

# LETHBRIDGE

NOVEMBER, 1950

## YELLOW PAGES



ALBERTA GOVERNMENT TELEPHONES





# Lethbridge Classified Telephone Directory

## Abattoirs

Burns & Co Limited near Exhibition Grounds	{3831 5194
City Abattoir near Exhibition Grounds	3048

## Accountants

Aldous Agency 109 Sherlock Bldg	3712
Boulton C W & Co A Metcalfe Bldg	3974
Cranstoun Eric 7 Rylands Blk	4135

### Eric Cranstoun, F.A.E.

#### AUDITORS & ACCOUNTANTS

EXPERT ADVICE  
ON DOMINION INCOME TAX

7 Rylands Blk. **4135**

GRUMAN RICHARD 7-8 McLeay Blk	5006
Res 1122 12 St-B S	5474
Holberton-Kaun 6 Cooper Bldg	5558

### HOLBERTON - KAUN

#### Accounting & Income Tax

6 Cooper Building **5558**

Lees Miss J A 11 Patterson Court	5560
Ponech N F 112 McFarland Bldg	4773

## Accountants—Chartered

Paterson & Co Ritchie 5-6 Acadia Bldg	2619
Tanner B C & Co 219 Sherlock Bldg	3233
Williams John A 201 Sherlock Bldg	4640
Young G A Bank of Nova Scotia Bldg	2123

## Adding Machines

### BURROUGHS ADDING MACHINE OF CANADA LIMITED

Sole Distributor of New Burroughs  
ADDING, ACCOUNTING, BILLING,  
CALCULATING, CASH REGISTER-  
ING MACHINES, SUPPLIES  
Mechanical Service  
Cor 4 St W & 15 Ave Calgary 23678-27537

Remington Rand Ltd McIntyre Blk	3966
Underwood Ltd 317A 8 St S	2555

### UNDERWOOD LTD.

SUNDSTRAND ADDING MACHINES  
Adds—Subtracts and Multiplies

317a 8th St. S. **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 SALES AGENCY

1025 9 Ave. E., Calgary Phone 54828

## Adjusters

Bodard Adjustment Bureau	
Harris Bldg 303 7 St S	5788
Crosland Peacock & Co 3-4 McLeay Blk	4947
Lilly Adjustment Agency 6 McLeay Blk	2291

## Advertising—Directory

### ALBERTA GOVERNMENT

TELEPHONES General Office

808-810 4 Ave S **2234**

## Agricultural Implements

Deere John Plow Co Ltd 1239 2 Ave S	3786
Repair Department	3976
Local Dealer A C McDonald 1009 2 Ave S	2043
International Harvester Co of Canada Ltd	
3 Ave & 9 St N	3125
Lethbridge Farm Equipment Ltd 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
Smyth B J Agt Minneapolis-Moline Power	
Implement Co 2 Ave S	3496

## Air Conditioning

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**



*Air Express Service***TRANS-CANADA AIR LINES**

AIR EXPRESS SERVICE INFORMATION ..... 3434

Pick-Up Only ..... 3434

*Aircargo Service***TRANS-CANADA AIR LINES**

AIRCARGO SERVICE INFORMATION

(Business Hours Only) ..... 2880

*Airline Companies***TRANS-CANADA AIR LINES**

PASSENGER RESERVATIONS INFORMATION

(Business Hours Only) ..... 2880

CITY TICKET OFFICE Marquis Hotel

Western Air Lines Inc Kenyon Field ..... 3971

*Ambulance***CHRISTENSEN BROS** 327 10 St S .... 2802*Apartment Houses*

Riverview Apts 2 St &amp; 7 Ave S ..... 5142

Victoria Mansions 1002 3 Ave S ..... 5698

*Appraisers*

Alberta Appraisers Harris Bldg 303 7 St S .... 5788

Bodard Adjustment Bureau Harris Bldg 303 7 St S 5788

Colley &amp; Co 4 Oliver Blk ..... 3455

*Architects*

Meech Mitchell &amp; Meech 108 McFarland Bldg .. 2005

*Army & Navy Goods*

War Surplus Stores (Leth) Ltd 317 6 St S .... 2764

*Associations & Societies*

Alberta Motor Association 907 3 Ave S ..... 4109

Alberta Sugar Beet Growers 4 Stafford Blk .... 3242

Canadian Cancer Society McFarland Bldg ..... 5452

Canadian Red Cross Society Cor 7 Ave &amp; 12 St S 2099

Lethbridge Community Chest 315 6 St S ..... 3113

Southern Alberta Sheep Breeders Ltd

918 1 Ave S ..... 3760

Tuberculosis Association City Hall ..... 5401

Y M C A 10 St S ..... 3547

Young Women's Christian Association 604 8 St S 2284

*Auctioneers*

Boyce W 2021 3 Ave S ..... 4442

Koenen Frank 721 13 St S ..... 5603

*Automobile Accessories, Equipment & Supplies*Baalim Wholesale Ltd 7 St S ..... {4353  
2432**BAALIM WHOLESALE LTD.**

DUNLOP TIRES ❖ EXIDE BATTERIES

ALEMITE GREASING EQUIPMENT

AUTOMOTIVE SUPPLIES

Phone 4353 LETHBRIDGE 7th Street S.

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

**CARSON H. R. LIMITED**

Wholesale Automotive Supplies

and

Equipment

316 - 7th St. S.

Phone 3155

Cooper &amp; Son 507 7 St S ..... 4485

Gordie's Service &amp; Auto Parts 139 13 St N .... 5049

Hutton's Ltd 315 8 St S ..... 2586

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

**MIDLAND AUTO SUPPLY** 421 5 St S .. 4951**MOTOR CAR SUPPLY CO OF CANADA**

LTD 1218 2 Ave S ..... 5741

Standard Electric &amp; Auto Parts 429 5 St S .... 2131

Western Automotive Sales 215 14 St N ..... 4519

**Reaching the Buyer**

is half the sale. Keep  
your name constantly be-  
fore them in the **YELLOW**  
**PAGES** of the Telephone  
Directory.

**Buy Christmas Seals . . . Every Year**



# MERCURY, LINCOLN & METEOR SALES & SERVICE

H. E. (DUTCH) SMITH, Prop.

Genuine Ford Parts and Accessories

— For —

All Ford Products

MERCURY



# SMITH MOTORS LTD.

PHONE **3371** PHONE

Lincoln



Cor. 6th Ave. & 6th St. S., Lethbridge

## Automobile Agencies & Dealers —New Cars

### Bannerman Motors

Nash & Morris Sales & Service 4 Ave & 9 St S  
Office & Sales Dept ..... 2045  
Parts & Service Dept ..... 2645

### BENY CHEVROLET OLDSMOBILE LTD

Cor 2 Ave & 8 St S ..... 3147

Enerson Motors Ltd 817 4 Ave S ..... 5705

## Enerson Motors Ltd.

P. O. ENERSON, Mgr.

Office & Sales ..... 5705  
Service Dept. .... 5706  
Parts Dept. .... 5707  
Used Car Lot ..... 5708  
Night Calls Towing Service 24 Hours 5709

817 - 4th Ave. S. Lethbridge

Fleming Motors Ltd 428 5 St S ..... 4212

## FLEMING MOTORS LTD.

Distributors

HUDSON AND HILLMAN MOTOR CARS

WHITE TRUCKS

NORTH STAR OIL PRODUCTS

428 - 5th St. S. 4212

Need Something?

Get the habit of looking in the  
YELLOW PAGES.

## AUTOMOBILE AGENCIES & DEALERS — NEW CARS —Continued

### Imperial Motors Ltd

Sales Dept 413-417 6 St S ..... 2505  
Service Dept ..... 2887  
Parts Dept ..... 5642  
General Office ..... 3049

## IMPERIAL MOTORS LTD.

CHRYSLER, PLYMOUTH, FARGO

Sales & Service ..... 2505  
Service Dept. .... 2887  
Parts Dept. .... 5642  
413 - 417 - 6th St. S. Lethbridge

King Fred Motors Ltd 3 Ave & 11 St S ..... {2457  
3811

## Fred King Motors Ltd.



Distributors

STUDEBAKER CARS and TRUCKS

MACK TRUCKS

SALES & OFFICE ..... 2457  
PARTS and SERVICE ..... 3811  
3rd Ave. at 11th St. S.

Marquis Motors Ltd Cor 1 Ave & 7 St S ..... 3736

## MARQUIS MOTORS LTD.

Dodge & De Soto Distributors

PARTS & SERVICE 3736-5539

SALES 4562

GEN. OFFICE & MGR 3622

Cor. 1st Ave. & 7th St. S. — Lethbridge

Buy Christmas Seals . . . Every Year

(Continued on Next Page)



# **AUTOMOBILE AGENCIES & DEALERS—NEW CARS** —Continued

Mechanics Sales Ltd Office 307 11 St S .....	3933
Parts & Service .....	2622
Premier Motors Cor 7 St & 2 Ave S .....	5110
Sales Dept .....	4697

## **PREMIER MOTORS**

— KAISER — FRAZER —

Sales & Service and Frazer Farm Implements  
British Austin Cars and Trucks  
Cor. 7th St. & 2nd Ave. Phone **5110**

Pyramid Motor Sales Ltd	
Parts & Service 435 5 St S .....	3633
Accountant .....	3705
Manager .....	4065
Routledge Motors Cor 5 St & 6 Ave S .....	3869
Smith Motors Ltd Cor 6 Ave & 6 St S .....	3371
Parts & Service .....	5630
General Office Sales & Mgr .....	2858

## **Automobile Agencies & Dealers** —Used Cars

Billigmeier J J 417 7 St S .....	5540
Danielson James A 334 4 St S .....	2347
Howard's Auto Sales Cor 18 St & 3 Ave S .....	5557
Smith Motors Ltd 6 Ave & 4 St S .....	76121

## **Automobile Body Builders & Repairers**

### **BENY CHEVROLET OLDSMOBILE LTD**

Cor 2 Ave & 8 St S .....	3147
Bert's Repair Shop 323 4 St S .....	3899
(See Advertisement on page 6)	
Christie's Auto Body Works 135 13 St N .....	5191
Hopp Bros Cor 4 St & 6 Ave S .....	5030
Lethbridge Body Works 1801 3 Ave S .....	3987
(See Advertisement on page 6)	
Lyle's Auto Repairs 404 4 Ave S .....	2769
Marquis Motors Ltd 313 7 St S .....	4558

### **MARQUIS MOTORS LTD.**

Body Shop Repairs  
First Class Work

JOE PYTLARZ, Foreman

313 - 7th St. S. Phone 4558

Modern Body Shop 1511 3 Ave S .....	5544
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### **MODERN BODY SHOP**

FIRST CLASS BODY WORK

FREE ESTIMATES

ALL WORK GUARANTEED

1511 - 3 Ave. S. Phone **5544**

(Continued on Next Page)

# **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**



PHONE **3987** PHONE

## LETHBRIDGE BODY WORKS

C. O. MERRIMAN

Specializing  
Exclusively in Body Building

Cabin Trailers — Freight Vans — School Buses — Grain Boxes  
Beet Boxes — Boats, Etc., Built to Order

BUSES  
and  
TRUCKS



Night Phone  
**4 5 3 4**

1801 - 3rd Ave. S.

Lethbridge

## BERT'S REPAIR SHOP

EXPERT REPAIRS

to all makes of

CARS - TRUCKS - TRACTORS

PHONE **3899** PHONE

323 - 4th St. S.

Lethbridge

### AUTOMOBILE BODY BUILDERS & REPAIRERS —Continued

Red Head Motor & Auto Parts	402 4 Ave S	3655
Smith Motors Auto Body Shop	1916 2 Ave S	3859
Standard Body Service	301 2 Ave S	5665
Superior Body Service	101 1 Ave S	4650
Windsor Auto Repair Shop	332 4 St S	5423
Windsor Body Shop	334 4 St S	2347

### Automobile Camps

Blue Bird Motel & Auto Court Ltd	
17 St & 3 Ave S	3903
El Rancho Motel	526 Mayor Magrath Drive
Lakeside Cabins	Henderson Lake
Old Chief Motel	Lethbridge
	5080

### 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 LTD 315 8 St S .....2586

(Continued on Next Page)



## HUTTON'S LTD.

SPECIALIZED  
AUTO ELECTRIC SERVICE

MAGNETOS

GENERATORS

MOTOR WINDINGS

BATTERIES

FUEL PUMPS

SHOCK ABSORBERS

SPARK PLUGS

CARBURETORS

WINDSHIELD WIPERS

— AUTHORIZED PARTS SERVICE —

**2586**

315 - 8th St. S.

Lethbridge

## RADIATORS LIMITED

114 - 8th St. S., LETHBRIDGE

**4121 — TELEPHONE — 4121**

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



CALGARY, Ph. 21047

"Desire to Serve — Plus Ability"

Branches at Calgary &amp; Red Deer

### AUTOMOBILE ELECTRICAL SERVICE—Continued

Electro Service Ltd 813 3 Ave S .....2669

## WHOLESALE - RETAIL

COMPLETE AUTO ELECTRICAL  
SUPPLIES & SERVICE

## ELECTRO SERVICE LTD.

Ph. 2669

813 - 3rd Ave S.

Hagen Auto Electric 1209 3 Ave S .....5090

Hutton's Ltd 315 8 St S .....  
 {2586  
 {5566

The **Yellow Pages** place your name, address, telephone number, products and services before buyers ready to give their orders.

### Automobile Radiators & Repairs

John's Radiator Shop 405 4 Ave S .....3250  
 (See Advertisement on page 8)

Radiators Ltd 114 8 St S .....4121

Roy's Radiator Shop 327 3 St S .....4412

ROY'S

**RADIATOR**

SHOP

**Complete Radiator Service**  
**Recoring**  
**Cleaning and Repairing**

327 - 3rd St. S.

Phone 4412

The Directory is compiled for your convenience. Use it daily.

Buy Christmas Seals . . . Every Year





## JOHN'S RADIATOR SHOP

CARTER CORES

Highest Quality — Maximum Strength

— 100% Cooling Efficiency —

Frost Proof — All Copper

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S

RADIATORS (ALL MAKES) CLEANED, REPAIRED, RECORDED  
FOR NEWEST SOLUTIONS, FAST, EFFICIENT, HONEST SERVICE

Phone 3250

Rear of Alexandra Hotel

405 - 4th Avenue South

## LETHBRIDGE SPRING & AXLE LTD.

"If It's a Spring, Give Us a Ring"

SPRINGS MADE UP and REPAIRED

For any make of Car, Truck or Trailer.

402 - 4th St. S.

PHONE **3478**

Lethbridge, Alta.

*Automobile Springs & Axles*

*Automobile Wreckers*

### LETHBRIDGE SPRING & AXLE LTD

402 4 St S ..... 3478

General Garage & Auto Parts 301 4 Ave S ..... 2685

Tennant Rex J 813 3 Ave S ..... 2667

### — REX J. TENNANT —

SPRINGS FOR CARS, TRUCKS

TRAILERS & OVERLOADS

SPRINGS RESET & REPAIRED

813 - 3rd Ave. S.

Phone **2667**

### General Garage & Auto Parts

AUTO WRECKERS

New and Used Parts for Cars,  
Trucks and Tractors

Phone **2685**

301 - 4th Ave. S.

Who handles that brand? Many widely  
advertised products are listed in the  
YELLOW PAGES.

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

Marshall Motors & Auto Wreckers 409 3 Ave S { 4299  
5644

### Marshall Auto Wreckers

USED PARTS FOR ALL MAKES OF  
CARS • TRUCKS • TRACTORS

Lethbridge Largest Auto Wreckers Lethbridge  
409 3 Av. S. In the West 409 3 Av. S.  
5644 Trailers Built to Order 4299

(Continued on Next Page)



# NORTH LETHBRIDGE MOTORS and AUTO WRECKERS

HENRY J. ROELOFS.

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 **3181** PHONE

311 - 317 — 13th St. N.

Lethbridge, Alberta

AUTOMOBILE WRECKERS—Continued

McLaughlin Garage &amp; Auto Wreckers

Cor 4 Ave &amp; 3 St S .....2918

## McLAUGHLIN GARAGE

AUTO WRECKERS

NEW &amp; USED PARTS FOR CARS &amp; TRUCKS

ALL TYPES OF TRAILERS BUILT TO ORDER

Cor. 4th Ave. &amp; 3rd St. — Phone 2918

North Lethbridge Motors &amp; Auto Wreckers

313-317 13 St N .....3181

## Aviation

Lethbridge Flying Club Kenyon Field .....3380

**LEARN  
TO  
FLY!  
IT'S FUN**

JOIN

**The Lethbridge Flying Club**

Affiliated with

The Royal Canadian Flying Clubs Association

Phones: Hangar **3380**Club Rooms & Mess **4467**

## Baby Chicks

(See Poultry &amp; Products)

## Baggage

(See Luggage)

## Baggage Transfer

(See Cartage)

## Bakers — Retail

**BABE'S SPUD NUT & ICE CREAM**

BAR 1102 5 Ave S .....4910

**CANADIAN BAKERIES LTD**

Cor 8 St &amp; 7 Ave S .....3266

Canadian Union Bakery 404 13 St N .....4553

**MARQUIS PASTRY & CANDY**

SHOP Marquis Hotel .....4441

**McGAVIN BAKERIES LTD**

1502 3 Ave S

Day &amp; Night .....3378

Day Calls Only .....4488

National System of Baking Lethbridge Ltd

407 5 St S .....2047

Penny's Bakery 1504 9 Ave S .....5636

Star Bakery 1408 3 Ave S .....2569

**WESTON'S**

"The Taste

Will Tell"

Bakery Products

Retail &amp; Wholesale



"For Information Call"

**WESTON BAKERIES LTD**

323 15 St S .....2745

## Bakers — Wholesale

**CANADIAN BAKERIES LTD**

Cor 8 St &amp; 7 Ave S .....3266

**McGAVIN BAKERIES LTD** 1502 3 Ave S

Day &amp; Night .....3378

Day Calls Only .....4488

**WESTON BAKERIES LTD** 323 15 St S 2745



# NEW and REBUILT BATTERIES

REPAIRING - RECHARGING - RENTALS

WE REBUILD

FARM LIGHTING - AUTOMOTIVE  
AND HEAVY DUTY BATTERIES

## BATTERY WORKS LTD.

Phone **3848** 203 - 10th St. S. Nights **3571**

### Banks

Bank of Montreal 522 3 Ave S	3446
Manager Wm Fairbairn	2526
Asst Manager D W Iverach	5304
Bank of Nova Scotia The 3 Ave S	{2711 3744}
Canadian Bank of Commerce The General Office	
4 Ave & 7 St S	2414
Accounts Dept	5170
Manager's Office	3461
Dominion Bank The 4 Ave S	5028
Manager's Office	4165
Imperial Bank of Canada 323 7 St S	4646
Royal Bank of Canada The Gen Ofc 5 St S	3526
Manager T B Campbell	3335
Accountant	2898

### Barristers & Solicitors

Beaumont Arthur KC Royal Bank Bldg	2118
Cameron C E "C" Metcalfe Bldg	3559
Davidson & Davidson British Can Trust Bldg	3711
Elton David Horton KC 2 & 4 Stafford Blk	2523
Hogg & Menzie 101-103 McFarland Bldg	2656
HUCKVALE W E Acadia Blk 3 Ave S	2171
Livingstone John A 2 Alberta Blk	2928
MOSCOVICH MOSCOVICH	{3990
& SPANOS 1 Oliver Blk	{5190
Prowse J Harper KC 8 Oliver Blk	2901
Rice Paterson Cullen & Ives	
Bank of Commerce Bldg	5716
Turcotte L S Bank of Nova Scotia Bldg	4331
Vaselenak John KC Suite D Metcalfe Bldg	3487
Virtue Russell & Morgan McFarland Bldg	3429

### Batteries

Automotive Supply Ltd 205 10 St S	3758
Battery Works Ltd 203 10 St S	3848
Electro Service Ltd 813 3 Ave S	2669

### HART BATTERIES

SALES & SERVICE

REPAIRING - CHARGING - RENTALS  
FARM POWER & AUTO BATTERIES

## ELECTRO SERVICE LTD.

Ph. 2669

813 - 3rd Ave. S.

### BATTERIES—Continued

Hutton's Ltd 315 8 St S	2586
Lethbridge Battery Co 209 14 St S	5587

### MOTOR CAR SUPPLY CO OF CANADA

LTD 1218 2 Ave S 5741

### PREST-O-LITE BATTERIES

The Amazing New

Prest-o-lite

"HI-LEVEL

BATTERY"

Needs Water Only

3 Times a Year In

Normal Car Use

**Prest-o-lite**  
*hi-level*

"Where to Buy Them"

DEALERS

### GENERAL FARM SUPPLIES LTD

1621 3 Ave S 4363

### McLAUGHLIN GARAGE & AUTO

WRECKERS Cor 4 Ave & 3 St S 2918

### Beauty Parlor Supplies & Equipment

Dominion Beauty Supply Co Alberta Blk 4594

### Beauty Parlors

Beau Monde Beauty Shoppe 10 Rylands Blk 3575

(See Advertisement on Page 12)

Beauty Box 539 5 St S 4251

(Continued on Next Page)

# Directory Advertising PAYS



# 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.

**HAIR  
STYLING**



**HAIR  
SHAPING**

*PERMANENTS THAT SATISFY*

By

# JOHN'S OF LETHBRIDGE

## BEAUTY SALON

*Specialist in Cutting Curly or Straight Hair*

109 McFarland Bldg.

**3355**

LETHBRIDGE



LEARN HAIRDRESSING AT . . .

## Tufteland's Paramount Academy of Beauty Culture

TIME AND EXPENSE LESS THAN MOST TRADES

**ENROLL NOW**

INDIVIDUAL INSTRUCTION AND IMPROVED EQUIPMENT  
ASSURE THOROUGH TRAINING FOR A PROMISING CAREER

PHONE **2250** PHONE

ALBERTA BLOCK (Upstairs) 322 - 5th ST. SOUTH

LETHBRIDGE

REMEMBER . . .

*IT'S YOUR HAIR*

IT'S EASIER TO CARE FOR IT THAN REPAIR IT

WALK UPSTAIRS & SAVE

AT

## THE BUDGET BEAUTY SHOP

Next Door to The Paramount Academy of Beauty Culture

ALBERTA BLK.

322 - 5th St. SOUTH



PHONE **4594**



## MARQUIS BEAUTY SHOP

FOR UNSURPASSED VALUE IN

PERMANENT WAVING — RADIO WAVING  
FINGER WAVING — MARCELLING  
AND ALL LINES OF BEAUTY CULTURE

MARQUIS HOTEL - MEZZANINE

—PHONE— **3714**

## BEAU MONDE BEAUTY SHOPPE

PHONE

**3575**

**PERMANENTS  
THAT  
SATISFY**



*"Your  
Friendly Shop"*

**SHAMPOOS  
HAIR STYLING  
MANICURES**

Located for your shopping convenience above Rylands, 302 5th St. S.

THELMA MILLER and CATHY WUKUSICH, Proprietors



## UP-TO-DATE BEAUTY SHOP

*Beautiful, long lasting  
Permanent Waves*

CAN BE HAD  
BY  
DIALING

# 2079



Our Operators  
Are Experienced  
in All Lines of  
— BEAUTY CULTURE —

714A 3rd Ave. S. — Lethbridge

(Across from Sterns Furniture Store)



For permanent satisfaction  
For professional skill  
For topnotch quality  
For satisfaction guaranteed

CALL **3494** CALL

## Tufteland's

### BEAUTY STUDIO

CAPITOL THEATRE BLDG.  
MRS. FANNIE FLETCHER  
Proprietor

#### BEAUTY PARLORS—Continued

Budget Beauty Shop Alberta Bldg ..... 4594

John's of Lethbridge Beauty Salon  
109 McFarland Bldg ..... 3355  
(See Advertisement on Page 11)

Lindrud Gertrude 219 12 St S ..... 4020

Little's Beauty Parlor 1110 6 Ave S ..... 3926

Lo'Riel Beauty Salon York Hotel 13 St N ..... 4603

Marquis Beauty Shop Marquis Hotel Bldg ..... 3714

Marvelle Beauty Bar McFarland Bldg ..... 4262

Paramount Academy of Beauty Culture Alta Bldg .. 2250

**ROBINSON'S BEAUTY SHOP**

242 13 St N ..... 3313

Tufteland's Beauty Studio 416 5 St S ..... 3494

Up-to-Date Beauty Shop 714A 3 Ave S ..... 2079

Westbrook Bros 319 6 St S ..... 3852

#### Beverages

Canada Dry Ginger Ale Ltd 329 3 St S ..... 4214

## USE LONG DISTANCE

Buy Christmas Seals . . . Every Year



**CHRISTMAS SEALS** are sold  
only at Christmas time, but the  
fight against T.B. goes on all  
year round . . . Contributions  
may be sent at ANY time to the

**ALBERTA TUBERCULOSIS  
ASSOCIATION**

**340 - 7th Ave. W., Calgary**

The Directory is compiled for your  
convenience. Use it daily.



# LETHBRIDGE CYCLE STORE

1101 - 4th Ave. S.

"BARNEY THE CYCLE MAN"

HOME OF C.C.M., RALEIGH, RUDGE AND HUMBER BICYCLES

GUARANTEED REPAIRS FOR ALL MAKES

PHONE **5638** PHONE

# Liberty Welding & Boiler Works

NEW AND USED BOILERS FOR SALE

BOILER REPAIRS AND PRESSURE WELDING

Portable Equipment

General Welding Contractors

PHONE **3921** PHONE

1402 - 2nd Ave.

Residence Phone 4945

Lethbridge

## 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 Burns Blk ..... 3905

## DAN'S REPAIR SHOP

Bicycles and Phonographs Repaired

LAWN MOWERS SHARPENED & REPAIRED

SKATES SHARPENED, GUNSMITH, LOCKSMITH

Phone 3905

Burns Blk.

HOYT HARDWARE LTD 606-608 3 Ave S 5767  
CCM & Sunshine

Lethbridge Cycle Store 1101 4 Ave S ..... 5638

## Billiard Halls

Arcade Billiard & Cigar Store 325 5 St S ... 3366

## Blacksmiths

Bell George A 317 4 St S ..... 4528

## G. A. BELL

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

## WELDING

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Lethbridge Chamber of Commerce Marquis Hotel 2012

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## Bonds

(See Stocks & Bonds)



# LETHBRIDGE WOODWORKING CO.

*Manufacturers*  
*of*  
**WOODEN BOXES**

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Chrome Mouldings - Chrome Furniture

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LETHBRIDGE

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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
Green's Shoe Store 311 5 St S .....	2982
Sterling Shoes Ltd 314 6 St S .....	3344

### Bottlers

Purity Bottling Works 1421 3 Ave S .....	2501
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### Bowling Alleys

Bowladrome The 7 St S .....	3330
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### Boxes — Wooden

Lethbridge Woodworking Co 1520 2 Ave S .....	3568
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### Boys' & Girls' Clothing & Furnishings

Juniors' McFarland Bldg 4 Ave S .....	2678
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### Brake Service

Andy's Brake Service 328 4 St S .....	3860
<b>SHORT STOP SERVICE STATION</b>	
Cor 4 Ave & 8 St S .....	4167

### Brewers

Sicks' Lethbridge Brewery Ltd 2 Ave & 1 St S .....	2444
E S Neils Mgr .....	3281
Soft Drink Department .....	3442

### Brewers' Distributors

Government Beer Warehouse 1 St & 2 Ave S .....	3554
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### Broadcasting Stations

Radio Station C J O C McMahon Bldg .....	3161
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### Building Materials & Supplies —Retail

<b>ADVANCE LUMBER CO LTD</b>	{2063
13 St S & 2 Ave .....	{4961
Apex Builders Supplies 1515 3 Ave S .....	5565
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Beaver (Alta) Lumber Ltd 3 Ave & 17 St S .....	3516
Bird Building Supplies 200 13 St N .....	4582
Galt Building Products 1237 2 Ave-A N .....	4122
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Lethbridge Northern Bus Lines 1415 3 Ave S ...3536

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Canadian Freightways Ltd 329 3 St S .....	{2944 2945
Cassaday F C 524 4 St S .....	2304
City Delivery 1420 3 Ave S .....	5656
Dench of Canada Ltd 1101 2 Ave S .....	4234
General Delivery Service 1028 13 St S .....	5645
Grimes L C 1012 11 St S .....	5371
Jarvie A M 445 19 St N .....	3047

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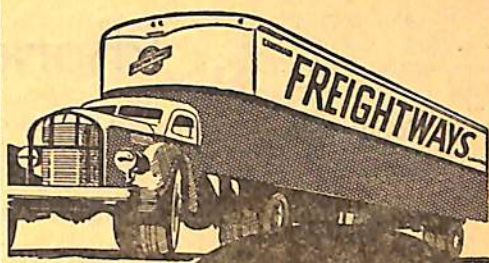
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Lethbridge

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Phone 4898

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### Consumers Hardware & Supply

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cacy of our treat-  
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the many who have  
used it.

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Evenings By Appointment

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## Chiropractors

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(See Advertisement Opposite Page)

Clancy L D 10 McFarland Blk ..... 2231

Irving I S 205 Sherlock Blk ..... 4261

### LETHBRIDGE CHIROPRACTIC CLINIC

1013 3 Ave S ..... 2035

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Dr. L. D. Clancy, 10 McFarland Blk. .... 2231

Dr. L. A. Cowie, 1013 - 3rd Ave. S. .... 2035

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PHONE **4039**

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Christian Missionary Alliance 1202 3 Ave S	2996
Christian Reformed Church 320 11 St S	3541
Christian Science Church 4 Ave & 12 St S	4775
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
Pentecostal Church 520 7 St S	4957
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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**5771**

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**Lowest Prices for Dry Cleaning,  
Pressing, Hat Cleaning and Blocking**

PHONE 2770 — 330 - 13th St. N.

(Continued on Next Page)

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SWAN & COGLIN, Props.

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### CLEANERS & DYERS—Continued

Lethbridge Laundry & Dry Cleaners Ltd	{3451
542 4 St S	{3452
Modern Tailor & Dry Cleaning 1113 3 Ave S	4039
Park's Ltd 311 6 St S	4141
Perluxe Cleaners 410 5 St S	3666

### Clubs

Army & Navy Veterans Club 517 5 Ave S	3846
Canadian Legion B E S L 1 Ave & 9 St S	{3426
	{4899
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

Hamilton J J Coal Co Leth Collieries Bldg	4917
Lethbridge Collieries Ltd 413 8 St S	
General Office	3305
Sales & Shipping	3524
No 8 Mine	2490
Purchasing Agent & Stores	2166
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Phone **4401**

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**2044**

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BUILDING CONSTRUCTION

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PHONE 3568 PHONE

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Avenue Confectionery	909 3 Ave S	4195
Benny's Soda Bar	543 13 St S	5057
Bijou News & Confectionery	416 4 Ave S	3834
Canadian Confectionery	403a 5 St S	3383
Empress Confectionery	814 4 Ave S	2872
Goody's Confectionery	1016 9 Ave S	3625
Jones Confectionery	212 13 St S	4748
O K Confectionery	1260 3 Ave S	2653
Pacific Confectionery	1424 3 Ave N	3074
Regal Confectionery	Cor 5 St & 6 Ave S	3061

### Confectioners—Wholesale

Peacock & Kitson Ltd 427 5 St S .....	2023
Stedman G W 1833 5 Ave-A N .....	5527

### Contractors—Building

Batty Art 1031 16 St S	4982
Bird Construction Co Ltd Cor 3 Ave & 14 St S	{2143 5013}
Crawford & Green 543 Dieppe Blvd	5683
Dorigatti A 1114 9 St N	4981
General Construction Co (Alberta) Ltd	
Cor 2 St & 3 Ave S	2939
Kendall Construction Co 1513 3 Ave S	5553
Lethbridge Woodworking Co 1520 2 Ave S	3568
Little Glen 529 Dieppe Blvd	4876
McLaren H R 615 14 St N	4998
Neilly G M 408 13 St N	4987
Oland Construction Ltd 1307 3 Ave S	3621
Quinn Fred 285 7 Ave S	2535
Romsos Ivan 1268 8 Ave S	3879
Santa George 522 21 St S	2956
Sundquist N 634 12 St-C N	2160
Vince Julius 629 4 St S	4526
Wheeldon E P 1126 12 St-B S	5305

### Contractors—General

Anderson Wayne N 1015 18 St S ..... 4702  
Bird Construction Co Ltd Cor 3 Ave & 14 St S .. 2143

**Bird Construction Co. Ltd.**

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and

## ENGINEERS

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Bohne G A & Son 1522 11 Ave S .....	4804
Clay T 631 4 St S .....	2377
Cox George T rear 1319 10 Ave S .....	2416
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National Paving Co Ltd 1211 8 Ave S .....	2397
Oberg Alex 314 3 St S .....	4156
Oriman G 942 17 St S .....	4296
Osterberg Richard 2022 7 Ave S .....	5126
Rempel Construction Co 930 10 St S .....	5652
Scotter George 1135 16 St S .....	5278
Southern Alberta Construction Ltd 1601 3 Ave S .....	3196
Tollestrup G F & Co 1815 3 Ave S .....	4280
Triska Construction Co 501 26 St S .....	5168

### Contractors—Grading

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Rossiter Agencies Bsmt McFarland Bldg ..... 2412

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**PURITY DAIRY** Order Dept 516 5 Ave S ..... 4124  
Office ..... 4095



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### *Dental Laboratories*

Black Dental Laboratory 205 Medical Dental Bldg 2822  
 Lethbridge Dental Laboratory  
 204 Medical Dental Bldg .....3823

### *Dentists*

Ahrens A C Purity Dairy Bldg .....4482  
 Allen L T 208 Medical Dental Bldg .....2165  
 Carson J E 202 Medical Dental Bldg .....4504  
 Christou V E 203 Medical Dental Bldg .....2559  
 Clark Ward F 121 McFarland Blk .....4140  
 Craig W P Rylands Blk .....3357  
 Fletcher Elmo E 206 Medical Dental Bldg .....2474  
 Forbes G H 207 Medical Dental Bldg .....4455  
 Fumerton A S 3 Oliver Blk .....2199  
 Gibson M J 209 Medical Dental Bldg .....2071  
 Gray A R S 2-503 7 St S .....4397  
 Matkin B W 5 Oliver Blk .....3410

### DENTISTS—Continued

Millar J Gordon 201 Medical Dental Bldg .....4244  
 Moscovich J 12 McLeay Blk .....3788  
 Newlove R A Roxy Theatre Bldg .....4213  
 Redding H D 2 Roxy Theatre Bldg .....2631  
 Rylands D A 8 Rylands Blk .....2497  
 Stewart J S 203 Medical Dental Bldg .....2559  
 Witbeck Tom O 207 Medical Dental Bldg .....4455

### *Departmental Stores*

Buy Rite Department Store 408 5 St S .....3680  
 Eaton Co Western Limited (The T) Lethbridge Branch  
 4 Ave & 6 St S  
 Information & General Office .....3727  
 Mail Order Desk .....5193  
 Cosmetics Hosiery Men's Wear Notions Wools .....2140  
 Foodateria (Groceries Fruits Vegetables) .....3282  
 Hardware Automobile Supplies Stoves  
 Sporting Goods China Baggage .....2054  
 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  
 Groceries & Meats .....2966  
 Meat Dept & Men's Wear .....3456  
 Office & Dry Goods .....2866



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Simpson The Robert Western Ltd McIntyre Bldg . . . 5727

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1269 - 2nd Ave. S. Phone 2606

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628 6 St S . . . . . 4767  
Marge's Dressmaking & Alterations  
7 Lafferty Bldg . . . . . 4494  
Nakamura C 234 13 St N . . . . . 4895

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and

DRIVE YOURSELF

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The  
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"Where to Buy It"

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### DRAFFIN'S DRUG STORE

"The Family Drug Store"

George Draffin, Proprietor

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Kitson's Pharmacy McFarland Bldg 4 Ave S . . . 3772

McCready's Ltd Red Cross Drug Store

Sherlock Bldg . . . . . 3555

Munroe's Pharmacy Ltd Cor 6 Ave & 13 St S . 4147

### Munroe's Pharmacy Ltd.

Phone **4147** Phone

— Cor. 6th Ave. & 13th St. S. —

People's Drug Stores 418 13 St N . . . . . 3445

Downtown Store 331 5 St S . . . . . 2205

### W. H. McCAFFREY

THE PEOPLE'S DRUG STORES

418 - 13th St. N. - - - - Phone 3445

331 - 5th St. South - - - - Phone 2205

LETHBRIDGE, ALTA.

Stokes Drug Co Ltd 314 5 St S . . . . . 2487

Stubbs Pharmacy 1506 9 Ave S . . . . . 5448

Willoughby McDermid Drug Co Marquis Hotel . . 3231

### Willoughby McDermid

DRUG CO.

"The Rexall Store"

Formerly

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Marquis Hotel Bldg. Phone **3231**

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SOUTH

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Electro Service Ltd 813 3 Ave S .....2669  
King & May Electric 507 Dieppe Blvd .....4785  
McKenzie Electric Ltd 706 3 Ave S .....4451

### McKenzie Electric Ltd.

IN THIS BUSINESS  
FOR  
OVER 40 YEARS

706 - 3rd Ave. S.

Phone **3637**

**MID-WEST ELECTRIC LTD** 1263 3 Ave S 3774  
Parsons & Macadam 506 Dieppe Blvd .....4268  
Peake & Pink 10 McLeay Blk .....3929

### PEAKE & PINK

ELECTRICAL  
and  
REFRIGERATOR REPAIRS

10 McLeay Blk.

**3929**

**PITTMAN & COUTTS** rear 918 2 Ave S .4546  
Roy Electric Co 406 5 St S .....3735

## Electrical Equipment & Supplies Wholesale

**CANADIAN GENERAL ELECTRIC  
CO LTD** 312 9 St S.....4184  
**LETHBRIDGE MACHINERY CO**  
1720 2 Ave S .....3556  
Authorized General Electric Apparatus Dlr

**NORTHERN ELECTRIC CO LTD** {2452  
818 3 Ave S .....4953

**WESTERN CANADA HARDWARE  
LTD** 907-915 2 Ave S .....5711

## Electrical Household Appliances

Atwood & Pratt 1269 6 Ave S .....4574

Largest stock of residential fixtures in  
southern Alberta. Complete line of  
household appliances.

*Atwood & Pratt*

1269 - 6th Ave. S.

Phone **4574**

Barrett's 310 6 St S .....4554  
Brown's Musical Supplies Paramount Theatre Bldg 2272

### HOTPOINT APPLIANCES

Refrigerators, Toasters, Washers, Hot Water  
Tanks, Irons, Heating Pads, etc.

### BROWN'S MUSICAL SUPPLIES

715 - 4th Ave. S.

Phone **2272**

Bruce Robinson Electric Ltd 311 6 St S .....3258  
Chinook Hardware 1283 3 Ave S .....4425  
Galt Home Appliances 309 7 St S .....3889

### GENERAL ELECTRIC AUTHORIZED SERVICE

The G-E Dealer listed below, is  
equipped to render efficient ser-  
vice on irons, toasters, kettles,  
fans, clocks, water heaters,  
vacuum cleaners, refrigerators,  
ranges, radios, and washers.



G-E Authorized Service Depot  
"Where to Get Service"

**BARRETT'S** 310 6 St S .....4554

(Continued on Next Page)

The advertisers in the Classified Tele-  
phone Directory are ready to serve you.  
Use the **YELLOW PAGES** for your con-  
venience.



## ELECTRICAL HOUSEHOLD APPLIANCES—Continued

Hoyt Hardware Ltd 606-608 3 Ave S .....5767

**HOYT HARDWARE LTD.**

Connor Washers — Frigidaire  
McClary & Philco Refrigerators  
Philco Radios & Hoover Vacuum Cleaners  
**5767—606-608 - 3rd Ave. S.—5767**

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

**Jack's Radio Sales & Service****NORTHERN ELECTRIC DEALER**

RADIOS - LEONARD REFRIGERATORS  
GURNEY RANGES - SUNBEAM PRODUCTS  
WASHERS & IRONERS - SUPPLIES  
AUTHORIZED SERVICE

302 - 13th St. N. Phone 4979

Lethbridge Appliances 317 8 St S .....4456

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

**WESTINGHOUSE**

RADIOS — REFRIGERATORS — WASHERS  
SMALL APPLIANCES & MOTORS

**McKENZIE ELECTRIC LTD.**

706 - 3rd Ave. S. PHONE 3637

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

**MORRISON HARDWARE & APPLIANCES**

416 13 St N .....4967  
Peterson Radio Sales 322a 7 St S .....4338  
Public Furniture Store 413 7 St S .....4984  
Wilson Electric Supplies Ltd 313 7 St S .....3908

**Engines—Gas**

Hutton's Ltd 315 8 St S .....2586

**HUTTON'S LTD.**

—AUTHORIZED SALES &amp; SERVICE—

**BRIGGS & STRATTON GAS ENGINES**

315 - 8th St. S. Phone 2586

**LETHBRIDGE MACHINERY CO**

1720 2 Ave S .....3556  
Authorized Agt Petters (English) Engines

**Explosives****EXPLOSIVES LTD** 907-915 2 Ave S ....5715**Express Companies**

Canadian Pacific Express Co CPR Station .....{3434  
3436

**Eye, Ear, Nose & Throat  
Specialists**

Schindler Dr Q R Medical Dental Bldg .....3121  
Wishlow Dr N F Purity Dairy Bldg .....2510  
Woodcock Dr D Royal Bank Bldg .....4166

**Farm Machinery & Supplies**

Chinook Sales Co Cor 1 Ave & 2 St S .....3576  
Dogterom Agency 1710 2 Ave S .....4146  
General Farm Supplies Ltd 1621 3 Ave S .....4363  
Service Dept .....4343  
Manager .....4390

**LETHBRIDGE MACHINERY CO**

1720 2 Ave S .....3556  
MacLeod D & Son 1262 2 Ave S .....4070  
MacLeod's Limited 324 5 St S .....4240

**MACLEOD'S LIMITED***"The Friendly Store"***HIGH GRADE****FARM EQUIPMENT AND SUPPLIES****4240 324 Fifth Street South 4240**

Major Aluminum Products (Canada) Ltd .....5525  
2125 2 Ave S .....5585  
Norrie & Fawcett Ltd 1262 1 Ave S .....3659  
Office .....5691

**OLIVER CORPORATION Lethbridge**

Machinery Co 1720 2 Ave S .....2595  
Smyth B Agt Minneapolis-Moline Power  
Implement Co 2 Ave S .....3496  
Union Tractor & Equipment Co Ltd 1269 2 Ave S 2606

**Caterpillar**

If you need a "Caterpillar" Diesel Tractor  
you pay for it whether you buy it or not.

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

1269 - 2nd Ave. S. Phone 2606

Universal Farm Sales Cor 19 St &amp; 3 Ave S .....3941

**Feed**

Ellison Milling &amp; Elevator Co Ltd 2 Ave S ....5751

**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**

O.T.M. REG'D. CAN. PAT. OFF.

*"Where to Buy it"*

**CHARLTON & HILL** 304 9 St S ... 2599  
**CHINOOK HARDWARE** 1283 3 Ave S 4425  
**FREEL SHEET METAL WORKS**  
405a 4 St S .....2713  
**HOYT HARDWARE LTD**  
606-608 3 Ave S .....5767



# —MARQUIS FLOWER SHOP—



Artistically Arranged

*Flowers for All Occasions*

PHONES **4377** and **4133** PHONES

Store Hours 9:00 A.M. to 5:30 P.M.

Wed. 9 A.M. to 12 P.M.

"FLOWERS SAY IT BEST"

Marquis Hotel Bldg., Lethbridge

## Your Emerald Florist & Gardens

ALLEN BROS.

*Don't Just Say It With Flowers*

*Say It With Flowers Emerald Styled*

Phone 3179

FLOWERS BY WIRE

Phone 4074

### Financial Agents

<b>BRITISH CANADIAN FINANCE LTD</b>	315 6 St S	3113
<b>HOUSEHOLD FINANCE CORPN OF CANADA</b>	2nd Flr 408a 5 St S	3043
Industrial Acceptance Corpn Ltd	1-503 7 St S	3878 3031
Traders Finance Corp Ltd	307 7 St S	4172

### Flooring

Hamilton Percy	804 16 St S	2532
Lowe D	914 7 St S	4444
Merrick Bros	506 12 St N	2825
Nadeau R	615 16 St S	5346

### Fish Dealers—Retail

Nakagama Fish Market	312 1 Ave S	5337
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### Five to 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

### Floor Polishing Machines

Electrolux Canada Ltd	2 Lafferty Blk	4481
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## ELECTROLUX

Triple Action Floor Polisher

and  
Junior Floor Polisher Attachment  
SALES - SERVICE - SUPPLIES

Room 2 - Lafferty Block

4481

### Florists

Allen Bros	724 6 St S	3179
Night Phone		4074
Don's Flower & Art Shop	713 4 Ave S	5530

## Don's Flower & Art Shop

MODERN PICTURE FRAMING  
FLOWERS FOR ALL OCCASIONS

Paramount Theatre Bldg. Phone 5530

Frache Bros Ltd Retail Store	322 6 St S	2666 2013
Greenhouses Henderson Park		2003
Greenhouses N Lethbridge		2768

(Continued on Next Page)

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



# FRACHE'S FLOWER SHOP



(FRACHE BROS. LTD.)

## Wedding Bouquets & Floral Designs

Artistically Arranged

Cut Flowers For All Occasions

322 - 6th Street South ————— Phones 2666 &amp; 2013

### FLORISTS—Continued

Lethbridge Greenhouse 1502 12 Ave S .....	3271
Marquis Flower Shop 616 4 Ave S .....	{4377
	{4133
Pieri J 1136 13 St N .....	4774

### Flour Mills

#### ELLISON MILLING & ELEVATOR

CO LTD 2 Ave S .....	3119
Robin Hood Flour Mills Ltd 1408 7 Ave S .....	3863

### Fraternities

Fraternal Order of Eagles 712 12 St-C N .....	4983
Knights of Columbus 408 12 St-C N .....	4084
Masonic Hall Co of Lethbridge 10 St S .....	2707
Oddfellows' Hall Lodge 100F Bldg .....	3477

### Fruit & Produce—Retail

B C Fruit 906 3 Ave S .....	2033
Lee's Food Market 708 3 Ave S .....	{5431
	{5434
Rex Fruit Store 602 3 Ave S .....	{2725
	{2677
Royal Fruit Store 616 3 Ave S .....	3767

### Fruit & Produce—Wholesale

Plunkett & Savage 1120 1 Ave S .....	2584
Scott Fruit Co The Consolidated Fruit Bldg 4 St S .....	3353

### Funeral Directors

CHRISTENSEN BROS Funeral Home 327 10 St S .....	2802
MARTIN BROS 812 3 Ave S .....	3561

## MARTIN BROS.

LICENSED  
FUNERAL DIRECTORS

812 - 3rd Ave. S. ————— Phone 3561

### Furniture Dealers—Retail

Capitol Furniture Store 404 5 St S .....	2115
Warehouse 323 4 St S .....	5234

## Capitol Furniture Store

Furniture for the Entire Home



AGENTS FOR  
BEACH GAS & COAL  
RANGES

G. E. Franchise Appliance Dealer

Phone **2115** Phone

404 - 5th St. S. Res. Phone 2066-4082

Cut Rate Furniture Store Cor 2 Ave & 8 St S ..	3024
Empire Furniture Store 120 5 St S .....	3980
(See Advertisement on Page 30)	
Long C A & Co Hull Bldg 3 Ave S .....	2369
Public Furniture Store 413 7 St S .....	4984

## PUBLIC FURNITURE STORE

COMPLETE HOME FURNISHERS

2 Doors South of Post Office

413 - 7th St. S.

**4984**

St Louis Furniture Store 118 5 St S .....	2210
Stern Furniture Co Cor 3 Ave & 8 St S .....	2428

## STERN FURNITURE CO.

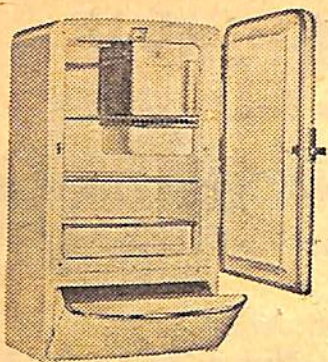
UPHOLSTERING OF ALL KINDS

The Oldest and Largest  
in the South

Cor. 3rd Ave. &amp; 8th St. S. — Phone 2428

(Continued on Next Page)





## EMPIRE FURNITURE STORE

*Home of the Famous  
NORGE PRODUCTS*

120-5 St. S. Phone 3980

## SPEEDY DELIVERY LTD.

PHONE **3537**

MOVING

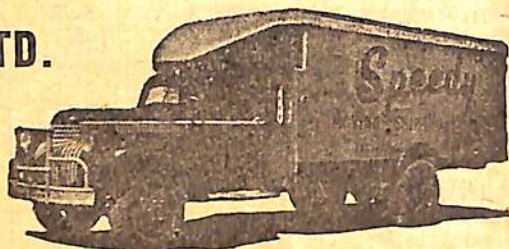
SHIPPING - STORAGE

Long Distance Hauling

— No Job Too Small Or Too Large —

301 - 4th Ave. South

Lethbridge



FURNITURE DEALERS RETAIL—Continued

### Furriers

Sykes Imperial Furniture Store 326 6 St S ....2060  
Warehouse rear 1236 3 Ave S ..... 5231

Allisters Ltd 321 7 St S .....3645  
(See Also Advertisement on Page 33)

### Furniture Movers

Owen Distributing 517 3 St S .....3011



### STORAGE & DISTRIBUTION

Packing — Crating — Shipping  
Pool Cars to Principal Cities  
Long Distance Moving

517 - 3rd St. S.

Lethbridge

Speedy Delivery Service Cor 3 St & 4 Ave S ...3537



Our reputation for fine furs has been maintained because we insist on quality. See our large and varied selections.

● REPAIRS ● STORAGE  
● REMODELLING

321 - 7 St. South

Phone 3645

Canadian Furriers Paramount Theatre Bldg .... 4348  
(See Advertisement on Page 34)

Lethbridge Furriers The 514 3 Ave S .....2209  
(See Advertisement on Page 31)

### NEW YORK FUR & DRESS SHOP

604a 3 Ave S .....3276  
(See Advertisement on Page 32)



# The Lethbridge Furriers

*Established 21 Years in Lethbridge*

## RELINING



REPAIRING

Look lovely in  
**LETHBRIDGE  
FURRIERS**

Lustrous Furs

Our long established  
Reputation for Qual-  
ity, Value, Integrity,  
Reliability and Ser-  
vice is behind the  
Furs you buy at  
Lethbridge Furriers.

## CLEANING



GLAZING

## DELIVERY



## FUR STORAGE

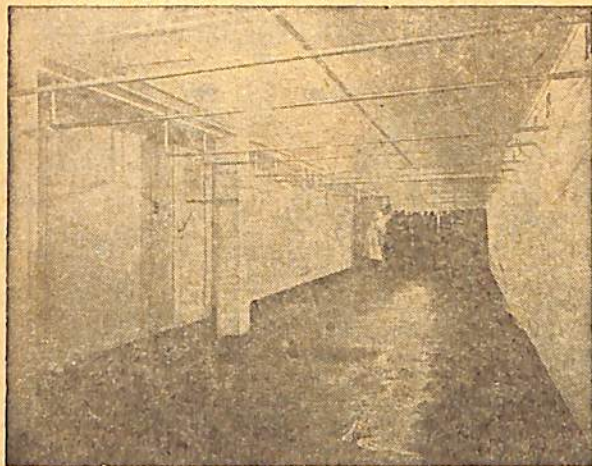


Illustration  
of one of our

— 4 —

**Fur Storage Vaults**  
Store your Furs at  
**THE LETHBRIDGE  
FURRIERS**

Furs are protected  
Day and Night  
The Premises are  
never left  
unguarded

**514 Third Ave. South**

**Phone 2209**



*our magic touch  
means mastery in furs*



SCIENTIFIC STORAGE INSURES LASTING LOVELINESS . . . and we can offer you the ultimate in modern, refrigerated controlled storage. Your coat will also be SHEEN GLAZED from hem to collar for that magic radiance and greater loveliness.

*Store Your Furs  
with the  
New York Furriers*

SELECT FURS, EXPERT CRAFTSMANSHIP, and FLOWING DESIGN has built our reputation as fine furriers. Let us design the furs you've always wanted. You'll be glad you did — for years to come.

SOUTHERN ALBERTA'S ONLY  
CERTIFIED FUR DESIGNERS.

*New York*  
FUR & DRESS SHOP  
*"famous for fine furs"*

604 - 3rd AVE. SO.

PHONE 3276



the  
hallmark  
of

*Distinction*

Goes with  
KRAFT'S  
TRADITIONAL  
GUARANTEE

Famous for over 42 years  
for fur coats, jackets and  
scarfs.

- Quality
- Reliability
- Service
- Value

**kraft**  
**(FURS LTD.)**

Kraft Bldg., 222 8 Ave. W., Calgary  
21995

"THE FUR HOUSE OF QUALITY"

KRAFTS are supreme for  
restyling, repairing, relining,  
cleaning and storage.



*Fine Art*

IN **FURS**

Complete selection of  
quality furs.

- Remodelling
- Repairs
- Storage

PHONE

3

6

4

5



**A**llisters Limited  
FURRIERS

321 - 7th St. S.

Lethbridge, Alta.





The Best Test . . .

The Only Test . . . is

## ***THE TEST OF TIME***

Every year the CANADIAN FURRIERS prove that only quality furs can stand the "Test of Time".

The CANADIAN FURRIERS' standard of quality, style, and craftsmanship means furs that give service.

That is the "Test of Time".

That is what the CANADIAN FURRIERS give you—

**BEST QUALITY  
SMARTEST STYLING  
EXPERT CRAFTSMANSHIP**

**You KNOW You Can DEPEND on it!**



Paramount Theatre Bldg.  
Lethbridge, Alberta

**CANADIAN FURRIERS** PHONE 4348

*"A Tradition of Quality"*