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(See Advertisement Opposite Page)

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Richardson James & Sons Ltd

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Store No 2 910 7 Ave S ..... 3026  
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Kobal Mrs George 320 13 St N ..... 3951  
McKillop H A Co 902 9 St S ..... 2113  
Munro's Grocery 431 18 St N ..... 2418  
North Home Grocery 630 13 St N ..... 2746  
Pay 'N Tak' It Food Store 709 4 Ave S ..... 2930  
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Silver's Groceteria & Milk Bar 541 5 St S ..... 3219  
Southern Grocery 1111 3 Ave S ..... 70221  
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Fruit Department ..... 4355  
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Scott Fruit Co The Consolidated Fruit Bldg  
4 St S ..... 3353  
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(See Advertisement on Page 33)

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(See Advertisement on Page 35)

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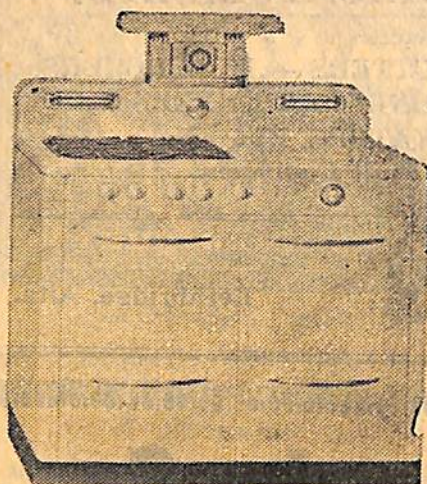
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2026

Morris & Barrett 318 6 St S ..... 2383

### MORRIS & BARRETT HARDWARE

"HOME OF C-I-L PAINTS"

318 - 6th St. S. — Phone 2383

Rogers F A 546 13 St N ..... 4508

### Paper Dealers—Wholesale

Mid-West Paper Sales Ltd Cor 5 St & 1 Ave S 3650

**BUY CHRISTMAS SEALS ... EVERY YEAR**

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So Distinctive—So Life-like . . .

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**P**HOTOS so distinctive, so life-like—so full of expression and personality—will be yours if you choose the Clarke Studio for your next portrait.

GROUP PHOTOS A SPECIALTY

PHOTO COLORIST

PICTURE FRAMING

### CLARKE PORTRAIT STUDIO

319 - 8th St. S.

PHONE 2010



You know you are a work of Nature  
so pay a visit to

**GAY'S**

**PHOTOGRAPHIC**

PHONE

**5045**

**SALON**

and become a work of art

● WEDDING & FAMILY GROUPS ● PORTRAITS ● PHOTO FINISHING

706a - 3rd Ave. S. ————— Lethbridge, Alta.

### Phonographs — Automatic

Chow H Y 502 12 St-B N .....5096

### Photographers

Clarke H V 319 8 St S .....2010

Cross A E Studio 614 3 Ave S .....2673

De Jourdan's Studio 105 8 St S .....2658

Fruet Studio 322 5 St S .....3954

Gay's Photo Studio 1 McKenzie Bldg .....5045

Loader Studio 539a 5 St S .....4570

**LOADER**

of

**LETHBRIDGE**

"Portraits That Live"

- Commercial
- Weddings
- Albums & Frames

Drafting ● Photostatic Copying

STUDIO

539A - 5th St. South

**4570**

## FRUET STUDIO

Portraits of Distinction



SPECIALIZING IN

- COLORED PORTRAITS
- WEDDING GROUPS
- CHILD STUDIES

PHONE **3954** PHONE

322 - 5th St. S.

Lethbridge

Directory Advertising Pays



# G. H. Baxter & Son

## PLUMBING & HEATING

ESTIMATES CHEERFULLY GIVEN

*Prompt — Reliable — Reasonable***3499**

968 - 10th Street S., Lethbridge

**3830**

## PLUMBING

STEAM & HOT WATER  
CONTRACTORS

Gas and Sprinkler Fitting

*Repair Work a Specialty***Phone 3521**

Residence Phones

W. E. Holberton ..... **2525**  
 W. L. Holberton ..... **4276**  
 E. F. Fleetwood ..... **3985**

For Further Particulars

**Walker & Holberton**

320A 7th St. S.

Lethbridge, Alta.

## Physicians & Surgeons

Bigelow-Fowler Clinic Medical Dental Bldg ..... 3121  
 Cairns Edmund 120 McFarland Bldg ..... 3171  
 Specialist in Diseases of Children  
 Campbell Clinic 329 7 St S  
 P M Campbell & T E Brown ..... 3505  
 W E Bryans F M Christie & M J Tuttle ..... 3501  
 Haig A A 120 McFarland Bldg ..... 3171  
 Specialist in General Surgery  
 Haig Clinic 120 McFarland Bldg ..... 3171  
 Hunt Dimock & Hunt cor 5 Ave & 7 St S ..... 3184  
 O'Meara Margaret Empress Bldg ..... 3230  
 Roy Schmaltz Roy & Rice  
 111-120 Sherlock Bldg ..... 3134  
 Spackman E V 107 Sherlock Bldg ..... 3915  
 Wray J S Oliver Bldg ..... 3458

## Piano Tuners & Repairers

Cripps H A 951 11 St S ..... 2168

## Plumbers & Gas-fitters

Baxter Geo H & Son 968 10 St S ..... 3830  
 Hick Fred 604 6 St S ..... 2735  
 Rodier Jas B 408 12 St-A S ..... 3036  
 Scott W S 955 10 St S ..... 2069  
 Walker & Holberton 320A 7 St S ..... 3521  
 Whittick Bros 910 3 Ave S ..... 3014  
 (See Advertisement on Page 45)

## Plumbing & Heating Supplies

Marshall-Wells Ltd 1231 2 Ave S ..... 4324

**WESTERN CANADA HARDWARE**

LTD 907-915 2 Ave S ..... 3177

## Poultry & Products

Alberta Poultry Producers Ltd 904 1 Ave S ... 4371  
 Burns & Co Limited Cor 6 Ave & 4 St S ..... 2388  
 Crystal Dairy Ltd 434 8 St S ..... 2576  
 Green Geo W & Co Ltd 1405 2 Ave S ..... 4090

## SEEDS and FEEDS

**GEO. W. GREEN & CO. LTD.****4090** 1405 - 2nd Ave. S., Lethbridge

## Power Companies

Calgary Power Ltd 415 3 Ave S ..... 4267

**FIGHT T.B. Have a Chest X-ray.**  
**Buy Christmas Seals.**



Plumbing That Pleases in Price, Quality and Workmanship

# Whittick Bros.

VISIT OUR SHOWROOM

**Plumbing—Gasfitting, Steam & Hot Water Heating**

For Farm Pressure Systems — Water Softeners —  
Oil Burners — Automatic Gas Controls  
and all General Plumbing Supplies

CITY AND COUNTRY WORK ATTENDED TO  
PROMPTLY AND EFFICIENTLY

PHONE **3014** PHONE

F. Ray Whittick res. 2514 — George S. Whittick res. 4592

REPAIRS

CONTRACTS

910 - 3rd Ave. S.

Fred T. Robins

Chester Robins

## ROBINS PRINTING CO.

OFFSET PRINTING

Greeting Cards

Stationery

A Dependable Printing Service

812 - 4th Ave. S.

PHONE

**2491**

PHONE

Lethbridge

*Printers*

PRINTERS—Continued

Commercial Printers & Office Outfitters Ltd  
326 7 St S. .... 2999

Paramount Printers 311½ 5 St S ..... 3287

### COMMERCIAL PRINTERS

& OFFICE OUTFITTERS LTD.

**SCHOOL SUPPLIES**

Stationery - School Supplies

Books - Gifts - Novelties

Phone **2999** 326-7th St. S., Lethbridge

FINE  
QUALITY

**PRINTING**

Expert Workmen at Your Service

**PARAMOUNT PRINTERS**

Rear Woolworth's

LEE WALL • W. GREGSON

**3287**

Robins Printing Co 812 4 Ave S ..... 2491

Herald 323 6 St S ..... 3203

**USE LONG DISTANCE**



# Please Speak

Directly Into  
The

## Telephone

Your friends will find it more pleasant conversing with you by Telephone if you do this.

They will hear exactly what you say clearly and distinctly if you say it directly into the Telephone instead of to the room at large.

# ALBERTA GOVERNMENT TELEPHONES

### Public Departments—City of Lethbridge

(See Alphabetical Section Under City of Lethbridge)

### Public Departments—Dominion Government

(See Alphabetical Section Under Dominion Government)

### Public Departments—Provincial Government

(See Alphabetical Section Under Provincial Government)

### Pump Manufacturers & Dealers

Spencer's Pump Service 1209 2 Ave S ..... 3510

**WESTERN CANADA HARDWARE LTD**  
907-915 2 Ave S ..... 3177

**WILKINSON & McCLEAN LTD**  
2018 2 Ave S ..... 3279

### Radio Dealers—Wholesale

Carson H R Limited 316 7 St S ..... 3155

### CARSON H. R. LIMITED

Wholesale Marconi  
and  
DeForest Radios

316 - 7th St. S. Phone **3155**

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

### MOTOR CAR SUPPLY CO.

OF CANADA LIMITED

Wholesale Distributors of

"PHILCO" RADIOS

423 - 7th St. S. PHONE **2262**

### Radio Sales, Service & Supplies

Bert & Mac's Cycle & Radio Co 315 7 St S .... 3232  
(See Advertisement on Opposite Page)

Fremstad's Radio Service 9 Lafferty Blk ..... 2787  
(See Advertisement on Page 49)

Jack's Radio Sales & Service 302 13 St N .... 79721  
(See Advertisement on Page 49)

(Continued on Next Page)

## USE LONG DISTANCE



# IF YOUR RADIO IS *Sick* PHONE 3232



RADIO SERVICE can be no better than the reputation of the firm entrusted with the work. So be sure that the firm you choose has a background of experience, dependability and integrity.

BERT & MAC'S offer you the knowledge and experience gained in over 16 years spent in servicing home radios. They are continuously alive to all radio trends and developments—and of course all their work is guaranteed.

Remember BERT & MAC'S "Build up the performance of your radio NOT the charges".



315 - 7th St. S. — LETHBRIDGE

SEE THE NEW MARCONI, DEFOREST, PHILIPS,  
SPARTON AND CROSSLEY RADIOS  
ON OUR DISPLAY FLOOR



# FOR RADIO REPAIRS



*Hold on, Mister! Call Keplers!*

**Phone 4338**

**HAVE KEPLER'S  
FIX YOUR RADIO TO  
STAY FIXED!**

You may be an expert in fixing the kitchen sink or tinkering with a watch, but when it comes to fixing such an intricate piece of equipment as your radio, call Kepler's radio experts.

Kepler's give you these Extras without Extra Charge:

- 1 A written estimate.
- 2 An itemized invoice.
- 3 A written guarantee.
- 4 Your old parts returned.
- 5 A free radio to use while we repair yours.
- 6 Seven first class Government Licensed Technicians employed year round.

SMALL RADIOS TO RENT

## COMPARE!

### MR. O'SULLIVAN SAYS:

Manager, Kepler's. Dec. 19, 1946,  
528 14th Ave. W.

Dear Sir:

It is with great pleasure that I wish to thank you for the job you made of my radio. Even though I was here in 1940 and '41, I never had the reception then that I get now. You sure stand behind your work.

Thanking you once more, I remain,  
Yours very truly,  
(Sgd.) J. P. O'Sullivan.

No words of ours could as adequately prove the quality and satisfaction of Kepler's service facilities, as this voluntary letter from Mr. O'Sullivan. Buy your radio and appliances at Kepler's and be sure of the best in service and satisfaction.

COMPARISON PROVES that Kepler's is the best place to buy your new radios and appliances.

Compare these points—Experience, service facilities, reliable products, credit facilities.

1. Kepler's has been in the same business for 19 years.
2. Kepler's has unequalled service facilities.
3. Kepler's has the best makes—Philco, Stromberg-Carlson, R.C.A. Victor, Hot Point, Norge.
4. Kepler's has complete credit facilities—a simplified credit application—no embarrassing questions asked.

Dealers for Philco, R.C.A. Victor, Stromberg-Carlson, Hotpoint, Norge, Addison, Philips, Sunbeam, Silex, Cory, Sessions, Admiral, etc. Radios, Washers, Refrigerators, Ranges, Electric Clocks, Mixers, and all Small Appliances.

Southern Alberta distributors for Brush Mail-A-Voice, Office Dictating Equipment. Also distributors for Brush Sound-Mirror, Tape Recorder.

**Kepler's**  
Radio and  
Appliance Shop.

322A - 7th St. South, Lethbridge, Alta.





## EXPERT RADIO REPAIRS

9 Lafferty Block

## Fremstad's Radio Service

A Complete Stock of  
Fresh Batteries and Battery Packs

**SPECIALIZED REPAIRS**  
To All Makes of Radios

PHONE **2787** PHONE

REASONABLE PRICES — WORK GUARANTEED

## —JACK'S RADIO SALES & SERVICE—

*Specialized Radio Repairs*

AT REASONABLE PRICES

WELL EQUIPPED WORK BENCH

GOVERNMENT LICENSED TECHNICIANS

RADIO AND ELECTRICAL APPLIANCES

**—79721—**

302 - 13th St. N.

Lethbridge

RADIO SALES, SERVICE & SUPPLIES—Continued

RADIO SALES, SERVICE & SUPPLIES—Continued

Jordan Walter C 443 19 St N ..... 2593

Mid-West Electric Ltd 1263 3 Ave S ..... 3774

For the Best in Radio Service

PHONE **2593** 443 - 19th St. N.

## JORDAN'S

Radio & Refrigerator Service

18 Years Experience  
GOVERNMENT LICENCED

Member

Associated Radio Technicians of Alberta  
SOUND SYSTEMS FOR RENT  
SOUND SYSTEMS SERVICED

Kepler's Radio Service 322a 7 St S ..... 4338  
(See Advertisement on Opposite Page)

McKenzie Electric Ltd 706 3 Ave S ..... 3637

**WESTINGHOUSE**  
SALES AND SERVICE

**McKENZIE ELECTRIC LTD.**

(W. H. ROYER, Technician).

706 - 3rd Ave. S.

PHONE **3637**

**MID-WEST ELECTRIC LTD.**

FOR RADIO REPAIRS THAT ARE BEST  
CALL MID-WEST

PHONE **3774** PHONE

1263 - 3rd AVE. S. — LETHBRIDGE

**STROMBERG-CARLSON RADIOS**

In the lower price  
field . . . . .  
In the higher price  
field . . . . .  
In any price field



There is nothing finer than a STROMBERG-CARLSON.

**"WHERE TO BUY THEM"**

DEALERS

**KEPLER'S RADIO & APPLIANCE SHOP**

322a 7 St S ..... 4338

Vaselenak A 546 12 St-C N ..... 2483

**BUY CHRISTMAS SEALS . . . EVERY YEAR**



# JONES REFRIGERATION SERVICE

Sales and Service

— Commercial and Domestic Refrigerators —

**PHONE 4555 PHONE**

813A 3rd Ave. S. Residence Address: 1906 7th Ave. S., Lethbridge

## Railway Companies

Canadian Pacific Railway Depot .....	3512
Cartage Pick-up & Delivery Service .....	2565
Agent—Coalhurst .....	2236

## Real Estate

Blount & Anderson Agencies 2 Cooper Blk .....	2843
Bowman Wallace Co Ltd Acadia Bldg .....	2325
Colley & Co 4 Oliver Blk .....	3455
Merchant B J Metcalfe Bldg .....	2191
Merrill Agencies 1-3 Stafford Blk .....	4474
Peat Norman B 1 Alberta Blk .....	3570
Rollag H O 1241 5 Ave-A S .....	4327
Rossiter Agencies Bsmr McFarland Bldg .....	2412
Roy & Carr Roxy Theatre Bldg .....	4544
Tanner B F Metropolitan Bldg .....	3233
Wood Courtney A 14 Stafford Blk .....	3716

## Refrigerator Service

Jones Refrigeration Service 1906 7 Ave S .....	4555
Jordan Walter C 443 19 St N .....	2593

**For the Best in Refrigerator Service**  
**PHONE 2593 443 - 19th St. North**

**JORDAN'S**

**Radio and Refrigerator Service**  
Complete service on COLDSPOT semi-sealed units  
Commercial — All Makes Serviced — Domestic

## Refrigerators

<b>HOYT HARDWARE LTD</b> 608 3 Ave S ...	3863
Motor Car Supply Co of Canada Ltd 423 7 St S	4590

**MOTOR CAR SUPPLY CO.**

OF CANADA LIMITED  
Wholesale Distributors  
"PHILCO"

**Refrigerators & Home Freezers**

423 - 7th St. S. Phone 4590

## Rental Agents

Baalim Building Agencies 317 7 St S .....	2432
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## Reo Motor Trucks

See Heading Motor Truck Dealers

## Restaurants

Art's Cafe 410 2 Ave S .....	2819
Benny's Coffee Shop 412 5 St S .....	4245
Brite Spot The 712 3 Ave S .....	3068
Canton Chop Suey House 318 2 Ave S .....	3262
Club Cafe 322 5 St S .....	2149
Coffee Pot Cafe 1406 2 Ave S .....	5020
Lethbridge Fish & Chip Shop 420 13 St N .....	2186
Lin Kue Chop Suey 405 2 Ave S .....	2712
Lotus Inn 102 8 St S .....	2297
Man Yan Chop Suey 403 2 Ave S .....	2463
Maple Leaf Cafe 3 Ave S .....	3298
Mike's Coffee Shop Cor 4 Ave & 5 St S .....	3906
Park Lane Cafe 612 3 Ave S .....	2252
Park's Chicken Inn 322 4 St S .....	4430
Ritz Cafe 328 5 St S .....	2844
Shangri La Cafe 323 5 St S .....	2485
Shasta Cafe 329 5 St S .....	4025
Slim's Lunch 403 4 Ave S .....	3950
Steak Shop 820 3 Ave S .....	3620
Victoria Cafe & Rooming House 116 8 St S .....	2815
Wonder Cafe 432 13 St N .....	2155
Yale Cafe 212 5 St S .....	3963

## Road Making Machinery

Union Tractor & Equipment Co Ltd 1269 2 Ave S	2606
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### Caterpillar

Standardize on the "Caterpillar" Line of Earth-moving Equipment.  
Graders, Scrapers, Bulldozers, Etc.

**UNION TRACTOR & EQUIPMENT CO. LTD.**

1269 - 2nd Ave. S. Phone 2606

Waterous Ltd 635 12 St S .....	2530
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**BUY CHRISTMAS SEALS . . . EVERY YEAR**



# THE CENTRAL

## SECOND HAND STORE



*We Buy, Sell, Exchange, Furniture, Tools, Saddlery, Stoves, Musical Instruments — Also a Full Line of Tents, Baggage, or Anything of Value*

RES. PHONE  
**3 1 3 9**

CASH PRICES PROMPTLY PAID  
106 - 5th Street South

OFFICE PHONE  
**2 5 5 1**

## KERRISON'S

### NEW and USED FURNITURE

Furnishings of All Descriptions for the Home

DINING & KITCHEN SETS — STOVES — BEDS & DRESSERS

BUY and SELL WITH CONFIDENCE AT "KERRISON'S"

PHONE **2805** PHONE

250 - 13th St. N. ————— Lethbridge, Alta.

### Roofing & Sheet Metal Contractors

Charlton & Hill 304 9 St S .....2599

### CHARLTON & HILL

SHEET METAL WORK  
BONDED ROOFERS

FURNACES & AIR CONDITIONING

304 - 9th St. S.                      **PHONE 2599**

Hiebert P 1121 7 St N .....79021

Jones & Duce 321 12 St-A N .....4550

### Salvage Cutting

Pearson H E 113 10 St S .....3957

### Sand & Gravel

Lethbridge Sand & Gravel Co River Bottom ....3610

### Sash & Doors

Advance Lumber Co Ltd 13 St & 2 Ave S .....2063

Atlas Lumber Co Ltd 3 Ave & 16 St S .....2384

Lethbridge Sash and Door Factory  
5 Ave S & 4 St .....3755

### Schools

Lethbridge City Supt & Secy A J Watson

15 St S .....3548

Collegiate Institute Principal's Office .....3465

Lethbridge School Division No 7

Bank of Nova Scotia Bldg .....2628

### Second Hand Dealers

Central Second Hand Store The 106 5 St S ....2551

Empire Furniture Store 120 5 St S .....3980

Kerrison's Second Hand Store 250 13 St N ....2805

### Seed Cleaners

O'Loane Kiely & Co Ltd 2 Ave S .....2313

### Seed Growers

O'Loane Kiely & Co Ltd 2 Ave S .....2313

### Sewing Machines

Singer Sewing Machine Co 620 3 Ave S .....2243

**USE LONG DISTANCE**