#### Automobile Radiators & Repairs

Automobile Springs & Axles

#### LETHBRIDGE SPRING & AXLE LTD

#### BRANCHES AT CALGARY Edmonton & Lethbridge

Wholesale and Retail



REPAIRING, RE-CORING AND CLEANING to Restore Circulation

CALGARY, Ph. M1047; EDMONTON, Ph. 24533

#### RADIATORS LIMITED

402 - 4th AVE. S., LETHBRIDGE

4121 - TELEPHONE - 4121

"Desire to Serve - Plus Ability"



# DODD'S AUTO ELECTRIC

CARTER

"Engineered"

#### AUTOMOTIVE RADIATOR CORES

Look for the Name on the Radiator Core

Insist on "CARTER" for Frost-Proof All Copper Cores
Highest Quality — Maximum Strength — 100% Cooling Efficiency

RADIATORS REPAIRED - CLEANING TO RESTORE CIRCULATION

405 - 4th Ave. S. — Phone 3250

# NORTH LETHBRIDGE MOTORS and AUTO WRECKERS

H. J. ROELOFS & SONS, Props.

USED AND NEW CAR PARTS

**NEW SOLUTION FOR CLEANING RADIATORS** 

Radiators for All Makes of Cars, Trucks and Tractors Repaired and Recored ——— Wholesale and Retail

**Power Crane Towing Service** 

Paint and Body Works for Cars, Trucks and Buses

REPAIRING WRECKS OUR SPECIALTY

PHONE

4268

PHONE

311-317 - 13th St. N. —

\_\_\_\_ Lethbridge, Alberta



COMPLETE "ONE STOP" SERVICE

Red Indian Texaco Products

Operating a Modern Equipped Brake Shop

KING MOTOR LAB-

TUNE - UP SERVICE

We Specialize in: HIGHEST QUALITY WORK AT REASONABLE PRICES

Every Job Guaranteed

SHORT STOP SERVICE STATION

PHONE 4167

4th AVE. & 8th ST. S.

Automobile Wheel Aligning

Short Stop Service Station 4 Ave & 8 St S ...4167

WHEN

TELEPHONING ADVERTISER

Please Mention The TELEPHONE DIRECTORY

BUY
WAR SAVINGS
CERTIFICATES
REGULARLY

Automobile Wreckers	Banks
General Garage & Auto Parts 327 3 St S 2685	
General Garage & Auto Parts  AUTO WRECKERS  New and Used Parts for Cars,  Trucks and Tractors  Phone 2685  327 - 3rd St. S.	Bank of Montreal 522 3 Ave S       3446         Manager's Office J C Downing       2526         Bank of Nova Scotia The 3 Ave S       2711         Canadian Bank of Commerce The 4 Av & 7 St S       2414         Manager's Office       3461         Royal Bank of Canada The 5 St S       3526
Constant of the Constant of th	Beaumont Arthur K.C. 1262 6 Ave-A S 2118
Marshall Auto Wreckers 409 3 Ave S4299  Marshall Auto Wreckers	Cameron C E "C" Metcalfe Bldg
USED PARTS FOR ALL MAKES OF	Elton David Horton K.C. 2 & 4 Stafford Blk 2523  FAIRBAIRN L E Bank of Nova Scotia Bldg4065
CARS # TRUCKS # TRACTORS	Hogg & Menzie 101-103 McFarland Bldg 2656
Lethbridge Largest Auto Wreckers Lethbridge 409 3 Av. S. in the West 409 3 Av. S. 4299 Trailers Built to Order 4299	JOHNSTONE RITCHIE & HUCKVALE Acadia Blk 3 Ave S
	Livingstone John A 2 Alberta Blk
McLaughlin Garage & Auto Wreckers Cor 4 Ave & 3 St S	MOSCOVICH & MOSCOVICH Herald Bldg
McLAUGHLIN GARAGE AUTO WRECKERS  NEW & USED PARTS FOR CARS & TRUCKS ALL TYPES OF TRAILERS BUILT TO ORDER  Cor. 4th Ave. & 3rd St. — Phone 2918	Prowse J Harper K.C. 9 Oliver Blk 2901 Rice & Paterson Bank of Commerce Bldg 2164 Turcotte L S Bank of Nova Scotia Bldg 4331 Vaselenak John Suite D Metcalfe Bldg 3487 Virtue A Gladstone K.C. McFarland Bldg 3429  **Batteries**
Baby Chicks (See Poultry & Products)	Automotive Supply Co \$\ \ 205 10 St S \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
Baggage	TOTAL CLE CURRY CO
(See Luggage)	MOTOR CAR SUPPLY CO. OF CANADA LTD.
Baggage Transfer .  (See Cartage)	Wholesale Distributors "WILLARD" STORAGE BATTERIES 423 - 7th St. S. PHONE 3111
Bakers & Confectioners	
Canadian Bakeries Ltd cor 8 St & 7 Ave S3266	Batteries—Manufacturers
McGAVIN BAKERIES LTD 1606 2 Ave-A N	Duro-Lite Products of Canada Ltd
National System of Baking Lethbridge Ltd 407 5 St S	
Weston's Bakery 323 15 St S	WHEN

BUY

War Savings Certificates

REGULARLY

#### TELEPHONING ADVERTISER

Please Mention The TELEPHONE DIRECTORY

## Smart Coiffures . . .

BY EXPERIENCED OPERATORS

Popular Budget Prices for the Following:

Finger Wave 40c
Plain Shampoo 25c
Special Shampoo 60c
Plain Shampoo and Finger Wave 60c

We Specialize in All Types of Permanent Waves

- THE NEW -

#### BUDGET BEAUTY SHOP

OWNED AND OPERATED BY MRS. J. L. TUFTELAND
Upstairs Alberta Block Phone 2250



# Enroll Now for Your Beauty Course IN THIS MODERN SCHOOL



Individual Instruction & Improved Equipment Assure Thorough Training for a Promising Career PARAMOUNT'S beauty course is complete in every way, consisting of a full 8 months' intensive training in beauty culture and cosmotology. It's a course that concentrates on individual instruction with the latest, improved equipment and is backed by over 18 years' experience. Enroll NOW and let the Paramount Academy of Beauty Culture start YOU on the road to success!

# Tufteland's Paramount Academy OF BEAUTY CULTURE

Alberta Block (upstairs)
Phone 2250

322 - 5th Street S. Lethbridge



#### THE DELIGHTED PATRON

is the

#### REPEAT PATRON

SMART SHOPS and SMART OPERA-TORS know it pays to use reliable products. For more than 15 years HELEN CURTIS has led in permanent wave research.

Now the FINEST and most RELIABLE such as the MARQUIS BEAUTY SHOP use and highly recommend nothing but MACHINELESS PERMANENT WAVING and that permanent must be PARK AVENUE the very latest..

#### MARQUIS BEAUTY SHOP

PHONE

3714

**PHONE** 

Marquis Hotel-Mezzanine -

Lethbridge

# Be More Beautiful This Year



WE'VE ideas galore to enhance your appearance—everything from festive-gay hair-do's to dancing coiffures. Relax in comfort here while one of our skilled beauticians gives you a new, exquisite beauty at prices within your budget.

POPULAR COLD WAVE PERMANENT. Priced .... 10.00 FREE CONSULTATION

# TUFTELAND'S

BEAUTY STUDIO

416 - 5th STREET S. PHONE 3 4 9 4

"Our Name Is All the Guarantee You Need" Beautifully Yours



LOVELY TO LOOK AT! \_\_\_\_\_ EASY TO CARE FOR!

PERMANENT and FINGER WAVES

CLASSIC BEAUTY SHOP

Experts in All Lines of Beauty Culture

PHONE 3 3 5 5 PHONE 109 McFarland Bldg. — Lethbridge

# Beauty Parlor Supplies & Equipment

Dominion Beauty Supply Co Alberta Blk ......2250

Fast Service . . . Prices Right

#### Beauty Parlor Equipment & Supplies

We stock a complete line of Beauty Parlor supplies, including the popular Roux Shampoo Tint and Rinses

We sell new and second hand beauty equipment

#### DOMINION BEAUTY SUPPLY COMPANY

322 Alberta Block, 5th St. S. PHONE 2250

#### Beauty Parlors

(SEE ADVERTISEMENTS PAGES 6 AND 7)

Bochan's Beauty Shop 512 4 Ave S	4217
Brooks' Permanent Wave Salon McFarland Bldg.	4262
Classic Beauty Shop 109 McFarland Bldg	3355
Lindrud Gertrude 1101A 4 Ave S	4020
Marquis Beauty Shop Marquis Hotel Bldg	3714
Mills' Beauty Parlor 1110 6 Ave S	3926
Nilsson Beauty Shop 10 Rylands Blk	3575

#### NILSSON BEAUTY SHOP

Mrs. Jessie Nilsson, Prop.

Specializing in PERMANENT WAVING and ALL LINES OF BEAUTY CULTURE

10 Rylands Blk. - Phone 3575

Paramount Academy of Beauty Culture Alta Blk. 2250 Robinson's Beauty Shoppe 242 13 St N ........3313

#### ROBINSON'S BEAUTY SHOPPE

Permanents and Beauty Culture

"Personal Attention Given Your Individual Problem"

242 - 13th St. N.

Phone 3313

Tufteland's	Beauty S	tudio 41	5 5	St S	 ·	.3494
Westbrook	<b>Bros</b> 319	6 St S			 	.3852

#### BUY

War Savings Certificates REGULARLY

#### Bicycle Dealers & Repairers

Bert & Mac's Cycle & Radio Co 315 7 St S ... 3232

## **BERT & MAC'S for BICYCLES**

REPAIRS FOR ALL MAKES

Lethbridge

Phone

3232

#### DAN'S REPAIR SHOP

BICYCLES AND RADIOS REPAIRED

LAWN MOWERS SHARPENED & REPAIRED SKATES SHARPENED, GUNSMITH, LOCKSMITH

Phone 3905 320A - 7th Street South

#### Billiards & Pool Rooms

Arcade Billiard & Cigar Store 325 5 St S . . . . 3366

#### Blacksmiths

Lethbridge Spring & Axle Ltd 402 4 St S ..... 3478

#### Blocks & Buildings

#### Board of Trade

Board of Trade Office Marquis Hotel ...... 2012

#### Bonds

(See Stocks & Bonds)

#### Booksellers & Stationers

#### Boots & Shoes—Retail

Avenue Shoes McFarland Bldg	2760
Baird's Shoes & Leather Goods 306 5 St S	.3764
Bon Ton Shoe Store 505 4 Ave S	.3784
Dean's Shoe Store 612 4 Ave S	.3050
Sterling Shoes Ltd 314 6 St S	.3344

DIRECTORY ADVERTISING PAYS

Boots & Shoes—Wholesale	Business Colleges
Motor Car Supply Co of Canada Ltd 423 7 St S2345	Garbutt Business College Masonic Hall Bldg
MOTOR CAR SUPPLY CO. OF CANADA LTD.  Wholesale Distributors "DAOUST" BOOTS & SHOES  423 - 7th St. S. PHONE 2345	Garbutt Business Co  Established 35 Years — Personal In  Streamlined Career Courses — Day and Classes — Friendly, Expert Teach Enter Any Time  MASONIC BLDG. PHO
	Lethbridge Secretarial College 9 Stafford B
Bottlers           Purity Bottling Works 1421 3 Ave S         2501           Bowling Alleys           Harry's Bowladrome 7 St S         3330	LETHBRIDGE SECRETARIAL COLLE High Standard Business Training. M Methods. Careful Individual Instru Day and Evening Classes MISS MARION P. BIGGS, Princip 9 Stafford Block PHO
Boys' & Girls' Clothing & Furnishings  Juniors' McFarland Bldg 4 Ave S	Canning  Broder Canning Co 1 Ave & 23 St N Shipping & Employment General Office & Manager
Brake Service	Cartage
SHORT STOP SERVICE STATION  Cor 4 Ave & 8 St S	Bazinas Delivery 803 6 St S
Brewers	
Sicks' Lethbridge Brewery Ltd 2 Ave & 1 St S. 2444 G A Frisby Mgr	CANADI
Brewers' Distributors	40-10-1
Broadcasting Stations	DEPENDABLE SCHEDU
Radio Station C J O C Marquis Hotel3161	and Saskatchewan Connections to All Principal (
Building Materials & Supplies	in U.S.A. 2944 1250 - 1st Ave. S.
Atlas Lumber Co Ltd 3 Ave & 16 St S 2384 Beaver (Alberta) Lumber Ltd 3 Ave & 17 St S 3516	Cassaday F C 524 4 St S
Bus Lines	James Storage & Cartage Co Ltd 1234 3 A Johnny's Delivery 318a 3 Ave S
Alberta Montana Bus Lines Bus Depot 411 5 St S. 2288 Lethbridge Northern Bus Lines Lethbridge Hotel3536	McLean Transfer 640 6 St S

#### BUY

Western Canadian Greyhound Lines Ltd

War Savings Certificates REGULARLY

g ....2315

#### ollege

Instruction d Evening

ONE 2315

3lk . . . . 3968

# EGE

Modern uction. ipal ONE 3968

Broder Canning Co 1 Ave &	23 St N
Shipping & Employment .	2587
General Office & Manager	

Bazinas Delive	ery 803	6 St S		 4456
Canadian Freig	htways	1250 1 A	ve S	 {2944 }2945



#### ULES

berta

Cities

2945

Cassaday F C 524 4 St S	2304
Dench of Canada Ltd 1101 2 Ave S	4234
James Storage & Cartage Co Ltd 1234 3 Ave S.	2904
Johnny's Delivery 318a 3 Ave S	4372
McLean Transfer 640 6 St S	2097

## McLEAN TRANSFER

CRATING -**MOVING and STORAGE** 

640 - 6th St. S.

2097

(Continued on Page 11)

# Your HEALTH COMES FIRST!

If you have anything worth while, and especially about the people's health, let the people know.

THIRTY-THREE YEARS IN THE U.S.A. AND CANADA - - ----- REGISTERED TWENTY-ONE YEARS IN ALBERTA

#### AMAZING RESULTS

In Infantile Paralysis, Heart Trouble, General Paralysis (Stroke), Adhesions and Loss of Voice

#### POSITIVE RESULTS .

with Neuritis, Asthma, Hay Fever, Sciatica, Stomach Trouble, Nervous Breakdown, Chronic Headaches, Eye, Ear and Throat, Rheumatism, Neuralgia, Female Functional Disorders, Lumbago, Approaching Insanity, Appendicitis, Foot Troubles.

#### INSIST ON REFERENCES

then you check them with the patient.

Results Invariably Govern the Fee

NO DRUGS!

NO KNIFE!

NO PAIN!

Youngest patient 13 months old (weak back). Oldest patient 81 years old. Longest standing case (Headaches) 25 years.

X-Ray If Necessary

# DR. J. H. LEWIS, D.C., Ph.C.

SPINE AND NERVES

PHONE 2602 PHONE

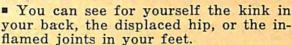
436 South Railway St. (Next to Beny's Garage) Medicine Hat

#### CHIROPRACTIC HEALTH SERVICE



Has a Solution for Your SORE BACK AND FEET

#### WE FIND THE CAUSE WITH X-RAY.



 Many people can verify the relief and comfort that is given in these conditions.



The sore, aching, tired back, or the acute, painful, disabling one is both a misery and a handicap. They are responsible for many other disorders: HEADACHES, SORE NECK AND SHOULDERS, NUMBNESS IN ARMS AND LEGS, SCIATICA, LUMBAGO, ARTHRITIS, as well as many NERVOUS DISORDERS and DIGESTIVE COMPLAINTS. The Chiropractor is specially trained and equipped to remove the cause of these disorders.

become displaced or crowded out of position it is followed by FALLEN ARCHES, SWOLLEN, ACHING, TIRED FEET AND LEGS, as well as COLDAND NUMBNESS IN THE LEGS AND THIGHS. Foot adjustments restore the fallen arches, improve the circulation, giving early comfort and welcome relief.

When any of the many small bones of the feet

All Patients are Carefully Examined and Advised of the Prospects of Recovery.

## DR. I. S. IRVING

hiropractic Health Service - LETHBR

Our X-Ray Shows the Cause of your Trouble

**PHONE 4261** 

If you want an opinion on the efficacy of our treatment, ask some of the many who have used it.

#### 

140 - 20th St. N.	Phone 2729
Speedy Delivery Service 543 4 St S	3537
Cereals	
Green Star Mill Ltd 1405 2 Ave S .	4260
Charitable Institu	
Salvation Army 623 7 St S	3742
China, Crockery &	Glassware

<b>CONSUMERS'</b>	HARDWARE	&
SUI	PPLY	

Consumers' Hardware & Supply 516-518 3 Ave S 2212

516-518 - 3rd Ave. S. - Phone 2212

CHINA, CROCKERY & GLASSWARE-Continued

#### HOYT HARDWARE LTD 608 3 Ave S. . . 3863

#### Chinese Stores

Bow On	Tong Co	316 2 /	ive S .		3675
--------	---------	---------	---------	--	------

#### Chiropractors

Clancy	L D 7 Acadia Bl	k 3 Ave S	 	2231
Irving	I S 205 Sherlock	Blk	 	4261

SEE ADVERTISEMENT
DR J H LEWIS, MEDICINE HAT, PAGE 10

#### Church Organizations

Church of Jesus Christ of Latter Day Saints
Cor 5 Ave & 12 St S
First Baptist Church 8 St & 4 Ave S2082
Hebrew Congregation Cor 3 Ave & 9 St S3197
St Andrews Presbytn Church Study 5 Av & 8 St S 2582
St Augustin's (Anglican) Rectory 409 11 St S 2406
St Patrick's Rectory 312 10 St S
St Peter & St Paul's Rectory 640 12 St-C N 4105
Southminster United Church 4 Ave S 3404

#### Directory Advertising Pays

LETHBRIDGE LAUNDRY CO. Dial 3451 or 3452

LUSTERITE DRY CLEANING

Dial 3451

ONLY ONE PICK-UP AND DELIVERY SERVICE PER DAY

# MODERN DRY CLEANING and TAIL

ALTERATIONS AND REPAIRS NEATLY DONE

Best Work at Standard Prices

# AM PRESSED WHILE-U-W

PHONE 4039

719 - 4th AVE. S.

PHONE 4039



DE LUXE DRY CLEANING

NIXON & SWAN, Props. ALTERATIONS & REPAIRS

PHONE

TWO DOORS NORTH OF THE CAPITOL THEATRE

Res. Phone 2139

Cleaners & Dyers

Benjamin's Tailors 418B 5 St S ....

#### TRY "TRIPLEX"

The Modern Method of Dry Cleaning Cleaner — Brighter — More Lustre Pressing 25c While-U-Wait

**BENJAMIN'S** 

418B - 5th St. S.

Phone 2935

Ironside & Park Ltd 311 6 St S . . . . .

(Continued on Next Column)

CLEANERS & DYERS-Continued

#### **DUCK** — Tailors EE

Lowest Prices for Dry Cleaning, Pressing, Hat Cleaning and Blocking

Help Us Conserve Needed Rubber and Gasoline by Calling Earlier Than Usual.

- 402 - 13th St. N.

Lethbridge Laundry Co 542 4 St S ...... 3452 Perlux Cleaners 410 5 St S ...... . .3666

Modern Tailor & Dry Cleaning 719 4 Ave S . . . . 4039

Clubs	Contractors—Building
Army & Navy Veterans Club 517 5 Ave S3846	General Construction Co (Alberta) Ltd 1 Morris Bldg
Canadian Legion B E S L 1 Ave & 9 St S3426 Chinook Club Cor 3 Ave & 13 St S2443	Oland. D G 955 13 St S
Elks Club 5 Ave S	Quinn Fred 285 7 Ave S
Lethbridge Country Club River Bottom2527	Shand W B 821 15 St S       3866         Sundquist A 628 12 St-C N       2160
Lethbridge Golf Club Henderson Lake3652	
A CONTRACTOR OF THE PROPERTY O	Contractors—General
Coal Miners & Shippers	Bird Construction Co Ltd Cor 3 Ave & 14 St S2143 General Construction Co (Alberta) Ltd
Lethbridge Collieries Ltd \$3524 General Office 207 7 St S	1 Morris Bldg
No 8 Mine	
No 8 Mine Stores	GENERAL CONSTRUCTION
Standard Mine—Shaughnessy91-3132	CO. (ALBERTA) LTD.
Western Ventures Ltd 3 Stafford Blk	ENGINEERS and CONTRACTORS
	Carryalls — Draglines, etc.
Collection Agencies	Ready Mixed Concrete
	1 Morris Bldg. 516-3 Ave. S. Ph. 2939
Farris Service Agency 2 Acadia Blk	
Colonization	Tollestrup G F Capitol Theatre Bldg2454
And the state of t	Contractors—Grading
Colonists' Service Association Ltd 409 2 Ave S2151	Anderson Frank Lethbridge
	Tollestrup G F Capitol Theatre Bldg2454
Confectioners—Retail	G. F. TOLLESTRUP
A B Confectionery 328 13 St N	
Canadian Confectionery 403 5 St S	Excavation and Gravel Hauling
Dominion Confectionery 418 5 St S	All Kinds of
Liberty Confectionery 518a 4 Ave S	Dragline and Shovel Work
0 K Confectionery 1260 3 Ave S	Capitol Theatre Bldg. 2454
Pacific Confectionery 1424 3 Ave N	
Regal Confectionery Cor 5 St & 6 Ave S3061 Shuey's Confectionery Cor 11 St & 4 Ave S2898	Convents
Soady's Confectionery 1102 9 Ave S	
	St Aloysius Convent 116 9 St S
Confectioners—Wholesale	Credit Reports
Conjectioners—w notesate	Retail Merchants' Association 302 Sherlock Bldg 4229
Wallace & Peacock Ltd 427 5 St S	Southern Alberta Bureau of Credits 7 Rylands Blk 4135
	Mary and the second of the second
	A CONTRACTOR OF THE PROPERTY O

# YOU WANT

An

# **ADVERTISEMENT**

That will reach the BUYER at the very moment he is in the MARKET

THE YELLOW PAGES "Tells You Where to Buy It"



WITH THESE

PURE DAIRY PRODUCTS

DRINK MORE MILK!

## PURITY DAIRY

516 FIFTH AVE. S.

PHONES: 4124 - 4095

ASK FOR THESE PURITY PRODUCTS

Ice Cream
Creamo
Buttermilk
Cottage Cheese
Creamery Butter
Jersey Milk
and

PURITY MILK

#### Dairies

# City Dairy 411 4 St S 3124 Crystal Dairy Ltd 434 8 St S 2576 Jersey Dairy 612 10 St S 3591 PURITY DAIRY Order Dept 516 5 Ave S 4124 Office 4095

#### Dancing Academies

Gauld Jean Studio of the Dance 620A 8 St S ... 3878

#### Decorators

(See Painters & Paperhangers)

#### **Dental Laboratories**

Lethbridge Dental	Laboratory	1 Lafferty	Blk .	3823
Thur Dental Labo				

#### Dentists

Allen L T 8 Rylands Blk	2165
Clark Ward F 121 McFarland Blk	4140
Craig W P Rylands 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
Redding H D 2 Roxy Theatre Bldg	2631
Stewart J S 3 & 4 Lafferty Blk	2559
Watson A M Roxy Theatre Bldg	4213

#### Departmental Stores

Eaton Co Western Limited (The T) Branch Store 4 Ave & 6 St S Information & General Office Drugs Hosiery Men's Wear Notions Wools . . . . 2140 Foodateria (Groceries Fruits Vegetables) ....3282 Meats & Fish Hardware Automobile Supplies Stoves Sporting Goods China Baggage Piece Goods Shoes .... Furniture House Furnishings Radios ...... 2722 Mihalik A 642 13 St N ... Supina Mercantile 230 13 St N Groceries 

#### Departmental Stores—Mail Order

Simpson The Robert Western Ltd 411 5 St S . . . 2539

#### Diesel Engines

Union Tractor & Equipment Co Ltd 1269 2 Ave S 2606

#### Union Tractor & Equipment Co. Ltd.

"CATERPILLAR" ELECTRIC SETS MARINE ENGINES & POWER UNITS

1269 - 2nd Ave. S. Phone 2606

Our Milk is Pasteurized and Clarified for Your Protection



Druggists—Retail	Farm Machinery & Supplies
Jackson & Draffin 401 5 St S	General Farm Supplies 1621 3 Ave S         4363           MacLeod D & Son 1262 2 Ave S         4070           Macleod's Limited 324 5 St S         4240
People's Drug Stores 414 13 St N         3445           Downtown Store 331 5 St S         2205	MACLEOD'S LIMITED
W. H. McCAFFREY THE PEOPLE'S DRUG STORES	FARM EQUIPMENT AND SUPPLIES 4240 324 Fifth Street South
414 - 13th St. N Phone 3445 331 - 5th St. South Phone 2205 LETHBRIDGE, ALTA.	Norrie & Fawcett Ltd 1262 1 Ave S3659
Status Province Lad 214 F Ct C	Farm Tractors
Stokes Drug Co Ltd 314 5 St S	(See Tractors etc)
Dry Goods—Retail	Feed
Hennesey & Wilson 416 13 St N	Blenner-Hassett & Smith 309 6 St S       2260         Ellison Milling & Elevator Co Ltd 2 Ave S       2068         Green Geo W & Co Ltd 1405 2 Ave S       4090         Green Star Mill Ltd 1405 2 Ave S       4260
Electrical Contractors	Financial Agents
McKenzie Electric Ltd 706 3 Ave S         3637           Peake & Pink 514 7 Ave S         3929	BRITISH CANADIAN FINANCE LTD 315 6 St S
PEAKE & PINK	Five, Ten, Fifteen & Twenty-
ELECTRICAL	five Cent Stores
REFRIGERATOR REPAIRS 514 - 7th Ave. S. 3929	Kresge S S Co Ltd 321 5 St S
Roy Electric Co 406 5 St S	Florists
	Fowler's Greenhouses 730 6 St S
Explosives	Frache Bros Ltd Retail Store 322 6 St S
EXPLOSIVES LTD 608 3 Ave S3860	Greenhouses N Lethbridge
	FRACHE BROS. LTD.
Express Companies	FLOWER SHOP
Canadian Pacific Express Co CPR Station3434	WEDDING BOUQUETS & FLORAL DESIGNS Cut Flowers For All Occasions
Eye, Ear, Nose & Throat	322 - 6th St. S. — Phone 2666
Specialists           Henderson Dr J E C 308 7 St S	Lethbridge Greenhouse 1502 12 Ave S
Woodcock Dr D Royal Bank Bldg	Manager El

BUY
War Savings Certificates
REGULARLY

#### Marquis Flower Shop

OUR FLOWERS ARRIVE FRESH DAILY

Business Phone 4377

Nights and Holidays, Phone 4388

Marquis Hotel Bldg., Lethbridge, Alta.

"Dignity and Courtesy"

# Christensen Bros.

## Funeral Directors

#### AND AMBULANCE SERVICE

PERSONAL ATTENTION —

- DIGNIFIED SERVICE

"Your Desire Is Our Command"

320 - 11th Street South

# LETHBRIDGE

## Phone **2802**

#### Flour Mills

#### 

#### Fraternities

Knights	of Colum	bus 12	11 5 A	ve S .		4084
Masonic	Hall Co	of Let	hbridge	10 St	S.	2707
Oddfello	ws' Hall	Lodge 1	OOF B	ldg		3477

#### Freight-Automobile

(See Truck Lines)

#### Fruit & Produce—Retail

ВС	Fruit	906 8	Ave	S	 	 		. //	 	2033
		Store								

#### Fruit & Produce—Wholesale

Plunkett & Savage	4 St S	.2584
Scott Fruit Co The	Marnoch Bldg 4 St S	.3353
Southern Alberta Co-	op Vegetable Growers Assn	
Ltd 1 Stafford B	lk	.3875

#### **Funeral Directors**

CHRI	ST	E	NS	E	N	E	3 R	20	S	F	uı	nei	ral	Н	10	ne			
320	11	St	S															280	2
Martin	Des		110	2														356	

#### MARTIN BROS.

DIRECTORS OF FUNERAL SERVICE

812 - 3rd Ave. S. - Phone 3561

#### Furniture Dealers—Retail

Empire	Furniture Store	120 5 St	S3980
Long C	A & Co Hull Bl	k 3 Ave S	2369
Stern F	urniture Co Cor	3 Ave & 8	St S2428

#### STERN FURNITURE CO.

The Oldest and Largest in the South

Cor. 3rd Ave. & 8th St. S. - Phone 2428

Sykes Imperial Furniture Store 326 6 St S .... 2060

#### **Directory Advertising Pays**

# KRAFTS

# Quality

More than ever, quality counts in a Fur Coat — and you'll appreciate more than ever the unchanging standards of quality in Kraft Furs. A good reputation is slowly earned, and in order to be kept must be re-earned every day.

## Storage - Re-Styling - Relining - Cleaning

Let KRAFT'S Experts take care of your Furs. It is their only business, not a sideline. Our rates are the Lowest . . . . Our Service the Best!

# KRAFT THE FURRIER

KRAFT BUILDING

PHONE M1995 — CALGARY

EST. 1908

222 - 8th Ave. West

# Fine Furs Live Years!

Garrett Sells Only Fine Furs!



PHONE 3812 YOU'VE longed for a luxurious fur coat so long, make this your year to own one. Prime pelts go into each Garrett fur coat and they are styled, cut and sewn carefully. Each Garrett garment is made with "sample" perfection.

FUR STORAGE

REPAIRING RESTYLING RELINING
CLEANING

# **Garrett Furriers**

"THE EXCLUSIVE FURRIERS"

707 THIRD ST. S.

LETHBRIDGE

# The Lethbridge Furriers

514 - 3RD AVENUE S.



5 1 4 Third Ave. So.

PHONE 2209

Next to Consumers' Hardware

Visit our modern Fur Salon for superior selections — Courteous service — Leadership in Fur designing. — The choice is always wide and thrillingly good. — Standard styles as well as the very latest in Fur fashions, and values are outstanding. — Before purchasing your Fur Coat, call on us. — We know we can please you.

# **FUR STORAGE**

For greatest safety store your furs in our MOTH PROOF General Electric Equipped Cold Storage Vaults—located on the premises. Our vaults are open for your inspection.

Phone 2209



PICK-UP SERVICE RESTYLING



DELIVERY



REMODELLING



RELINING

REPAIRING





GLAZING

Furriers	GARAGES—Continued Red Head Motors 402 4 Ave S
(SEE ADVERTISEMENTS PAGES 17 AND 18)	Routledge Motors Cor 3 Ave & 9 St S 3869
Garrett Fur Store 707 3 Ave S	H. E. ROUTLEDGE, Prop.
Lethbridge Furriers The 514 3 Ave S	White Rose Service Station
Made to Order Specialty	Reboring — Ring Jobs — Brake Relining
——NEW YORK——	Motor Tuning — Phone 3869 Cor. 3rd Ave. & 9th St. S. Lethbridge
FUR and DRESS SHOP	Cor. Sta Ave. & 9th St. S. Lethbridge
Lethbridge's	Gas Companies
Leading Manufacturing Furriers	Canadian Western Natural Gas Light Heat &
"FAMOUS FOR FINER FURS"	Power Co Ltd 420 6 St S
We carry a full line of Ready-Made Fur Coats	Gasoline & Oil Service Stations
and Ladies' Dresses.  We are experts in Fur Repairing, Remodelling,	Artic Service Station Cor 3 Ave & 13 St S
Relining and Cleaning STORAGE	Central Service Station 4 Ave & 5 St S
604A 3rd Ave. S. Phone 3276	Galt Service Station Cor 4 Ave & 9 St S 2728  North Star Terminal Service Stn 4 Av & 4 St S 3336
Land Committee of the C	Park Service Station Henderson Park
Garages	Short Stop Service Station 4 Ave & 8 St S 4167
Beny Chevrolet Oldsmobile Ltd 7 St S	Spotlite Service Station 3 Ave & 8 St S 2970 Sunset Oil Station 1903 3 Ave S 2087
Service Garage	Ted's Terminal 410 3 Ave S
Body Shop & Service Dept	Westminster Service Station 335 13 St N 4194
Parts & Accessories	
DEATH CHENDOLDIN	Grain Merchants
BENY CHEVROLET	Filison Milling & Elevator Co Ltd 2 Ave S 4214
OLDSMOBILE LTD.	Ellison Milling & Elevator Co Ltd 2 Ave S 4214 Trimble H M & Sons 316 11 St S 2007
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621	Ellison Milling & Elevator Co Ltd 2 Ave S
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer	Ellison Milling & Elevator Co Ltd 2 Ave S
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621 3620 4055 Repairs and Service 7th Street S.	### Ellison Milling & Elevator Co Ltd 2 Ave S
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621  3620 4055 Repairs and Service 7th Street S.  Dimmer Jack 404 4 Ave S	Ellison Milling & Elevator Co Ltd 2 Ave S
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621 3620 4055 Repairs and Service 7th Street S.	### Ellison Milling & Elevator Co Ltd 2 Ave S
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621 3620 4055 Repairs and Service 7th Street S.  Dimmer Jack 404 4 Ave S 2575 Fleming Motors 428 5 St S 4212	### Ellison Milling & Elevator Co Ltd 2 Ave S
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621  7th Street S.  Dimmer Jack 404 4 Ave S 2575  Fleming Motors 428 5 St S 4212  FLEMING MOTORS	### Ellison Milling & Elevator Co Ltd 2 Ave S
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621  7th Street S.  Dimmer Jack 404 4 Ave S	### Ellison Milling & Elevator Co Ltd 2 Ave S
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621 3620 4055 Repairs and Service 7th Street S.  Dimmer Jack 404 4 Ave S 2575 Fleming Motors 428 5 St S 4212  FLEMING MOTORS  Distributors  HUDSON MOTOR CARS and NORTH STAR OIL PRODUCTS	### Ellison Milling & Elevator Co Ltd 2 Ave S
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621 3620 4055 Repairs and Service 7th Street S.  Dimmer Jack 404 4 Ave S	Ellison Milling & Elevator Co Ltd 2 Ave S 4214 Trimble H M & Sons 316 11 St S 2007   Crocers—Retail  Aita's American Cash Grocery 431 18 St N 2418 Economy Grocery 902 9 St S 2035 Frank's Groceries 407 2 Ave S 2737 Hoefer's Grocery 543 13 St S 4297 Imperial Grocery 709 4 Ave S 2930 Jenkins' Groceteria Ltd 324 6 St S 3260 Jim's Grocery 711 6 Ave S 3466 Johnston J & A 426 13 St N 2314 Kobal George 320 13 St N 3951 Leys & Company 616 3 Ave S 3767 McKillop H A Co 317 6 St S 3416
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621 3620 4055 Repairs and Service 7th Street S.  Dimmer Jack 404 4 Ave S 2575 Fleming Motors 428 5 St S 4212  FLEMING MOTORS  Distributors  HUDSON MOTOR CARS and NORTH STAR OIL PRODUCTS	### Ellison Milling & Elevator Co Ltd 2 Ave S
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621 3620 4055 Repairs and Service 7th Street S.  Dimmer Jack 404 4 Ave S	Ellison Milling & Elevator Co Ltd 2 Ave S 4214 Trimble H M & Sons 316 11 St S 2007   Crocers—Retail  Aita's American Cash Grocery 431 18 St N 2418 Economy Grocery 902 9 St S 2035 Frank's Groceries 407 2 Ave S 2737 Hoefer's Grocery 543 13 St S 4297 Imperial Grocery 709 4 Ave S 2930 Jenkins' Groceteria Ltd 324 6 St S 3260 Jim's Grocery 711 6 Ave S 3466 Johnston J & A 426 13 St N 2314 Kobal George 320 13 St N 3951 Leys & Company 616 3 Ave S 3767 McKillop H A Co 317 6 St S 3416 North Home Grocery 630 13 St N 2746
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621 3620 4055 Repairs and Service 7th Street S.  Dimmer Jack 404 4 Ave S 2575 Fleming Motors 428 5 St S 4212  FLEMING MOTORS  Distributors  HUDSON MOTOR CARS and NORTH STAR OIL PRODUCTS  Dealer for General Tires  428 - 5th St. S. 4212  Imperial Motors Ltd 413-417 6 St S 2887	### Ellison Milling & Elevator Co Ltd 2 Ave S
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer 3436 Office Sales 2621 3620 4055 Repairs and Service 7th Street S.  Dimmer Jack 404 4 Ave S 2575 Fleming Motors 428 5 St S 4212  FLEMING MOTORS  Distributors  HUDSON MOTOR CARS and NORTH STAR OIL PRODUCTS  Dealer for General Tires 428 - 5th St. S. 4212  Imperial Motors Ltd 413-417 6 St S 2887  IMPERIAL MOTORS LTD.  DISTRIBUTORS	### Ellison Milling & Elevator Co Ltd 2 Ave S
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621 3620 4055 Repairs and Service 7th Street S.  Dimmer Jack 404 4 Ave S 2575 Fleming Motors 428 5 St S 4212  FLEMING MOTORS  Distributors  HUDSON MOTOR CARS and NORTH STAR OIL PRODUCTS  Dealer for General Tires  428 - 5th St. S. 4212  Imperial Motors Ltd 413-417 6 St S 2887  IMPERIAL MOTORS LTD.  DISTRIBUTORS  Chrysler Plymouth Fargo 24 HOUR SERVICE	### Ellison Milling & Elevator Co Ltd 2 Ave S
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621 3620 4055 Repairs and Service 7th Street S.  Dimmer Jack 404 4 Ave S	### Ellison Milling & Elevator Co Ltd 2 Ave S
OLDSMOBILE LTD.  Lethbridge's Oldest Car Dealer  3436 Office Sales 2621 3620 4055 Repairs and Service 7th Street S.  Dimmer Jack 404 4 Ave S 2575 Fleming Motors 428 5 St S 4212  FLEMING MOTORS  Distributors  HUDSON MOTOR CARS and NORTH STAR OIL PRODUCTS  Dealer for General Tires  428 - 5th St. S. 4212  Imperial Motors Ltd 413-417 6 St S 2887  IMPERIAL MOTORS LTD.  DISTRIBUTORS  Chrysler  Plymouth Fargo 24 HOUR SERVICE	### Ellison Milling & Elevator Co Ltd 2 Ave S

TELEPHONE DIRECTORY

Grocers—Wholesale	Hay, Grain & Feed
HORNE & PITFIELD LTD 3 Ave S3321	Green Geo W & Co Ltd 1405 2 Ave S4090
Macdonalds Consolidated Ltd 312 4 St S	- TOTAL TOT
Long Distance & Manager	HAY GRAIN and FEED
Sales Department	TIAT GRAIN and TEED
Fruit Department	Geo. W. Green & Co.
Western Grocers Ltd Cor 2 Ave & 9 St S	Geo. W. Green & Co.
Order Desk & Shipping Office2434	1405 - 2nd Ave. S. Phone 4090
A Smith Buyer	
S Bain Fruit Dept	The state of the s
W S McLintock Manager	Southern Alberta Co-operative Assn Ltd 1221 2 Ave S
	1221 2 Ave 5
Hairdressers—Ladies'	Heating Apparatus
(See Beauty Parlors)	Motor Car Supply Co of Canada Ltd 423 7 St S. 226
71 1 P-1-1	MOTOR CAR SUPPLY CO
Hardware—Retail	MOTOR CAR SUPPLY CO.
Consumers' Hardware & Supply (2919	OF CANADA LTD.
516-518 3 Ave S	Wholesale Distributors of
	QUAKER OIL BURNING HEATERS
HOYT HARDWARE LTD \$3863 608 3 Ave S	423 - 7th St. S. PHONE 2262
MACLEOD'S LIMITED 324 5 St S4240	2000
Morris & Barrett 318 6 St S2383	Herbalists
	Alvau N 806 2 Ave S
MORRIS & BARRETT	
GENERAL HARDWARE	N. ALVAU
	SPECIALIST
Next to Safeways — Free Delivery	in Herb Treatments for Ulcerated Stomach, Gall,
318 - 6th St. S. — Phone 2383	Bladder, Prostate Gland, Whooping Cough
N -4 1 -44 - 1 - 410 10 Ct N - 4700	806 - 2nd Ave. S Phone 2074
North Lethbridge Hardware 418 13 St N4198	The state of the Man Westership and the
Hardware—Wholesale	Hides, Raw Furs & Skins
HOYT HARDWARE LTD 608 3 Ave S 3863	<ul> <li>A second control of the control of the</li></ul>
MARSHALL-WELLS LTD 1231 2 Ave S.4324	Fefferman Hide & Fur Co 518 4 Ave S
	Letibridge mae & Far Exchange 119 9 St S 2901
Harness & Saddlery	Hospitals & Homes
Baird's Shoes & Leather Goods 306 5 St S 3764	Galt Hospital 5 Ave S
Macleod's Limited 324 5 St S4240	Isolation Hospital 1920 7 Ave S
	Nursing Mission cor 2 Ave & 10 St S 2233
Hat Renovators	St Michael's General Hospital 13 St & 9 Av S3131
Boston Hat Works & Shoe Shine 327a 5 St S 2961	Hotels
Hats & Caps	Alexandra Hotel 332 5 St S
Smart Hat Shop 331 5 St S	Dallas Hotel 312 5 St S
Smart nat Shop 551 0 50 5	Garden Hotel 510 3 Ave S
	Lethbridge Hotel 5 St S & 2 Ave
	Lincoln Hotel 411 3 Ave S
BUY	Windsor Hotel 204 1 Ave S
	York Hotel 13 St N
War Savings Certificates	
a succession der especiales	Ice Cream Manufacturers
REGULARLY	Crystal Dairy Ltd 434 8 St S
ICEGULAIGH	Palm Dairies Ltd 610 3 Ave S
	PURITY DAIRY Order Dept 516 5 Ave S4124 Office