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4152

Grocers—Retail

Frank's Grocery & Meat Market 407 2 Ave S 2737

Hoefer's Grocery 543 13 St S { 3297
4297Jenkin's Groceteria Ltd Store No 1 324 6 St S { 3260
633

Store No 2 910 7 Ave S 3026

Jim's Grocery 711 6 Ave S 3466

Jimmie's Grocery 1315 9 Ave S 3394

Johnston J & A 426 13 St N 2314

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

Pete's Grocery & Confect 418 16 St N 5195

Silver's Groceteria & Milk Bar 541 5 St S 3219

Sorokoski M I 544 13 St N 3922

Southern Grocery 1111 3 Ave S 4606

Swidinsky Mike 707 9 Ave N 3935

Wilson's Grocery 1112 6 Ave S 3657

Wilson's Groceteria 902 7 Ave S 3995

York Grocery 728 6 St S 5127

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

Scott Fruit Co The Consolidated Fruit Bldg

4 St S 3353

Western Grocers Ltd Cor 2 Ave & 9 St S

Order Desk & Shipping Office 2434

A Smith Buyer 4385

E Hembroff Fruit Dept 4264

W Martin Credit Dept 2997

W-S McIntock Manager 2435

Gunsmiths

Blenner-Hassett & Smith 309 6 St S 2260

BLENNER - HASSETT & SMITH

GUN REPAIRS

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HOYT HARDWARE LTD { 3863

608 3 Ave S { 3860

Macleod's Limited 324 5 St S 4240

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Metals Ltd 629 11 St S 4151

Western Canada Hardware Ltd 907-915 2 Ave S 3177

**Western Canada
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St Michael's General Hospital 13 St & 9 Ave S	3131

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Arlington Hotel 1 Ave & 4 St S	2278
Dallas Hotel 312 5 St S	2312
Garden Hotel Co Ltd 510 3 Ave S	3104
Don Kirkham & Al Freed	3038
Lethbridge Hotel 5 St S & 2 Ave	3151
Lincoln Hotel 411 3 Ave S	2095
Marquis Hotel Ltd Cor 4 Ave & 7 St	3191
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York Hotel Cor 3 Ave & 13 St N	4201

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Dennie's Own Ice Cream 1102 5 Ave S	4910
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Office	4095

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Cosgrove J M 1260 6 Ave S	4228
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Lethbridge Machinery Co 1720 2 Ave S	3556

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Forster Agency The 306 7 St S	2793
	4999
Harris W M Agency Hull Blk	2343
Ives Albert E 320 7 St S	3009
Lethbridge Agencies B Metcalfe Bldg	2861
Merchant B J Metcalfe Bldg	2191
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Peat W S Agency 1 Alberta Blk	3570

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Sharman E A Agency 1251 2 Ave S	2173
Snowdon Agencies Metropolitan Bldg	4449
Turnbull E A 207 Sherlock Bldg	4229
Universal Agencies 4 Oliver Blk	3455
Verwoerd D Capitol Theatre Bldg	2454
Walker & Kirkham Ltd Bank of Nova Scotia Bldg	4085
Wood O J 122 McFarland Bldg	2767

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ALBERTA GOVERNMENT INSURANCE	
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Canada Life Assurance Co Metropolitan Bldg	2816
Confederation Life Ass'n Capitol Theatre Bldg	2454
Great West Life Assurance Co BC Trust Bldg	3473

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LIFE INSURANCE CO OF ALBERTA	
South Alberta Branch 209 Sherlock Bldg	2831
London Life Insurance Co 10 Stafford Blk	2389
Manufacturers Life Insurance Co	
111-112 McFarland Bldg	4358
Monarch Life Assurance Co 7 McLeay Blk	2985
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Prudential Insur Co of Amer 101 Sherlock Bldg	3594
Sovereign Life Assurance Co 1-3 Stafford Blk	4474
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La Kay's Ladies Wear 304 13 St N .5077
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Mayfair-Vogue Ltd 313 5 St S .3682
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New York Fur & Dress Shop 604a 3 Ave S .3276
Primrose Shop 313 6 St S .2244
Rylands & Co 302 5 St S .2251

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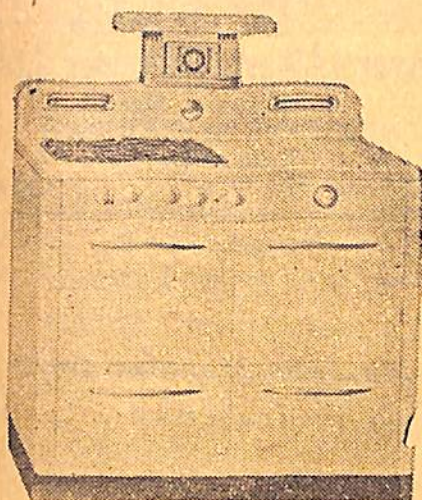
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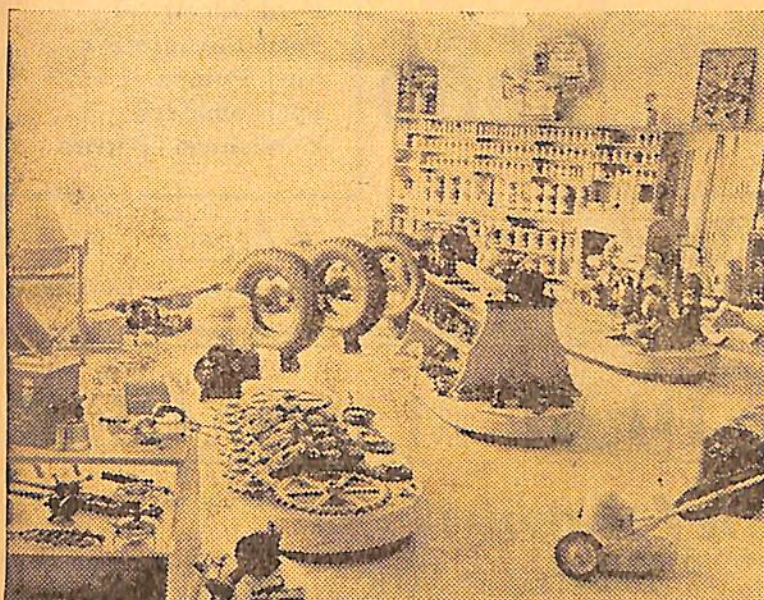
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3706

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Hurlburt O J 1215 6 Ave S 4963
Meads & Son 611 8 Ave S 3690
Riethman E E 2104 7 Ave S 5141
Sigalet W & Co 338 18 St N 5151
United Painters 312 12 St-C N 4996
Wellington Bros 611 10 St S 2472
Whapham Geo O 953 12 St S 4792

Paints, Oils & Varnishes

CANADA PAINT & WALLPAPER

STORE Whlse & Ret Paints & Varnishes

411 7 St S 2513

HOYT HARDWARE LTD 608 3 Ave S 3863

Lethbridge Building Supplies Co 1266 1 Ave S 2972

PAINTS, OILS & VARNISHES—Continued

Lethbridge Machinery Co 1720 2 Ave S 3556

Lethbridge Machinery Co.

GLIDDEN TIME TESTED PAINTS
VARNISHES — ENAMELS
SPRED & SPRED LUSTER

1720-2nd Ave. S. Phones **2026-3556**

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 1415 2 Ave S 3650

Southland Wholesale Paper & School Supplies

Hull Bk 4116

Phonographs — Automatic

Chow H Y 705 4 St S 5096

So Distinctive—So Life-like . . .

Clarke Photographs

PHOTOS 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.

FRUET STUDIO

Portraits of Distinction



SPECIALIZING IN

- COLORED PORTRAITS
- WEDDING GROUPS
- CHILD STUDIES

PHONE **3954** PHONE

322 - 5th St. S.

Lethbridge

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

"Make One Call Do the Work of Two"—
Use the **YELLOW PAGES**.

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.

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 & 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
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Plasterers

McKenna W J 834 8 St S	632
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Plumbers & Gas-fitters

Baxter Geo H & Son 968 10 St S	3830
(See Advertisement on Page 44)	
Hick Fred 604 6 St S	2735
Holbertons Ltd 320a 7 St S	3521

(Continued on Next Page)

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

HOLBERTONS LTD.

320A 7th St. S.

Lethbridge, Alta.

G. H. Baxter & Son

PLUMBING & HEATING

ESTIMATES CHEERFULLY GIVEN

Prompt — Reliable — Reasonable
3499 — 968 - 10th Street S., Lethbridge — **3830**

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

PLUMBERS & GAS-FITTERS—Continued

Rodier Jas B 408 12 St-A S3036
 Scott W S 955 10 St S2069
 Whittick Bros 910 3 Ave S3014

(See Advertisement on Page 43)

Plumbing & Heating Supplies

Marshall-Wells Ltd 1231 2 Ave S4324
WESTERN CANADA HARDWARE
LTD 907-915 2 Ave S3177

Poultry & Products

Alberta Poultry Producers Ltd 904 1 Ave S4371
 Burns & Co Limited Cor 6 Ave & 4 St S2388
 Crystal Dairy Ltd 434 8 St S2576

Power Companies

Calgary Power Ltd 415 3 Ave S4267

Printers

Commercial Printers & Office Outfitters Ltd

326 7 St S2999

COMMERCIAL PRINTERS

& OFFICE OUTFITTERS LTD.
SCHOOL SUPPLIES

Stationery - School Supplies

Books - Gifts - Novelties

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

Herald 323 6 St S3203

Paramount Printers 311½ 5 St S3287

FINE QUALITY PRINTING

Expert Workmen at Your Service

PARAMOUNT PRINTERS

Rear Woolworth's

LEE WALL • W. GREGSON

3287

Robins Printing Co 812 4 Ave S2491

*Public Departments—City of
Lethbridge*

(See Alphabetical Section Under City of Lethbridge)

*Public Departments—Dominion
Government*

(See Alphabetical Section Under Dominion
Government)

*Public Departments—Provin-
cial Government*

(See Alphabetical Section Under Provincial
Government)

Pump Manufacturers & Dealers

Spencer's Pump Service 1209 2 Ave S3510

WESTERN CANADA HARDWARE LTD

907-915 2 Ave S3177

WILKINSON & McCLEAN LTD

2018 2 Ave S3279

Radio Dealers—Wholesale

Carson H R Limited 316 7 St S3155

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**

DIRECTORY

ADVERTISING PAYS

Please Speak

Directly Into
The

Telephone

Your friends will
find it more pleas-
ant conversing with
you by Telephone if
you do this.

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

**ALBERTA
GOVERNMENT
TELEPHONES**

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



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

—4979—

302 - 13th St. N.

Lethbridge

Phone 2593

443 - 19th St. North

JORDAN'S

RADIO & REFRIGERATION SERVICE

ALL MAKES OF RADIOS, SOUND SYSTEMS, PHONO PLAYERS, ETC., SERVICED
(Specialized Service for all F.M. Mobile Radio Telephones)

SOUND SYSTEMS FOR RENT

1st Class Govt. Licenced Technician

20 Yrs. Experience

Radio Sales, Service & Supplies

Barrett's 310 6 St S 4554

RADIO SALES, SERVICE & SUPPLIES—Continued

Fremstad's Radio Service 9 Lafferty Blk 2787
Galt Home Appliances 309 7 St S 3889

—BARRETT'S— Home Appliances

General Electric Sales & Service

310 - 6th St. S.

Phone 4554

FOR

RADIOS

PHONE

Your Northern Electric Dealer

GALT HOME APPLIANCES

309 - 7th St. S.

3889

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

(See Advertisement on Opposite Page)

Jack's Radio Sales & Service 302 13 St N 4979

(Continued on Next Page)

JONES REFRIGERATION SERVICE

Sales and Service

— Commercial and Domestic Refrigerators —

PHONE **4555** PHONE

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

JORDAN'S

RADIO & REFRIGERATION SERVICE
DOMESTIC & COMMERCIAL REFRIGERATORS
SALES & SERVICE

Coldspot Repairs A Specialty

PHONE **2593** PHONE

443 - 19th ST. NORTH

LETHBRIDGE

RADIO SALES, SERVICE & SUPPLIES—Continued

Jordan Walter C 443 19 St N2593
 (See Advertisement on Page 47)

McKenzie Electric Ltd 706 3 Ave S3637

WESTINGHOUSE
SALES AND SERVICE

McKENZIE ELECTRIC LTD.
 (W. H. ROYER, Technician)

706 - 3rd Ave. S. PHONE **3637**

Stern Furniture Co Cor 3 Ave & 8 St S2428

DISTRIBUTING NORTHERN ELECTRIC
PRODUCTS SINCE 1937

GURNEY RANGES - GAINADAY WASHERS
LEONARD REFRIGERATORS
NORTHERN ELECTRIC RADIOS, ETC.

STERN FURNITURE CO.

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

RADIO SALES, SERVICE & SUPPLIES—Continued

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 SERVICE

322a 7 St S4338

Vaselenak A 546 12 St-C N2483

Railway Companies

Canadian Pacific Railway Depot3512
 Cartage Pick-up & Delivery Service2565
 Garage2565
 Agent—Coalhurst2236

Use Long Distance

Real Estate

Blount Agencies 317a 8 St S	2843
Bowman Wallace Co Ltd Acadia Bldg	2325
Colley & Co 4 Oliver Blk	3455
Lethbridge Agencies B Metcalfe Bldg	2861
Merchant B J Metcalfe Bldg	2191
Merrill Agencies 1-3 Stafford Blk	4474
Morrison Agency 412 6 St S	2439
Peat Norman B 1 Alberta Blk	3570
Perry James R Royal Bank Bldg	3807
Rollag H O 3 Lafferty Blk	4899
Rossiter Agencies Bsm't McFarland Bldg	2412
Roy & Carr Roxy Theatre Bldg	4544
Schwartz Henry 409 2 Ave S	2151
Tanner B F Metropolitan Bldg	3233
Western Real Estate Agents Ltd 327 7 St S	2661
Wood Courtney A 14 Stafford Blk	3716

Refrigerator Service

Jones Refrigeration Service 1906 7 Ave S	4555
(See Advertisement Opposite Page)	
Jordan Walter C 443 19 St N	2593
(See Advertisement Opposite Page)	

Refrigerators

Galt Home Appliances 309 7 St S	3889
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FOR
LEONARD REFRIGERATORS
 PHONE
Your Northern Electric Dealer
GALT HOME APPLIANCES
 309 - 7th St. S. **3889**

HOYT HARDWARE LTD 608 3 Ave S ...	3863
Stern Furniture Co Cor 3 Ave & 8 St S	2428

DISTRIBUTING NORTHERN ELECTRIC
PRODUCTS SINCE 1937
 GURNEY RANGES - GAINADAY WASHERS
 LEONARD REFRIGERATORS
 NORTHERN ELECTRIC RADIOS, ETC.
STERN FURNITURE CO.
 Cor. 3rd Ave. & 8th St. S. **2428**

Rental Agents

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

See Heading Motor Truck Dealers

Restaurants

Andy's Coffee Shop Greyhound Bus Depot	4990
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

RESTAURANTS—Continued

Canton Chop Suey House 318 2 Ave S	3262
Chris' Snack Bar Cor 11 St & 4 Ave S	3077
Club Cafe 322 5 St S	2149
Coffee Pot Cafe 1406 2 Ave S	5020
Lin Kue Chop Suey 405 2 Ave S	2712
Lotus Inn 102 8 St S	2297
Louis' Steak Shop 820 3 Ave S	3620
Man Yan Chop Suey 403 2 Ave S	2463
New Moon Cafe 3 Ave S	3298
Park Lane Cafe 612 3 Ave S	2252
Park's Chicken Inn 322 4 St S	4430
Ritz Cafe 328 5 St S	2844
Shanghai Chop Suey 610 3 Ave S	2657
Shangri La Cafe 323 5 St S	2485
Shasta Cafe 329 5 St S	4025
Slim's Lunch 403 4 Ave S	3950
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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Roofing & Sheet Metal Contractors

Charlton & Hill 304 9 St S	2599
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CHARLTON & HILL

SHEET METAL WORK

BONDED ROOFERS

FURNACES & AIR CONDITIONING

304 - 9th St. S.

PHONE 2599

Hiebert P 1121 7 St N	79021
Jones Roofing 321 12 St-A N	4550

Sand & Gravel

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

Advance Lumber Co Ltd 13 St S & 2 Ave	2063
Atlas Lumber Co Ltd 3 Ave & 16 St S	2384
Lethbridge Sash and Door Factory 5 Ave S & 4 St	3755