

LETHBRIDGE CLASSIFIED TELEPHONE DIRECTORY

Abattoirs

Burns & Co Limited near Exhibition Grounds...3831

Accountants

Aldous Agency & Finance Co 109 Sherlock Bldg...3712
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**

Meech H W Agencies Acadia Blk...3043
Purves-Smith G W 6 McKenzie Blk 3 Ave S...4530

Accountants—Chartered

Paterson & Co Ritchie 5-6 Acadia Bldg...2619
Williams John A 211 Sherlock Bldg...4640
Young G A Bank of Nova Scotia Bldg...2123

Adding Machines

Underwood Ltd 305 G St S...2555

UNDERWOOD LTD.

SUNDSTRAND ADDING MACHINES

Adds—Subtracts and Multiplies

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2555

Addressing Machines

ADDRESSOGRAPH MACHINES SALES SUPPLIES & SERVICE

Only Authorized Distributor of Addressograph Hand, Electric & Automatic Machines for Name and Data Writing
Certified Addressograph Plates, Ribbons Supplies & Service
Where to Call

ADDRESSOGRAPH-MULTIGRAPH SALES AGENCY

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M4007

Adjusters

Bodard Adjustment Bureau Bank Commerce Bldg. 3211
Lilly Adjustment Agency 6 McLeay Blk...2291

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

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 Mitchell & Meech 114 McFarland Bldg...2005

— 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

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TRANSPORTATION CHARGES

Rear 601 - 8th Ave. W., Calgary

Phone M9091 Phone

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Alberta Sugar Beet Growers 4 Stafford Blk3242
 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 S3760
 Tourist Information Bureau Cor 6 St & 5 Ave. 4465
 Y M C A 10 St S3547

Auctioneers

Boyce W 2021 3 Ave S4442
 Holland L Blair 531 11 St S3881

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Baalim Wholesale Ltd 7 St S4353

BAALIM WHOLESALE LTD.

DUNLOP TIRES ■ EXIDE BATTERIES
 ALEMITE GREASING EQUIPMENT
 AUTOMOTIVE SUPPLIES

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LETHBRIDGE

Carson H R Limited 316 7 St S3155

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Wholesale Automotive Supplies
 and
 Equipment

316 - 7th St. S.

Phone 3155

Cooper & Sons rear 410 3 Ave S4485

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Motor Car Supply Co of Canada Ltd 423 7 St S. 3111

MOTOR CAR SUPPLY CO. OF CANADA LTD.

■ ■ ■ ■

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DOMINION TIRES
 WILLARD BATTERIES
 PHILCO RADIOS
 McQUAY-NORRIS PARTS

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423 7 St. S. Phones 3111 and 2262

Precision Machine & Foundry Ltd 114 8 St S. 4260

Standard Electric & Auto Parts 429 5 St S. 2131

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 Call or Consult W. Boyce

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4442

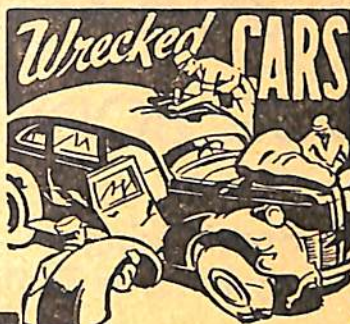
Lethbridge

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BODY & FENDER
REPAIRS

Our Specialty
COLLISION
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312 - 9th St. S.



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The Job's Like
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Automobile Body Builders & Repairers

Dimmer Jack 404 4 Ave S2575
Fisher Auto Body Works 312 9 St S3941
Lethbridge Body Works 1801 3 Ave S3987
(See Advertisement on Page 4)
Speedy Delivery Service Cor 3 St & 4 Ave S ...3537

■ SPEEDY DELIVERY SERVICE ■

GARAGE

Expert Repair Work on All Makes
of Cars and Trucks

Cor 3 St & 4 Ave S — Phone 3537

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Automobile Camps

Lethbridge Auto Camp4207

GET THE HABIT

Shop with the Aid



They will save you
time, trouble and
money

BUY WAR SAVINGS CERTIFICATES REGULARLY

JACK DIMMER

■ ■
GENERAL GARAGE
REPAIRS
ACETYLENE WELDING

■ ■
REPAIRS
For All Makes of Cars
and Trucks

■ ■
Service — Satisfaction
All Work Guaranteed

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PHONE **3987** PHONE

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

**BUSES
and
TRUCKS**



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3627**4534**

1801 3 Ave. S.

Lethbridge

Automobile Dealers & Repairers

Bannerman Motors 816 4 Ave S2045

BENY CHEVROLET OLDSMOBILE LTD 7th St S

Parts & Accessories Store2416
Cars & Truck Sales2621
Service Dept4055
General Office & Manager3436

Clark's Auto Repairs 323 4 St S3899

Enerson Motors Ltd 817 4 Ave S

Service Dept4484
Parts & Accessories Dept4429
General Office & Mgr & Sales4425

Enerson Motors Ltd.

P. O. Enerson, Mgr.

Service Dept.4484
Parts & Accessories Dept.4429
General Office, Mgr. & Sales4425

817 - 4th Ave. S.

Lethbridge

Imperial Motors (Lethbridge) Ltd

Sales Dept 413-417 6 St S2505
Parts & Service Depts2887
General Office3049

King Fred Motor Co 320 9 St S2823

AUTOMOBILE DEALERS & REPAIRERS—Continued

Marquis Motors Ltd 313 7 St S3736

MARQUIS MOTORS LTD.

PARTS & SERVICE 3736
OFFICE 3622
SALES 4562

313 - 7th St. S. ————— Lethbridge

Mechanics Sales Ltd Office 307 11 St S3933

Parts & Service2622

Pyramid Motor Sales Ltd

Parts & Service 435 5 St S3633

Accountant3705

Manager4065

Routledge Motors Cor 3 Ave & 9 St S3869

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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."



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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

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Dodd's Auto Electric 405 4 Ave S 3250

North Lethbridge Motors & Auto Wreckers

313 - 317 13 St N 4268

(See Advertisement on Page 6)

Radiators Ltd 114 8 St S 4121

Automobile Springs & Axles

LETHBRIDGE SPRING & AXLE LTD

402 4 St S 3478

Tennant Rex J 813 3 Ave S 2667

— REX. J. TENNANT —

SPRINGS FOR CARS, TRUCKS

TRAILERS & OVERLOADS

SPRINGS RESET & REPAIRED

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Phone 2667

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

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114 - 8th St. S., LETHBRIDGE

4121 — TELEPHONE — 4121

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REPAIRING, RE-CORING AND CLEANING
 to Restore Circulation



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**HARRISON,
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 SERVICE
 DISTRIBUTING
 Original Type, Re-
 placement Radiators
 and Cores for All
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 Tractors.

CALGARY, Ph. M1047; EDMONTON, Ph. 24533

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Branches at Calgary & Edmonton

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Wheel & Steering
 Alignment Service
 for ALL CARS --

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.

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

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4268

PHONE

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McLaughlin Garage & Auto Wreckers
Cor 4 Ave & 3 St S 2918

General Garage & Auto Parts

AUTO WRECKERS

New and Used Parts for Cars,
Trucks and Tractors

Phone 2685 327 - 3rd St. S.

McLAUGHLIN GARAGE

AUTO WRECKERS

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

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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
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(See Poultry & Products)

Baggage

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■ Use Long Distance ■

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BATTERY

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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**.

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Lethbridge, Alta.

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McGAVIN BAKERIES LTD

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Day & Night3378

Day Calls Only4488

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North Lethbridge Bakery 404 13 St N4553

Weston's Bakery 323 15 St S2745

Banks

Bank of Montreal 522 3 Ave S3446

Manager's Office J C Downing2526

Bank of Nova Scotia The 3 Ave S2711

Canadian Bank of Commerce The 4 Av & 7 St S2414

Manager's Office3461

Royal Bank of Canada The 5 St S3526

Barristers & Solicitors

Baumont Arthur K.C. 1262 6 Ave-A S2118

Cameron C E "C" Metcalfe Bldg3559

Church H W 10 Oliver Blk4015

Davidson & Davidson British Can Trust Bldg3711

Elton David Horton K.C. 2 & 4 Stafford Blk2523

Hogg & Menzie 101-103 McFarland Bldg2656

BARRISTERS & SOLICITORS—Continued

Livingstone John A 2 Alberta Blk2928

MOSCOVICH & MOSCOVICH

Herald Bldg3990

Prowse J Harper K.C. 8 Oliver Blk2901

Rice & Paterson Bank of Commerce Bldg2164

RITCHIE & HUCKVALE Acadia Blk

3 Ave S2171

Turcotte L S Bank of Nova Scotia Bldg4331

Vaselenak John K.C. Suite D Metcalfe Bldg3487

Virtue A Gladstone K.C. McFarland Bldg3429

Batteries

Automotive Supply Co3848

205 10 St S3758

Electro Service 813 3 Ave S2669

Hutton's Ltd 321 8 St S2586

Motor Car Supply Co of Canada Ltd 423 7 St S4590

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

Wholesale Distributors

"WILLARD" STORAGE BATTERIES

423 - 7th St. S.

PHONE 4590**WESTERN CANADA HARDWARE
LTD** 907 - 915 2 Ave S3177**Batteries—Manufacturers**Duro-Lite Products of Canada Ltd 207 10 St S {3848
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Individual In-
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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 19 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

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WAR SAVINGS
CERTIFICATES
REGULARLY



TELL YOU
WHERE TO BUY IT



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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

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

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322 Alberta Block, 5th St. S. PHONE 4594
LETHBRIDGE

Beauty Parlors

Beau Monde Beauty Shoppe 10 Rylands Blk ...3575
(SEE ADVERTISEMENT ON PAGE 10)
Bochan's Beauty Shop 512 4 Ave S4217
Budget Beauty Shop Alberta Blk2250
Classic Beauty Shop 109 McFarland Bldg3355
(SEE ADVERTISEMENT ON PAGE 10)
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
(SEE ADVERTISEMENT ON PAGE 8)

(Continued on Next Page)

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you know what the store
sells you can find the for-
gotten name and address
in the*

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Beautiful
This
Year**



Tufteland's

BEAUTY STUDIO

Capitol Theatre Bldg.

Phone 3494

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Specialists in Permanent Waves
"Our Name is Your Guarantee"

*Beautifully
Yours*



LOVELY TO LOOK AT!
EASY TO CARE FOR!

**PERMANENT and
FINGER WAVES**

**CLASSIC
BEAUTY SHOP**

**Experts in All Lines
of Beauty Culture**

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The Song of Beauty

Light as a feather

SHAMPOO — WAVES — PERMANENTS

Beau Monde Beauty Shoppe

Thelma and Cathy

PHONE **3575** PHONE

10 Rylands Blk. — Lethbridge



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Robinson's Beauty Shoppe 242 13 St N3313

ROBINSON'S BEAUTY SHOPPE

Permanents and Beauty Culture

"Personal Attention Given Your
Individual Problem"

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Westbrook Bros 319 6 St S3852

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IS AN AID IN
SOLVING THAT
EVER PRESENT
PROBLEM . . .

"WHERE TO BUY IT"

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REPAIRS FOR ALL MAKES

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- STRUCTURAL STEEL

—WELDING—

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Lethbridge

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Blocks & Buildings

Sherlock Building 306 7 St S 2825

Board of Trade

Board of Trade Office Marquis Hotel 2012

Bonds

(See Stocks & Bonds)

Booksellers & Stationers

Commercial Printers & Office Outfitters Ltd

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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 403 5 St S 3050

Simon J 311 5 St S 2982

Sterling Shoes Ltd 314 6 St S 3344

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 G A Frisby Mgr 3281
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Radio Station C J O C Marquis Hotel 3161

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Atlas Lumber Co Ltd 3 Ave & 16 St S 2384
 Beaver (Alberta) Lumber Ltd 3 Ave & 17 St S. 3516

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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 S 2288

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Established 36 Years ——— Personal Instruction
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crowds if you had turned
to



They would have told
you who sold that article
you wanted and you
could have ascertained
the price by telephone
too.

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TELEPHONES**

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Prompt Efficient Service

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Roy Westman

626 - 8th St. S.

Bill Warren

Cartage

Canadian Freightways Ltd 1250 1 Ave S {2944
2945



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Servicing Main Points in Alberta

Connections to All Principal Cities
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2944 1250 - 1st Ave. S. **2945**

Cassaday F C 524 4 St S 2304
Crow's-Nest Pass Transport 1503 3 Ave S 2645
Dench of Canada Ltd 1101 2 Ave S 4234
Forsyth James E 5 Higinbotham Blk 3946
McLean Transfer 640 6 St S 2097

McLEAN TRANSFER

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MOVING and STORAGE

640 - 6th St. S.

2097

McNeely Bros 301 5 Ave S 2520

McNEELY BROS.

GENERAL HAULING

COAL—SAND and GRAVEL

301 - 5th Ave. S.

Phone **2520**

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Owen Distributing 517 3 St S 3011



Reidel Coal & Cartage 140 20 St N 2729
Roy's Delivery Service 626 8 St S 3959
Speedy Delivery Service Cor 3 St & 4 Ave S 3537

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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

WESTERN CANADA HARDWARE
LTD 907-915 2 Ave S 3177

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Bow On Tong Co 316 2 Ave S 3675

USE LONG DISTANCE

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),
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POSITIVE RESULTS

with Neuritis, Asthma, Hay Fever, Sciatica, Stomach Trouble,
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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

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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 14

Church Organizations

Alliance Tabernacle 712 2 Ave S 4325
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 Church 11 St S 3970
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

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Dominion Confectionery 418 5 St S 2460

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Food Basket 714a 3 Ave S 4663

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

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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

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Clark Ward F 121 McFarland Blk	4140
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Fletcher C M 5 Oliver Blk	3410
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Millar J Gordon 1-3 Stafford Blk	4244
Moscovich J 12 McLeay Blk	3788
Redding H D 2 Roxy Theatre Bldg	2631
Rylands D A 5 Rylands Blk	2497
Stewart J S 3 & 4 Lafferty Blk	2559
Watson A M Roxy Theatre Bldg	4213

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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
Warehouse 3 Ave & 4 St S	4510
Mihalik A 642 13 St N	4064
Supina Mercantile 230 13 St N	
Groceries	2766
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Wilson Electric Supplies Ltd 912 3 Ave S3908

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