

LETHBRIDGE CLASSIFIED TELEPHONE DIRECTORY

Abattoirs

Burns & Co Limited near Exhibition Grounds . . . 3831

Accountants

Boulton C W & Co B Metcalfe Bldg 3974
Cranstoun E C & Son 7 Rylands Blk 4135

E. C. Cranstoun & Son
AUDITORS & ACCOUNTANTS
EXPERT ADVICE
ON DOMINION INCOME TAX
7 Rylands Blk. **4135**

Purves-Smith G W 6 McKenzie Blk 3 Ave S . . 4530

Accountants—Chartered

Paterson & Co Ritchie 5-6 Acadia Bldg 2619
Young G A Bank of Nova Scotia Bldg 2123

Adjusters

Bodard Adjustment Bureau Bank Commerce Bldg 3211

Advertising—Directory

**ALBERTA GOVERNMENT
TELEPHONES** General Office

808-810 4 Ave S 2234

Agricultural Implements

Chisholm R J 705 2 Ave S 2595
Deere John Plow Co Ltd 1239 2 Ave S 3786
Repair Department 3976
Local Agency A C McDonald 1245 2 Ave S . . . 2043
International Harvester Co of Canada Ltd
3 Ave & 9 St N 3125
Lethbridge Farm Equipment 1263 2 Ave S . . . 3888
Massey-Harris Co Ltd 1216 1 Ave S 3424
Provincial Marketing Board
Implement Parts Distributors 712 3 Ave S . . 2848
Sharman E A Co Ltd 1251 2 Ave S 2173

BUY
War Savings Certificates
REGULARLY

Airline Companies

TRANS-CANADA AIR LINES

INFORMATION,
RESERVATIONS,



City Traffic Office

Marquis Hotel 2880

If no answer call

Airport Passenger Terminal Kenyon Field . 3145

Air Express Service 3434

Western Air Lines Inc Marquis Hotel 3971

Ambulance

CHRISTENSEN BROS 320 11 St S 2802

Apartment Houses

Patterson Court 4 Ave S 3829
Riverview Apartments 2 Riverview 4337
Victoria Mansions 1002 3 Ave S 3636

Architects

Meech & Meech 114 McFarland Bldg 2005

Associations & Societies

Alberta Sugar Beet Growers 4 Stafford Blk . . . 3242
Canadian Red Cross Society Cor 7 Ave & 12 St S . 2099
Lethbridge Community Chest 5-6 Acadia Blk . . 2619
Southern Alberta Sheep Breeders Ltd
918 1 Ave S 3760
Y M C A 10 St S 3547

Automobile Accessories, Equip- ment & Supplies

Baalim Wholesale Ltd 7 St S 4353

BAALIM WHOLESALE LTD.

DUNLOP TIRES ■ EXIDE BATTERIES
ALEMITE GREASING EQUIPMENT
AUTOMOTIVE SUPPLIES

Phone 4353

7th Street S.

LETHBRIDGE

(Continued on Next Page)

— 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

AUTOMOBILE ACCESSORIES EQUIPMENT AND
SUPPLIES—Continued

Carson H R Limited 316 7 St S 3155

CARSON H. R. LIMITED

Wholesale Automotive Supplies
and
Equipment

316 - 7th St. S.

Phone 3155

Hutton's 321 8 St S 2586
Motor Car Supply Co of Canada Ltd 423 7 St S. 3111

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

JACK DIMMER

■ ■

**GENERAL GARAGE
REPAIRS**

ACETYLENE WELDING

■ ■

REPAIRS

**For All Makes of Cars
and Trucks**

■ ■

Service — Satisfaction

All Work Guaranteed

■ ■

404 - 4th Ave. S. 2 5 7 5

Automobile Body Builders & Repairers

Dimmer Jack 404 4 Ave S 2575
Fisher Auto Body Works 312 9 St S 3941
Lethbridge Body Works 1801 3 Ave S 3987
Speedy Delivery Service 543 4 St S 3537

■ SPEEDY DELIVERY SERVICE ■

G A R A G E

Expert Repair Work on All Makes
of Cars and Trucks

543 - 4th St. S. — Phone 3537

Speedy Paint & Body Shop 509 6 Ave S 4558

Automobile Camps

Lethbridge Auto Camp 4207

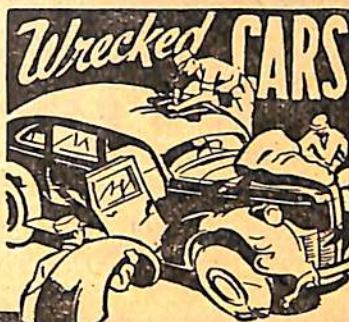
**BUY
WAR SAVINGS CERTIFICATES
REGULARLY**

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

AUTOMOBILE DEALERS & REPAIRERS—Continued

Bannerman Motors 816 4 Ave S 2045

Marquis Motors Ltd 313 7 St S 3736

BENY CHEVROLET OLDSMOBILE LTD 7th St S

Parts & Accessories Store	2416
Cars & Truck Sales	2621
Service Dept	4055
General Office & Manager	3436
Clark's Auto Repairs 323 4 St S	3899
Imperial Motors (Lethbridge) Ltd	
Sales Dept 413-417 6 St S	2505
Parts & Service Depts	2887
General Office	3049

MARQUIS MOTORS LTD.

O. G. ELLIOTT, Mgr.

PARTS & SERVICE	3736
OFFICE	3622
SALES	4562
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

PHONE **3987** PHONE

LETHBRIDGE BODY WORKS

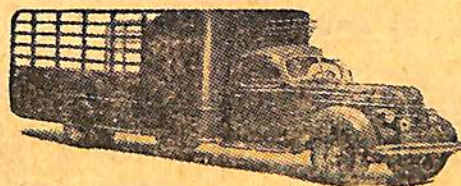
H. G. CRANSTON

C. O. MERRIMAN

Specializing
Exclusively in Body Building

Cabin Trailers, Freight Vans, School Vans, Grain Boxes, Beet Boxes
Water Tanks, Etc. Built to Order

BUSES
and
TRUCKS



Night Phones

3627
4534

1801 3 Ave. S.

Lethbridge



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**

RADIATORS LIMITED

402 - 4th AVE. S., LETHBRIDGE

4121 — TELEPHONE — 4121

Wholesale and Retail
 REPAIRING, RE-CORING AND CLEANING
 to Restore Circulation



CALGARY, Ph. M1047; EDMONTON, Ph. 24533

"Desire to Serve — Plus Ability"

Branches at Calgary & Edmonton

Automobile Electrical Service

AUTO-LITE OFFICIAL SALES AND SERVICE

Official Auto-Lite Service Stations are fully equipped and qualified to render complete service on starting, lighting and ignition. "Auto-Lite" means Auto Life.



"FOR SERVICE CALL"

HUTTON'S 321 8 St S 2586

Automobile Radiators & Repairs

Dodd's Auto Electric 405 4 Ave S 3250

HUTTONS 321 8 St S 2586

North Lethbridge Motors & Auto Wreckers

313 - 317 13 St N 4268

(See Advertisement on Page 4)

Radiators Ltd 402 4 Ave S 4121

Automobile Springs & Axles

LETHBRIDGE SPRING & AXLE LTD

402 4 St S 3478

Spring & Alignment Supply 330 4 St S 2667

Automobile Wheel Aligning

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

Automobile Wreckers

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.

Marshall Motors & Auto Wreckers 409 3 Ave S ... 4299

Marshall Auto Wreckers

USED PARTS FOR ALL MAKES OF
 CARS ■ TRUCKS ■ TRACTORS

Lethbridge
 409 3 Av. S.
4299

Largest Auto Wreckers
 in the West
 Trailers Built to Order

Lethbridge
 409 3 Av. S.
4299

(Continued on Next Page)

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

AUTOMOBILE WRECKERS—Continued

McLaughlin Garage & Auto Wreckers

Cor 4 Ave & 3 St S 2918

McLAUGHLIN GARAGE

AUTO WRECKERS

NEW & USED PARTS FOR CARS & TRUCKS
ALL TYPES OF TRAILERS BUILT TO ORDER

Cor. 4th Ave. & 3rd St. — Phone 2918

Baby Chicks

(See Poultry & Products)

Baggage

(See Luggage)

Directory Advertising PAYS

BEAR



Wheel & Steering
Alinement Service
for ALL CARS --

COMPLETE "ONE STOP" SERVICE

Red Indian Texaco Products

Operating a Modern Equipped Brake Shop

KING MOTOR L A B
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.

ALBERTA'S

LEADING

BATTERY

for

AUTOMOBILE — FARM LIGHTING — RADIO***Demand SMITH Batteries — Fully Guaranteed***

- Fresh when delivered — give LONGER LIFE and BETTER SERVICE.
- Thousands of users, including the largest in the Province, testify to their HIGH QUALITY.
- Thirty years' manufacturing experience, conscientious workmanship and the use of only first grade materials combine for DEPENDABILITY.

Distributors**ELECTRO SERVICE**

813 - 3rd Ave. S.

**PHONE****2 6 6 9**

Lethbridge, Alta.

Baggage Transfer

(See Cartage)

Bakers & Confectioners

Canadian Bakeries Ltd cor 8 St & 7 Ave S	3266
McGAVIN BAKERIES LTD	
1606 2 Ave-A N	3378
National System of Baking Lethbridge Ltd	
407 5 St S	2047
North Lethbridge Bakery 404 13 St N	4553
Weston's Bakery 323 15 St S	2745

Banks

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

Barristers & Solicitors

Beaumont Arthur K.C. 1262 6 Ave-A S	2118
Cameron C E "C" Metcalfe Bldg	3559
Church H W 10 Oliver Blk	4015
Davidson & Davidson British Can Trust Bldg	3711
Elton David Horton K.C. 2 & 4 Stafford Blk	2523
FAIRBAIRN L E Bank of Nova Scotia Bldg	4065
Hogg & Menzie 101-103 McFarland Bldg	2656

BARRISTERS & SOLICITORS—Continued

Livingstone John A 2 Alberta Blk	2928
MOSCOVICH & MOSCOVICH	
Herald Bldg	3990
Prowse J Harper K.C. 8 Oliver Blk	2901
Rice & Paterson Bank of Commerce Bldg	2164
RITCHIE & HUCKVALE Acadia Blk	
3 Ave S	2171
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

Automotive Supply Co	3848
205 10 St S	3758
Electro Service 813 3 Ave S	2669
Hutton's 321 8 St S	2586
Motor Car Supply Co of Canada Ltd 423 7 St S	3111

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

Wholesale Distributors

"WILLARD" STORAGE BATTERIES

423 - 7th St. S.

PHONE 3111***Batteries—Manufacturers***

Duro-Lite Products of Canada Ltd 207 10 St S	3848
	3758

Enroll Now for Your Beauty Course IN THIS MODERN SCHOOL



Individual In-
struction & Im-
proved 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 cosmetology. 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

BUY
WAR SAVINGS
CERTIFICATES
REGULARLY



TELL YOU
WHERE TO BUY IT



THE DELIGHTED PATRON

is the

REPEAT PATRON

SMART SHOPS and SMART OPERATORS 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. . . . Two Salons at your service.

TUFTELAND'S BEAUTY STUDIO

416 - 5th STREET S.

PHONE 3494

TUFTELAND'S BUDGET BEAUTY SHOP

Above McKelvie's

PHONE 2250

"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 **3355** PHONE

109 McFarland Bldg. — Lethbridge

The Song of Beauty

Light as a feather

SHAMPOO — WAVES — PERMANENTS

THE BEAUTY SHOPPE

Edna Gilchrist, Prop.

PHONE **3575** PHONE

10 Rylands Blk.

Lethbridge



Beauty Parlor Supplies & Equipment

Dominion Beauty Supply Co Alberta Blk4594

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 4594
LETHBRIDGE

Beauty Parlors

(SEE ADVERTISEMENTS PAGES 7 AND 8)

Bochan's Beauty Shop 512 4 Ave S4217
Classic Beauty Shop 109 McFarland Bldg3355
Gilchrist Beauty Shoppe 10 Rylands Blk3575
Lindrud Gertrude 1101A 4 Ave S4020
Marquis Beauty Shop Marquis Hotel Bldg3714
Marvelle Beauty Bar McFarland Bldg4262
Mills' Beauty Parlor 1110 6 Ave S3926

Paramount Academy of Beauty Culture Alta Blk 2250
Robinson's Beauty Shoppe 242 13 St N3313

ROBINSON'S BEAUTY SHOPPE

Permanents and Beauty Culture

"Personal Attention Given Your Individual Problem"

242 - 13th St. N.

Phone **3313**

Tufteland's Beauty Studio 416 5 St S3494
Westbrook Bros 319 6 St S3852

GET THE H A B I T

Shop with the Aid



*They will save you
time, trouble and
money*

Bicycle Dealers & Repairers

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

BERT & MAC'S for BICYCLES

REPAIRS FOR ALL MAKES

315-7th St. S.

Lethbridge

Phone **3232**

Dan's Repair Shop 320A 7 St S3905

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 S3366

Blacksmiths

Bell George A 317 4 St S4528

G. A. BELL

- BLACKSMITHING
- GENERAL MACHINE WORK
- ORNAMENTAL IRON WORK
- STRUCTURAL STEEL

—WELDING—

Electric and Acetylene

"COME TO US FIRST"

PHONE **4528** PHONE

317 - 4th St. S.

Lethbridge

Lethbridge Spring & Axle Ltd 402 4 St S3478

Blocks & Buildings

Sherlock Building 306 7 St S2825

Board of Trade

Board of Trade Office Marquis Hotel2012

Bonds

(See Stocks & Bonds)

Booksellers & Stationers

Commercial Printers & Office Outfitters Ltd
326 7 St S2999
Robins Printing Co 812 4 Ave S2491

Boots & Shoes—Retail

Avenue Shoes McFarland Bldg2760
Baird's Shoes & Leather Goods 306 5 St S3764
Bon Ton Shoe Store 505 4 Ave S3784
Dean's Shoe Store 612 4 Ave S3050
Simon J 311 5 St S2982
Sterling Shoes Ltd 314 6 St S3344

BUY

War Savings Certificates
REGULARLY

Boots & Shoes—Wholesale

Motor Car Supply Co of Canada Ltd 423 7 St S ..2345

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

Wholesale Distributors

"DAOUST" BOOTS & SHOES

423 - 7th St. S.

PHONE **2345****Bottlers**

Purity Bottling Works 1421 3 Ave S2501

Bowling Alleys

Harry's Bowladrome 7 St S3330

**Boys' & Girls' Clothing &
Furnishings**

Juniors' McFarland Bldg 4 Ave S2678

Brake Service**SHORT STOP SERVICE STATION**

Cor 4 Ave & 8 St S4167

Brewers

Sicks' Lethbridge Brewery Ltd 2 Ave & 1 St S ..2444
G A Frisby Mgr3281
Aerated Water Department3442

Brewers' Distributors

Government Beer Warehouse 1 St & 2 Ave S ...3554

Broadcasting Stations

Radio Station C J O C Marquis Hotel3161

Building Materials & Supplies

Atlas Lumber Co Ltd 3 Ave & 16 St S2384
Beaver (Alberta) Lumber Ltd 3 Ave & 17 St S ..3516

Bus Lines

Alberta Montana Bus Lines Bus Depot 411 5 St S ..2288
Lethbridge Northern Bus Lines Lethbridge Hotel ..3536
Western Canadian Greyhound Lines Ltd
Bus Depot 411 5 St S2288

Directory Advertising
Pays

Business Colleges

Garbutt Business College Masonic Hall Bldg ... 2315

Garbutt Business College

Established 36 Years — Personal Instruction
Streamlined Career Courses — Day and Evening
Classes — Friendly, Expert Teachers
Enter Any Time

MASONIC BLDG.

PHONE 2315

Lethbridge Secretarial College 9 Stafford Blk. ... 3968

**LETHBRIDGE
SECRETARIAL COLLEGE**

High Standard Business Training. Modern
Methods. Careful Individual Instruction.
Day and Evening Classes

MISS MARION P. BIGGS, Principal
9 Stafford Block PHONE 3968

Canning

Broder Canning Co 1 Ave & 23 St N

Shipping & Employment 2587

General Office & Manager 2517

Cartage

Canadian Freightways 1250 1 Ave S {2944
2945

**DEPENDABLE SCHEDULES**

Servicing Main Points in Alberta
and Saskatchewan

Connections to All Principal Cities
in U.S.A.

2944 1250 - 1st. Ave. S. 2945

Cassaday F C 524 4 St S 2304

Dench of Canada Ltd 1101 2 Ave S 4234

James Storage & Cartage (Lethbridge) Ltd

706 3 Ave S 2904

McLean Transfer 640 6 St S 2097

McLEAN TRANSFER**CRATING****MOVING and STORAGE**

640 - 6th St. S.

2097

CARTAGE—Continued

McNeely Bros 301 5 Ave S 2520

McNEELY BROS.

GENERAL HAULING
COAL—SAND and GRAVEL

301 - 5th Ave. S.

Phone 2520

Owen Transport 517 3 St S 3011

Reidel Coal & Cartage 140 20 St N 2729

REIDEL COAL & CARTAGE

GENERAL HAULING
Coal—Sand and Gravel

140 - 20th St. N.

Phone 2729

Speedy Delivery Service 543 4 St S 3537

Cereals

Green Star Mill Ltd 1405 2 Ave S 4090

Charitable Institutions

Salvation Army 623 7 St S 3742

China, Crockery & Glassware

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

**CONSUMERS' HARDWARE &
SUPPLY**

SPODE CHINA — ROYAL DOULTON
SILVERWARE

516-518 - 3rd Ave. S. — Phone 2212

HOYT HARDWARE LTD 608 3 Ave S ... 3863**Chinese Stores**

Bow On Tong Co 316 2 Ave S 3675



**ARE HELPFUL
WHEN SHOPPING**

(Continued on Next Column)

Your HEALTH COMES FIRST!

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

THIRTY - FOUR YEARS IN THE U. S. A. AND CANADA - - -
- - - - REGISTERED TWENTY - TWO 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, Lame Back.

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



You need not suffer
—with sore back—

WE FIND THE CAUSE WITH X-RAY.

- You can see for yourself the kink in your back, the displaced hip, or the inflamed joints in your feet.
- 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.

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

All Patients are
Carefully Exam-
ined and Advised
of the Prospects
of Recovery.

DR. I. S. IRVING

Chiropractic Health Service — LETHBRIDGE

Our X-Ray Shows the Cause of your Trouble

PHONE 4261

If you want an
opinion on the effi-
cacy of our treat-
ment, ask some of
the many who have
used it.

Chiropractors

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

SEE ADVERTISEMENT
DR J H LEWIS, MEDICINE HAT, PAGE 12

Church Organizations

Church of Jesus Christ of Latter Day Saints
Cor 5 Ave & 12 St S 3255
First Baptist Church 8 St & 4 Ave S 2082
Hebrew Congregation Cor 3 Ave & 9 St S 3197
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 3489
St Peter & St Paul's Rectory 640 12 St-C N ... 4105
Southminster United Church 4 Ave S 3404

BUY WAR SAVINGS

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"

DRY CLEANING DEPT.

OF

LETHBRIDGE LAUNDRY CO.

Dial 3451 or 3452

FOR

LUSTERITE DRY CLEANING

Dial 3451

ONLY ONE PICK-UP AND DELIVERY SERVICE PER DAY

Dial 3452

MODERN DRY CLEANING and TAILOR

— ALTERATIONS AND REPAIRS NEATLY DONE —

Best Work at Standard Prices

STEAM PRESSED WHILE-U-WAIT

PHONE 4039

719 - 4th AVE. S.

PHONE 4039



Your "Family Dry Cleaner"

PERLUX DE LUXE DRY CLEANING

NIXON & SWAN, Props.

ALTERATIONS and REPAIRS

"Better Than Ordinary Dry
Cleaning"



Res. Phone 2139

PHONE
3666

— TWO DOORS NORTH OF THE CAPITOL THEATRE —

Cleaners & Dyers

Benjamin's Tailors 418B 5 St S 2935

DRY CLEANING

by "TRIPLEX" Method

Cleaner — Brighter — More Lustre

BENJAMIN'S

418B - 5th St. S.

Phone 2935

Ironside & Park Ltd 311 6 St S 4141

LEE DUCK 402 13 St N 2770**LEE DUCK — Tailors**Lowest Prices for Dry Cleaning, Pressing,
Hat Cleaning and BlockingHelp Us Conserve Needed Rubber and Gasoline by
Calling Earlier Than Usual.

PHONE 2770 ————— 402-13th St. N.

Lethbridge Laundry Co 542 4 St S {3451

Perlux Cleaners 410 5 St S {3452

Modern Tailor & Dry Cleaning 719 4 Ave S 3666

Modern Tailor & Dry Cleaning 719 4 Ave S 4039

Clubs

Army & Navy Veterans Club 517 5 Ave S 3846

Canadian Legion B E S L 1 Ave & 9 St S 3426

Chinook Club Cor 3 Ave & 13 St S 2443

Elks Club 5 Ave S 2633

Lethbridge Country Club River Bottom 2527

Lethbridge Golf Club Henderson Lake 3652

Coal Miners & Shippers

Lethbridge Collieries Ltd {3524

General Office 207 7 St S {3305

No 8 Mine 2490

No 8 Mine Stores 2166

Standard Mine—Shaughnessy 91-3132

Western Ventures Ltd 3 Stafford Blk 2805

Cold Storage

Jensen's Frozen Food Lockers 1021 3 Ave S 4401

**Jensen's Frozen Food Lockers
and Meat Market**Cutting — Wrapping — Quick Freezing
and Curing — Free Delivery

1021-3rd Ave. S.

Phone 4401

Collection Agencies

Farris Service Agency 2 Acadia Blk 2616

**Directory Advertising
Pays****Colonization**

Colonists' Service Association Ltd 409 2 Ave S 2151

Confectioners—Retail

A B Confectionery 328 13 St N 3638

Canadian Confectionery 403 5 St S 3383

Dominion Confectionery 418 5 St S 2460

Empress Confectionery 814 4 Ave S 2872

Liberty Confectionery 518a 4 Ave S 2913

O K Confectionery 1260 3 Ave S 2653

Pacific Confectionery 1424 3 Ave N 4146

Regal Confectionery Cor 5 St & 6 Ave S 3061

Shuey's Confectionery Cor 11 St & 4 Ave S 2898

Soady's Confectionery 1102 9 Ave S 3625

Confectioners—Wholesale

Peacock & Kitson Ltd 427 5 St S 2023

Contractors—Building

Aubert Ed 914 8 Ave S 4512

Bird Construction Co Ltd Cor 3 Ave & 14 St S 2143

General Construction Co (Alberta) Ltd

1 Morris Bldg 2939

Oland D G 955 13 St S 3621

Quinn Fred 285 7 Ave S 2535

Shand W B 821 15 St S 3866

Sundquist A 628 12 St-C N 2160

Contractors—General

Bird Construction Co Ltd Cor 3 Ave & 14 St S 2143

Bird Construction Co. Ltd.

CONTRACTORS

and

ENGINEERS

Cor. 3rd Ave. & 14th St. S.

Phone 2143

General Construction Co (Alberta) Ltd

1 Morris Bldg 2939

GENERAL CONSTRUCTION**CO. (ALBERTA) LTD.**

ENGINEERS and CONTRACTORS

Corryalls — Draglines, etc.

Ready Mixed Concrete

1 Morris Bldg. 516-3 Ave. S. Ph. 2939

Southern Alberta Construction Ltd 1601 3 Ave S 3196

Contractors—Grading

Anderson Frank Lethbridge 2777

Convents

St Aloysius Convent 116 9 St S 3509

Credit Reports

Retail Merchants' Association 302 Sherlock Bldg 4229

Southern Alberta Bureau of Credits 7 Rylands Blk 4135

**KEEP
FIT****KEEP
WELL****STAY
ON THE
JOB**

WITH THESE

**PURE
DAIRY
PRODUCTS**

DRINK MORE MILK!

PURITY DAIRY

516 FIFTH AVE. S.

PHONES: 4124 - 4095

(COLD STORAGE FOOD LOCKERS AVAILABLE)

**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

Black Dental Laboratory 206 Sherlock Bldg	2822
Lethbridge Dental Laboratory 1 Lafferty Blk	3823
Thur Dental Laboratory 10 Oliver Blk	2680

Dentists

Allen L T 8 Rylands Blk	2165
Carson J E 111 McFarland Bldg	4504
Clark Ward F 121 McFarland Blk	4140
Craig W P Rylands Blk	3357
Fletcher C M 5 Oliver Blk	3410
Forbes G H Purity Dairy Bldg	4455
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	3727
Drugs Hosiery Men's Wear Notions Wools	2140
Foodateria (Groceries Fruits Vegetables)	3282
Meats & Fish	2657
Hardware Automobile Supplies Stoves	2054
Sporting Goods China Baggage	
Shoes & Piece Goods	3857
Women's & Juvenile Wear	3605
Furniture House Furnishings Radios	2722
Mihalik A 642 13 St N	4064
Supina Mercantile 230 13 St N	
Groceries	2766
Groceries & Meats	2966
Meat Dept & Men's Wear	3456
Office & Dry Goods	2866

**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**PROTECTED****PHONE****3591**

Druggists—Retail

Jackson & Draffin 401 5 St S	3364
Kitson's Pharmacy McFarland Bldg 4 Ave S	3772
McCready's Ltd Red Cross Drug Store	
Sherlock Bldg	3555
People's Drug Stores 414 13 St N	3445
Downtown Store 331 5 St S	2205

W. H. McCAFFREY
THE PEOPLE'S DRUG STORES

414 - 13th St. N. - - - Phone 3445
 331 - 5th St. South - - - Phone 2205

LETHBRIDGE, ALTA.

Stokes Drug Co Ltd 314 5 St S	2487
Sutherland A M Drug Co Marquis Hotel	3231

Dry Goods—Retail

Rylands & Co 302 5 St S	2251
-------------------------	------

Electrical Contractors

McKenzie Electric Ltd 706 3 Ave S	3637
Peake & Pink 514 7 Ave S	3929

PEAKE & PINK
ELECTRICAL
 and
REFRIGERATOR REPAIRS

514 - 7th Ave. S. 3929

Reber Electric 710 6 St S	4574
Roy Electric Co 406 5 St S	3735

Electrical Household Appliances

Barrett's 310 6 St S	4554
----------------------	------

BARRETT'S
Home Appliances

General Electric Sales & Service
 310 - 6th St. S. Phone 4554

Explosives

EXPLOSIVES LTD 907-915 2 Ave S	3176
--------------------------------	------

Express Companies

Canadian Pacific Express Co CPR Station	3434
---	------

Eye, Ear, Nose & Throat Specialists

Henderson Dr J E C 308 7 St S	4122
Wannop Dr George G Bank Montreal Bldg	4524
Woodcock Dr D Royal Bank Bldg	4166

Farm Machinery & Supplies

General Farm Supplies Ltd 1621 3 Ave S	4363
MacLeod D & Son 1262 2 Ave S	4070
MacLeod's Limited 324 5 St S	4240

MACLEOD'S LIMITED

HIGH GRADE
 FARM EQUIPMENT AND SUPPLIES
4240 324 Fifth Street South **4240**

Norrie & Fawcett Ltd 1262 1 Ave S	3659
-----------------------------------	------

Feed

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	4090

Filters—Air**FIBERGLAS DUST-STOP FILTERS**

This air filter assures you of cleaner air from your forced warm air furnace. It strains out virtually all nuisance dust — most "hay fever" pollens.

FIBERGLAS
DUST-STOP
AIR FILTERS

U.S. PAT. REG'D. CAN. PAT. OFF.

"WHERE TO BUY IT"

Freel Sheet Metal Works 412 4 Ave S	2713
Hoyt Hardware Ltd 608 3 Ave S	3863

Financial Agents

BRITISH CANADIAN FINANCE LTD 315 6 St S	3113
Industrial Acceptance Corp Ltd 1 Oliver Blk	3031

Five, Ten, Fifteen & Twenty-five Cent Stores

Kresge S S Co Ltd 321 5 St S	4155
Metropolitan Stores Ltd Metropolitan Bldg	4110
Woolworth F W & Co Ltd 309 5 St S	2280

Flooring

Hamilton Percy 727 8 St S	2532
Long L H 1215 9 Ave S	2569

"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

Florists

Fowler's Greenhouses 730 6 St S	3179
Frache Bros Ltd Retail Store 322 6 St S	2666
Greenhouses Henderson Park	2003
Greenhouses N Lethbridge	2768

FRACHE BROS. LTD.

FLOWER SHOP

WEDDING BOUQUETS & FLORAL DESIGNS

Cut Flowers For All Occasions

322 - 6th St. S. ————— Phone 2666

Lethbridge Greenhouse 1502 12 Ave S	3271
Marquis Flower Shop 616 4 Ave S	4377

Marquis Flower Shop

OUR FLOWERS ARRIVE FRESH DAILY

Business Phone 4377

Nights and Holidays, Phone 4388

Marquis Hotel Bldg., Lethbridge, Alta.

Flour Mills

ELLISON MILLING & ELEVATOR

CO LTD Sales Flour & Feed 2 Ave S	2068
Manager & Accounting Dept	3552
Green Star Mill Ltd 1405 2 Ave S	4090
Robin Hood Flour Mills Ltd 706 7 Ave S	2058

Fraternities

Knights of Columbus 1211 5 Ave S	4084
Masonic Hall Co of Lethbridge 10 St S	2707
Oddfellows' Hall Lodge IOOF Bldg	3477

Fruit & Produce—Retail

B C Fruit 906 3 Ave S	2033
Rex Fruit Store 602 3 Ave S	2725

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 Blk	3875

Funeral Directors

CHRISTENSEN BROS Funeral Home

320 11 St S	2802
Martin Bros 812 3 Ave S	3561

MARTIN BROS.

DIRECTORS OF FUNERAL
SERVICE

812 - 3rd Ave. S. ————— Phone 3561



FINE FURS
SINCE 1908

Furs

Authentic quality, superb styling and a 37-year reputation for good value, make KRAFT FURS your most dependable investment in loveliness.

Experts in
● RESTYLING
● REPAIRING
● RELINING
● CLEANING
● STORAGE

Kraft
THE FURRIER

Phone M1995
222-8th Ave. W.
Kraft Building
CALGARY

Fine Furs Live Years!

Garrett Sells Only Fine Furs!



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 AVE. S.

LETHBRIDGE

PHONE

3812

The Lethbridge Furriers



5 1 4
Third Ave. So.



PHONE
2209

Next to Consumers' Hardware

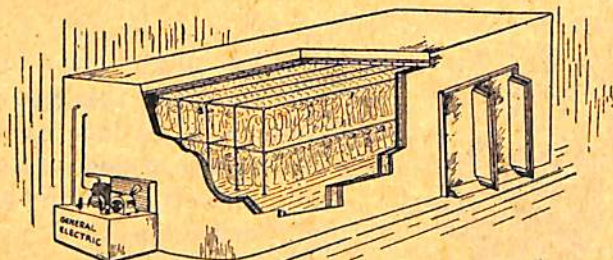
Visit our modern Fur Salon for superior selections — Courteous service — Leadership in Fur designing. — The choice is always wide and thrillingly good. — Standard styles as well as the very latest in Fur fashions, and values are outstanding. — Before purchasing your Fur Coat, call on us. — We know we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

ILLUSTRATION OF
"ONE OF OUR COLD STORAGE VAULTS"
GENERAL ELECTRIC REFRIGERATED



OPEN FOR YOUR INSPECTION /
4 VAULTS LOCATED ON THESE PREMISES.

PICK-UP SERVICE RESTYLING



DELIVERY



REMODELLING



REPAIRING

RELINING

CLEANING



GLAZING

Furniture Dealers—Retail

Empire Furniture Store 120 5 St S	3980
Long C A & Co Hull Blk 3 Ave S	2369
Stern Furniture Co Cor 3 Ave & 8 St S	2428

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

Furriers

(SEE ADVERTISEMENTS PAGES 19 AND 20)

Garrett Fur Store 707 3 Ave S	3812
Lethbridge Furriers The 514 3 Ave S	2209
New York Fur & Dress Shop 604a 3 Ave S	3276

Made to Order Specialty

NEW YORK FUR and DRESS SHOP

Lethbridge's
Leading Manufacturing Furriers

"FAMOUS FOR FINER FURS"

We carry a full line of Ready-Made Fur Coats
and Ladies' Dresses.
We are experts in Fur Repairing, Remodelling,
Relining and Cleaning

STORAGE

604A 3rd Ave. S. Phone 3276

Garages

Beny Chevrolet Oldsmobile Ltd 7 St S	
Parts & Accessories Store	2416
Cars & Truck Sales	2621
Service Dept	4055
General Office & Manager	3436

BENY CHEVROLET OLDSMOBILE LTD.

3436 Office — Sales 2621
4055 Repairs & Service

7th St. S.

Lethbridge

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

(Continued on Next Column)

GARAGES—Continued

Imperial Motors (Lethbridge) Ltd 413-417 6 St S. 2887

IMPERIAL MOTORS

(LETHBRIDGE) LTD.

Distributors

Chrysler ★ Plymouth ★ Fargo

24 HOUR SERVICE

Sales - - - 2505

Service - - 2887

Gen. Office 3049

413 - 417

6th Street South

International Motor Truck Serv Stn 311 11 St S. 4322
McLaughlin Garage & Auto Wreckers

Cor 4 Ave & 3 St S . . . 2918

Red Head Motors 402 4 Ave S . . . 3655

Routledge Motors Cor 3 Ave & 9 St S . . . 3869

H. E. ROUTLEDGE, Prop.

White Rose Service Station

GENERAL OVERHAULING

Reboring — Ring Jobs — Brake Relining
Motor Tuning — Phone 3869

Cor. 3rd Ave. & 9th St. S.

Lethbridge

Ted's Garage 1511 3 Ave S . . . 4406

Trimble H M & Sons 316 11 St S . . . 2007

Gas Companies

Canadian Western Natural Gas Light Heat &

Power Co Ltd 420 6 St S . . . 2510

Gasoline & Oil Service Stations

Artic Service Station Cor 3 Ave & 13 St S	4162
Bay Super Service Station Cor 5 St & 1 Ave S	3058
Central Service Station 4 Ave & 5 St S	3749
Galt Service Station Cor 4 Ave & 9 St S	2728
North Star Terminal Service Stn 4 Av & 4 St S	3336
Park Service Station Henderson Park	2219
Seventy-Seven Service Station 320 9 St S	2823
Short Stop Service Station 4 Ave & 8 St S	4167
Spotlite Service Station 3 Ave & 8 St S	2970
Sunset Oil Station 1903 3 Ave S	2087
Ted's Terminal 410 3 Ave S	2684
Westminster Service Station 335 13 St N	2065
	4194

Grain Merchants

Ellison Milling & Elevator Co Ltd 2 Ave S . . . 4214

Grocers—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
Hoefers Grocery 543 13 St S	3297
	4297
Imperial Grocery 709 4 Ave S	2453
	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	2113
	3416
North Home Grocery 630 13 St N	2746
Wilson's Grocery 1112 6 Ave S	3657
Wilson's Groceteria 902 7 Ave S	3995

Grocers—Wholesale

HORNE & PITFIELD LTD 3 Ave S	3321
Macdonalds Consolidated Ltd 312 4 St S	
Long Distance & Manager	4266
Sales Department	4366
Fruit Department	4355
Shipper & Receiver	4369
Western Grocers Ltd Cor 2 Ave & 9 St S	
Order Desk & Shipping Office	2434
A Smith Buyer	4385
S Bain Fruit Dept	4264
W Martin Credit Dept	2997
W S McLintock Manager	2435

Hairdressers—Ladies'

(See Beauty Parlors)

Hardware—Retail

Consumers' Hardware & Supply	{2919
516-518 3 Ave S	2920

CONSUMERS' HARDWARE & SUPPLYD. J. Wimster — M. F. Wimster
"THE STORE WITH THE STOCK"

Phones

China 2212 Off. 2920 Hardware 2919

Hick Hardware Co Ltd 618 3 Ave S 3762

HOYT HARDWARE LTD {3863
608 3 Ave S 3860**MACLEOD'S LIMITED** 324 5 St S 4240
Morris & Barrett 318 6 St S 2383**MORRIS & BARRETT**
GENERAL HARDWARE

Next to Safeways — Free Delivery

318 - 6th St. S. — Phone 2383

North Lethbridge Hardware 418 13 St N 4198

Hardware—Wholesale**MARSHALL-WELLS LTD** 1231 2 Ave S 4324
Western Canada Hardware Ltd 907-915 2 Ave S 3177**Western Canada Hardware Ltd.**

—WHOLESALE—

907 - 915 2nd Ave. S.

3177

Harness & SaddleryBaird's Shoes & Leather Goods 306 5 St S 3764
Macleod's Limited 324 5 St S 4240~~~~~
BUY WAR SAVINGS**Hat Renovators**

Boston Hat Works & Shoe Shine 327a 5 St S 2961

Hats & Caps

Smart Hat Shop 331 5 St S 2620

Hay, Grain & Feed

Green Geo W & Co Ltd 1405 2 Ave S 4090

HAY GRAIN and FEED**Geo. W. Green & Co.**

1405 - 2nd Ave. S.

Phone 4090

Southern Alberta Co-operative Assn Ltd

1221 2 Ave S 3777

Heating Apparatus

Motor Car Supply Co of Canada Ltd 423 7 St S 2262

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

Wholesale Distributors of

QUAKER OIL BURNING HEATERS

423 - 7th St. S.

PHONE 2262

Herbalists

Alvau N 806 2 Ave S 2074

N. ALVAU
SPECIALISTin Herb Treatments for Ulcerated Stomach, Gall,
Bladder, Prostate Gland, Whooping Cough

806 - 2nd Ave. S. — Phone 2074

Hides, Raw Furs & SkinsFefferman Hide & Fur Co 518 4 Ave S 4035
Lethbridge Hide & Fur Exchange 110 5 St S 2981**Hospitals & Homes**Galt Hospital 5 Ave S 3136
Isolation Hospital 1920 7 Ave S 3430
Nursing Mission cor 2 Ave & 10 St S 2233
St Michael's General Hospital 13 St & 9 Av S 3131**Hotels**Alexandra Hotel 332 5 St S 3142
Arlington Hotel 1 Ave & 4 St S 2278
Dallas Hotel 312 5 St S 2312
Garden Hotel 510 3 Ave S 3889
Lethbridge Hotel 5 St S & 2 Ave 3151
Lincoln Hotel 411 3 Ave S 2095
Marquis Hotel cor 4 Ave & 7 St 3191
Windsor Hotel 204 1 Ave S 3225
York Hotel 13 St N 4201