

LETHBRIDGE CLASSIFIED TELEPHONE DIRECTORY

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Accountants

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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 706A 3 Ave S...3043

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

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SUNDSTRAND ADDING MACHINES
Adds—Subtracts and Multiplies

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2555

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M4007

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Deere John Plow Co Ltd 1239 2 Ave S...3786
Repair Department...3976
Local Agency A C McDonald 1009 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

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TRANS-CANADA AIR LINES

For
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RESERVATIONS

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City Ticket Office Marquis Hotel...2880
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Operations Headquarters Western Region
Kenyon Field...2078
Air Express Service...3434

Western Air Lines Inc Marquis Hotel...3971

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LETHBRIDGE

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WILLARD BATTERIES
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(Continued on Next Page)

Architects

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Canadian Red Cross Society Cor 7 Ave & 12 St S. 2099
Lethbridge Community Chest 5-6 Acadia Blk ... 2619
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**Cabin Trailers, Freight Vans, School Vans, Grain Boxes, Beet Boxes
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TRUCKS**



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(Continued on Next Page)

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REPAIRS

**For All Makes of Cars
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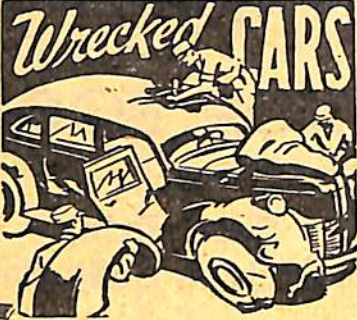
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Our Specialty

COLLISION WORK

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The Job's Like New When We Get Through

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Phone 4268

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PARTS & SERVICE 3736
 OFFICE & SALES 4562
 MANAGER 3622

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 Parts & Service 435 5 St S 3633
 Accountant 3705
 Manager 4065

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No Matter How Dirty
We Guarantee to Clean It

TUBULAR CORES IN STOCK FOR ALL CARS, TRUCKS
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(See Advertisement on Page 6)

North Lethbridge Motors & Auto Wreckers
313 - 317 13 St N 4268

Radiators Ltd 114 8 St S 4121

RADIATORS LIMITED

114 - 8th St. S., LETHBRIDGE

4121 — TELEPHONE — 4121

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to Restore Circulation



CALGARY, Ph. M1047; EDMONTON, Ph. 24533

"Desire to Serve — Plus Ability"

Branches at Calgary & Edmonton

Use **Long
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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

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COMPLETE "ONE STOP" SERVICE

Red Indian Texaco Products

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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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Radiators for All Makes of Cars, Trucks and Tractors

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PHONE

4268

PHONE

311-317 - 13th St. N. Lethbridge, Alberta

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Cor 4 Ave & 3 St S2918

General Garage & Auto Parts

AUTO WRECKERS

New and Used Parts for Cars,
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AUTO WRECKERS

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

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Marshall Auto Wreckers

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313-317 13 St N.....4268

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(See Poultry & Products)

Baggage

(See Luggage)

Baggage Transfer

(See Cartage)

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McGAVIN BAKERIES LTD

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Day & Night 3378

Day Calls Only 4488

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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

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Church H W 10 Oliver Blk 4015

Davidson & Davidson British Can Trust Bldg 3711

Elton David Horton K.C. 2 & 4 Stafford Blk 2523

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Herald Bldg 3990

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RITCHIE & HUCKVALE Acadia Blk

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Turcotte L S Bank of Nova Scotia Bldg 4331

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WHEN
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ADVERTISER

Please Mention The
TELEPHONE DIRECTORY

THE
Yellow Pages

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WHEN SHOPPING

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—plates of Activite, the patented Auto-Lite battery oxide, ensure maximum starting power and rich spark; Fibre-Glass insulation gives maximum battery life, protects plates against power loss.

AUTO-LITE**"WHERE TO BUY THEM"**

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205 10 St S {3758

Electro Service 813 3 Ave S 2669

Hutton's Ltd 321 8 St S 2586

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

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PHONE 4590

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With a KICK**presto-lite****"Start Right With Prest-O-Lite"****"WHERE TO BUY THEM"**

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WRECKERS Cor 4 Ave & 3 St S 2918

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{3758

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Enroll Now for Your Beauty Course!
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Individual In-
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 proved Equipment
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 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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 Lethbridge

Beauty Parlor Supplies & Equipment

Dominion Beauty Supply Co Alberta Blk 4594

Directory Advertising
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We stock a complete line of Beauty Parlor
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We sell new and second hand beauty equipment

DOMINION BEAUTY SUPPLY COMPANY

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 LETHBRIDGE



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is the

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SMART SHOPS and SMART OPERATORS know it pays to use reliable products. Perfect permanents depend entirely on the type of merchandise used.

Now all RELIABLE SHOPS such as the MARQUIS BEAUTY SHOP recommend LIFE OIL WAVES as far superior in this dry climate to any other. CALL the MARQUIS for a LIFE OIL permanent.

MARQUIS BEAUTY SHOP

PHONE

3714

PHONE

Marquis Hotel—Mezzanine

Lethbridge

WHY LOOK LIKE THIS



When you can have your hair expertly cut and styled by calling

4251

THE BEAUTY BOX

(Owned and Operated by Freda Walton)

539 - 5th St. S.

Lethbridge, Alta.

JOHN'S OF LETHBRIDGE BEAUTY SALON

PHONE **3355** PHONE

Let our skilled operators give you the most becoming permanent you've ever had.

*Beautifully
Yours*

LOVELY TO LOOK AT! _____
_____ EASY TO CARE FOR!

For the utmost in cool comfort - - - try our wonderful cold wave soon. _____

109 McFarland Bldg. _____ Lethbridge



Beauty Parlors

- Beau Monde Beauty Shoppe 10 Rylands Blk . . . 3575
(SEE ADVERTISEMENT ON PAGE 12)
- Beauty Box 539 5 St S 4251
- Bochan's Beauty Shop 512 4 Ave S 4217
- Budget Beauty Shop Alberta Blk 2250
- John's of Lethbridge Beauty Salon
109 McFarland Bldg 3355
- Lindrud Gertrude 1101A 4 Ave S 4020
- Marquis Beauty Shop Marquis Hotel Bldg 3714
- Marvelle Beauty Bar McFarland Bldg 4262
- Mills' Beauty Parlor 1110 6 Ave S 3926
- Paramount Academy of Beauty Culture Alta Blk 2250
(SEE ADVERTISEMENT ON PAGE 9)

(Continued on Next Page)

HOW IS YOUR MEMORY?

*IT DOESN'T MATTER. If
you know what the store
sells you can find the for-
gotten name and address
in the*

CLASSIFIED SECTION

**Charm
Begins
With
Your
Hair!**



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BEAUTY STUDIO
Capitol Theatre Bldg.

Phone 3494

BUDGET SHOP
Above McKelvie's

Phone 2250

Specialists in Permanent Waves
"Our Name is Your Guarantee"

The Song of Beauty

Light as a feather

SHAMPOO — WAVES — PERMANENTS

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Thelma and Cathy

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Lethbridge



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and All Types of Beauty Culture

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408 - 13th St. N.

Lethbridge



BEAUTY PARLORS—Continued

Robinson's Beauty Shoppe 242 13 St N	3313
Tufteland's Beauty Studio 416 5 St S	3494
(See Advertisement on Page 11)	
Vogue Beauty Parlor 408 13 St N	2287
Westbrook Bros 319 6 St S	3852

**Directory Advertising
Pays**

**Christmas Seals Fight Tubercu-
losis — But Only if They
Have Been Paid for
Have YOU Sent in Your
Contribution?
IF NOT, DO IT NOW!**

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B. L. Thomas _____ G. A. Johnson

New and Used Boilers For Sale

Boiler Repairs and Pressure Welding

Portable Equipment — General Welding Contractors

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REPAIRS FOR ALL MAKES
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Lethbridge

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- BLACKSMITHING
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- ORNAMENTAL IRON WORK
- STRUCTURAL STEEL

—WELDING—
Electric and Acetylene
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DAN'S REPAIR SHOP
BICYCLES AND RADIOS REPAIRED
LAWN MOWERS SHARPENED & REPAIRED
SKATES SHARPENED, GUNSMITH, LOCKSMITH
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Lethbridge Spring & Axle Ltd 402 4 St S 3478

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Board of Trade

Arcade Billiard & Cigar Store 325 5 St S 3366
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Board of Trade Office Marquis Hotel 2012

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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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Motor Car Supply Co of Canada Ltd 423 7 St S. 4590

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

Wholesale Distributors
"DAOUST" BOOTS & SHOES

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Bowling Alleys

Harry's Bowladrome 7 St S3330

Boys' & Girls' Clothing & Furnishings

Juniors' McFarland Bldg 4 Ave S2678

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SHORT STOP SERVICE STATION
Cor 4 Ave & 8 St S4167

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Sicks' Lethbridge Brewery Ltd 2 Ave & 1 St S	2444
G A Frisby Mgr	3281
Aerated Water Department	3442

Brewers' Distributors

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

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Radio Station C J O C Marquis Hotel3161

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Lethbridge Building Supplies Co 1266 1 Ave S	2972

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Streamlined Career Courses — Day and Evening
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High Standard Business Training. Modern
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Day and Evening Classes

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Nic-Nac Shop Masonic Bldg	3558

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Shipping & Employment	2587
General Office & Manager	2517

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Beaver Delivery rear 514 4 Ave S	3693
Canadian Freightways Ltd 1250 1 Ave S	{2944 2945}



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Servicing Main Points in Alberta
Connections to All Principal Cities
in U.S.A.

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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

(Continued on Next Page)

Roy's Pick-Up & Delivery Service

Prompt Efficient Service

P
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3959

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Roy Westman

626 - 8th St. S.

Bill Warren

FRENCHY'S QUICK DELIVERY

F. De Coste, Mgr.

SHORT and LONG DISTANCE HAULING

FURNITURE MOVING ————— CARGO FULLY INSURED

————— Pick-up and Delivery Service —————

PHONE **4454** PHONE

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Lethbridge, Alta.

CARTAGE—Continued

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 McLean Transfer 640 6 St S 2097

CARTAGE—Continued

Owen Distributing 517 3 St S 3011

McLEAN TRANSFER

CRATING

MOVING and STORAGE

640 - 6th St. S.

2097



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
 Wilson's Van Line 404 12 St S 4348

McNeely Bros 301 5 Ave S 2520

McNEELY BROS.

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COAL—SAND and GRAVEL

301 - 5th Ave. S.

Phone 2520

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USE LONG DISTANCE

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Your HEALTH COMES FIRST!

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

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

AMAZING RESULTS

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

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, Arthritis, Piles and Facial Paralysis.

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.

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SEE ADVERTISEMENT
DR J H LEWIS, MEDICINE HAT, Page 16

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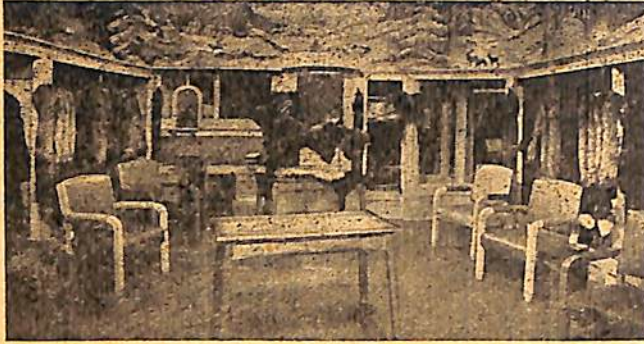
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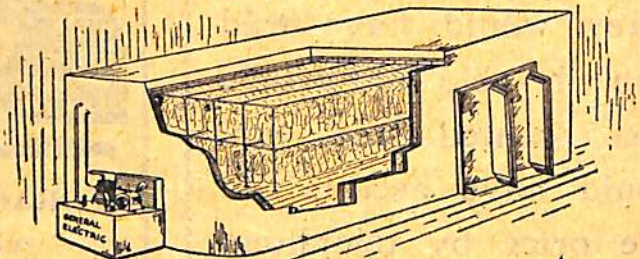
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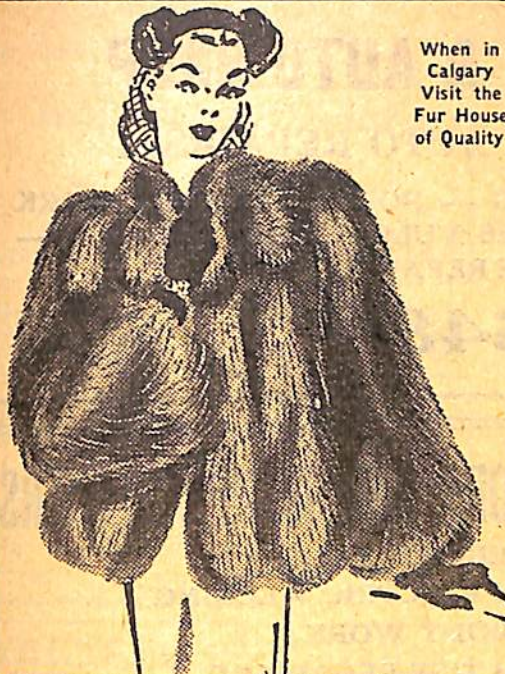


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(Continued on Next Page)

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1519 - 3rd Ave. S. Phone 4498

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 Marquis Motors Ltd 313 7 St S3736
 Park Service Station Henderson Park2219
 Seventy-Seven Service Station 320 9 St S2823
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 Johnston J & A 426 13 St N2314
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