LETHBRIDGE

JULY, 1951



ALBERTA GOVERNMENT TELEPHONES



Lethbridge Classified Telephone Directory

Abattoirs	Addressing Machines
Burns & Co Limited near Exhibition Grounds {3831 5194 } City Abattoir near Exhibition Grounds	ADDRESSOGRAPH MACHINES SALES SUPPLIES & SERVICE Only Authorized Distributor of Addressograph
Accountants	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
Aldous Agency 109 Sherlock Bldg	1025 9 Ave. E., Calgary Phone 54828
Eric Cranstoun, F.A.E.	Adjusters
EXPERT ADVICE ON DOMINION INCOME TAX	Bodard Adjustment Bureau Harris Bldg 303 7 St S
7 Rylands Blk. 4135 GRUMAN RICHARD 7-9 McLeay Blk 5006	Crosland Peacock & Co 2 Cooper Blk
Res 1122 12 St-B S	Administration Discovers
HOLBERTON - KAUN	Advertising—Directory ALBERTA GOVERNMENT
Accounting & Income Tax 6 Cooper Building 5558	TELEPHONES General Office 808-810 4 Ave S
Lees Miss J A 11 Patterson Court .5560 Ponech N F 118 McFarland Bldg .4773 Thompson E W 814 18 St S .2840	Agricultural Implements
Accountants—Chartered	Deere John Plow Co Ltd 1239 2 Ave S
Christian Kergan & Gerla 119 McFarland Bldg .4887 Paterson & Co Ritchie 5-6 Acadia Bldg	International Harvester Co of Canada Ltd 3 Ave & 9 St N
Williams John A 201 Sherlock Bldg	Lethbridge Farm Equipment Ltd 1263 2 Ave S \[\begin{cases} \
Adding Machines	Sharman E A Co Ltd 1251 2 Ave S2173
BURROUGHS ADDING MACHINE OF GANADA LIMITED Sole Distributor of New Burroughs ADDING, ACCOUNTING, BILLING,	Smyth B J Agt Minneapolis-Moline Power Implement Co 2 Ave S
CALCULATING, CASH REGISTER- ING MACHINES, SUPPLIES Mechanical Service 1 McKenzie Blk. 4014	Air Conditioning
Remington Rand Ltd McIntyre Blk	Charlton & Hill 304 9 St S
	CHARLTON & HILL
UNDERWOOD LTD.	SHEET METAL WORK

SUNDSTRAND ADDING MACHINES

Adds-Subtracts and Multiplies

1252 - 3 Ave. S.

BONDED ROOFERS
FURNACES & AIR CONDITIONING
304 - 9th St. S. PHONE 2599

PRATTEN H M CO LTD 216 12 St-A N . 511

Air Express Service	Auctioneers
TRANS-CANADA AIR LINES	Boyce W 2021 3 Ave S
AIR EXPRESS SERVICE INFORMATION 3434	Koenen Frank 721 13 St S
Pick-Up Only	
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	Autographic Registers
Aircargo Service	Moore Business Forms Western Ltd 6 Cooper Blk .4659
TRANS-CANADA AIR LINES	
AIRCARGO SERVICE INFORMATION 2880	Automobile Accessories, Equip-
	ment & Supplies
Airline Companies	Baalim Wholesale Ltd 7 St S
TRANS.CANADA AIR LINES	baaim wholesale Lto 7 St S
PASSENGER RESERVATIONS INFORMATION 2880	
CITY TICKET OFFICE Marquis Hotel	BAALIM WHOLESALE LTD.
Western Air Lines Inc Kenyon Field	
	DUNLOP TIRES HERBRAND TOOLS WHOLESALE AUTOMOTIVE SUPPLIES
4 1 1	Phone 4353 LETHBRIDGE 7th Street S.
Ambulance	Thole 4555 LETHORIDGE 7th Street S.
CHRISTENSEN BROS 327 10 St S 2802	
	Carson H R Limited 316 7 St S3155
A	
Apartment Houses	CARSON H. R. LIMITED
Riverview Apts 2 St & 7 Ave S	Wholesale Automotive Supplies
Victoria Mansions 1002 3 Ave S	and
	Equipment
Appraisers	316 - 7th St. S. Phone 3155
Alberta Appraisers Harris Bldg 303 7 St S 5788	Cooper & Son 507 7 St S
Bodard Adjustment Bureau Harris Bldg 303 7 St S 5788	(Continued on Next Page)
Architects	
Meech Mitchell & Meech 108 McFarland Bldg 2005	CHRISTMAS SEALS have paid
4 0 37 0 1	for more than three million chest
Army & Navy Goods	X-rays in Canada. HAVE YOU
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	Christmas Seals Fight Tubercu-
Associations & Societies	losis — But Only if They
Alberta Motor Association 907 3 Ave S \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Have Been Paid For.
Alberta Sugar Beet Growers 4 Stafford Blk 3242	Tay o Book Fail Tol.
Canadian Cancer Society McFarland Bldg5452	Have YOU Sent in Your
Canadian Red Cross Society Cor 7 Ave & 12 St S 2099 Eastern Star Order of the G C A 948 14 St S 2810	
Lethbridge Community Chest 315 6 St S3113	Contribution?
Southern Alberta Sheep Breeders Ltd	
918 1 Ave S	IF NOT, DO IT NOW!
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Young Women's Christian Association 604 8 St S 2284

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Lethbridge

AUTOMOBILE ACCESSORIES EQUIPMENT & SUPPLIES—Continued

Electro Service Ltd 813 3 Ave S	2669
Gordie's Service & Auto Parts 139 13 St N	.5049
Hutton's Ltd 315 8 St S	2586
Marshall Motors & Auto Wreckers 409 3 Ave S	4299
WIDI AND AUTO SUPPLY 421 5 St S	4951

MOTOR CAR SUPPLY CO OF CANADA LTD 1218 2 Ave S

Standard Electric & Auto Parts 429 5 St S 2131

Western Automotive Sales 1908 7 Ave S 4519

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Bannerman Motors Nash & Morris Sales & Service 4 Ave & 9 St S Office & Sales' Dept 2045
Parts & Service Dept 2645

BENY CHEVROLET OLDSMOBILE LTD

Enerson Motors Ltd 817 4 Ave S5705

Enerson Motors Ltd.

P. O. ENERSON, Mgr.

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NORTH STAR OIL PRODUCTS 428 - 5th St. S. 4212

(Continued on Next Page)

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—Continued	CANS
Imperial Motors Ltd	
Sales Dept 413-417 6 St S	.2505
Service Dept	.2887
Parts Dept	.5642
General Office	.3049

AUTOMOBILE AGENCIES & DEALERS - NEW CARS

IMPERIAL MOTORS LTD.

CHRYSLER, PLYMOUTH, FARGO)
Sales & Service	2505
Service Dept.	2887
Parts Dept.	5642
	bridge

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.

Dodge & De Soto Distributors
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SALES 4562
GEN. OFFICE & MGR. 3622
7th St. S. & 1st Ave. _____ Lethbridge

Mechanics Sales Ltd Office 307 11 St S Parts & Service	
Pyramid Motor Sales Ltd	
Parts & Service 435 5 St S Accountant Manager	.3705
Smith Motors Ltd Cor 6 Ave & 6 St S	.5763

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Automobile Agencies & Dealers —Used Cars

Billigmeier J J 417 7 St S	.5540
Danielson James A 334 4 St S	
Howard's Auto Sales Cor 18 St & 3 Ave S	5557
IMPERIAL MOTORS SERVICE STAT	ION
Cor 3 Ave & 9 St S	.4940
Sheldon's New & Used Cars Cor 3 Ave & 10 St S	5167
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FIRST CLASS BODY WORK

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ALL WORK GUARANTEED

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(Continued on Next Page)

Reaching the Buyer

is half the sale. Keep your name constantly before them in the YELLOW PAGES of the Telephone Directory. PHONE 3987 PHONE

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Specializing Exclusively in Body Building

Cabin Trailers — Freight Vans — School Buses — Grain Boxes

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Lethbridge



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—Continued

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 .3859

 Standard Body Service 301 2 Ave S
 .5665

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 .4650

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Automobile Camps

 Blue Bird Motel & Auto Court Ltd
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Lethbridge

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N

S



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Highest Quality — Maximum Strength

- 100% Cooling Efficiency -

Frost Proof — All Copper

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For any make of Car, Truck or Trailer.

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General Garage & Auto Parts

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New and Used Parts for Cars,

Trucks and Tractors

Phone 2685

301 - 4th Ave. S.

Marshall Motors & Auto Wreckers 409 3 Ave S . \\ \{ \} \\ 5644

Marshall Auto Wreckers

USED PARTS FOR ALL MAKES OF CARS TRUCKS TRACTORS

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(Continued on Next Page)

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Lethbridge, Alberta

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McLAUGHLIN GARAGE

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Phones: Hangar 3380 Club Rooms & Mess 4467

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(See Poultry & Products)

Baggage

(See Luggage)

Baggage Transfer

(See Cartage)

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CANADIAN BAKERIES LTD Canadian Union Bakery 404 13 St N4553 MARQUIS PASTRY & CANDY SHOP Marquis Hotel4441 McGAVIN BAKERIES LTD 1502 3 Ave S National System of Baking Lethbridge Ltd Penny's Bakery 1504 9 Ave S5636

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"The Taste Will Tell"

Bakery Products Retail & Wholesale



"For Information Call"

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Bakers — Wholesale

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NEW and REBUILT BATTERIE

REPAIRING

WE REBUILD

FARM LIGHTING AUTOMOTIVE AND HEAVY DUTY BATTERIES

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Phone

Bruce Robinson Electric

1520 3rd Ave. S.

203 - 10th St. S.

3571

hi-level

Beau Monde Beauty Shoppe 10 Rylands Blk 3575 (See Advertisement on Page 13)

Beauty Box 539 5 St S4251

(Continued on Next Page)

BATTERIES—Continued Banks Manager Wm Fairbairn . Asst Manager D W Iverach HART BATTERIES (2711 Bank of Nova Scotia The 3 Ave S SALES & SERVICE REPAIRING - CHARGING - RENTALS FARM POWER & AUTO BATTERIES Canadian Bank of Commerce The General Office ELECTRO SERVICE LTD. Ph. 2669 813 - 3rd Ave. S. Dominion Bank The 4 Ave S5028 Manager's Office Hutton's Ltd 315 8 St S Imperial Bank of Canada 323 7 St S5774 Lethbridge Battery Co 209 14 St S5587 Royal Bank of Canada The Gen Ofc 5 St S 3526 MOTOR CAR SUPPLY CO OF CANADA PREST-O-LITE BATTERIES -Barristers & Solicitors The Amazing New Prest-o-lite Beaumont Arthur KC Royal Bank Bldg2118 "HI-LEVEL Cameron C E "C" Metcalfe Bldg3559 Orest o lite BATTERY" Davidson & Davidson British Can Trust Bldg3711 Needs Water Only Elton David Horton KC 2 & 4 Stafford Blk 2523 3 Times a Year In Hogg & Menzie 101-103 McFarland Bldg2656 Normal Car Use HUCKVALE W E Acadia Blk 3 Ave S 2171 Livingstone John A 2 Alberta Blk2928 "Where to Buy Them" MOSCOVICH MOSCOVICH DEALERS Prowse J Harper KC 8 Oliver Blk2901 GENERAL FARM SUPPLIES LTD. Rice Paterson Cullen & Ives Bank of Commerce Bldg MCLAUGHLIN GARAGE & AUTO Turcotte & Byrne Bank of Nova Scotia Bldg 4331 WRECKERS Cor 4 Ave & 3 St S 2918 Vaselenak John KC Suite D Metcalfe Bldg3487 Virtue Russell Morgan & Virtue McFarland Bldg 4932 Beauty Parlor Supplies & Batteries Equipment Dominion Beauty Supply Co Alberta Blk4594 Bruce Robinson Electric Ltd 1520 3 Ave S 3258 Farm Lighting Batteries Beauty Parlors EXIDE AND WINCHARGER HEAVY DUTY - GLASS JAR

3258



Discriminating Women Prefer Harper Method Beauty Care

Distinctive Beauty Service
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and the Latest in Hair Styling.
Have your hair expertly cut
and styled by calling

4251 THE BEAUTY BOX

(Owned and Operated by Freda Walton)

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Always Ahead in Hairdressing

HAIR STYLING



HAIR SHAPING

PERMANENTS THAT SATISFY
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BEAUTY SALON

Specialist in Cutting Curly or Straight Hair

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3355

LETHBRIDGE

LEARN HAIRDRESSING AT ...

Tufteland's Paramount Academy of Beauty Culture

ENROLL NOW

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

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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

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322 - 5th St. SOUTH



PHONE 4594



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FOR UNSURPASSED VALUE IN

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PHONE 3714

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"Your Friendly Shop"

SHAMPOOS. HAIR STYLING MANICURES

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UP-TO-DATE BEAUTY SHOP

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Paints - Cupboard Hardware

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LETHBRIDGE

Phone 5565

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HOYT HARDWARE LTD 606-608 3 Ave S	5767		
Schlage & Dexter Locks	1		

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Lethbridge	Building	Supplies	Co 12	66 1 Ave S	2972
NORTHE	RN AS	BESTO	5 &	BUILDIN	G
SUPPL	IES L'	TD 2019	2 Ave	S	5428

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Woodcraft Builders	1021	18 St S	6

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Alberta Canning Co Ltd Bank of Montreal Bldg	4524
Broder Canning Co 1 Ave & 23 St N	
Shipping & Employment	2587
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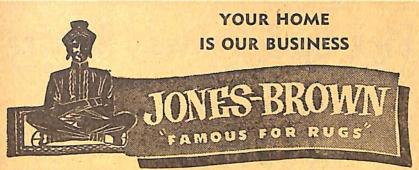
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HUTTON'S LTD.

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4826

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Cassaday F C 524 4 St S	2304
Dench of Canada Ltd 1101 2 Ave S	4234
Grimes L C 1012 11 St S	5371
(Continued on Next Page)	

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2944 PHONE 2945

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An Independent Trucking Co.
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CARTAGE—Continued

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Phone 2520

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Miller & Irvine 631 6 S	t S		 	 3897
Ott Clifford 1219 11 A	Ave	S		 5645

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CARTAGE—Continued



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Nursing			Hall										.223	3

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Oliver Chemical		
204 Sherlock	Bldg	4838

Children's Wear

Annette'	s Junior &	Teen	Tog	Shop	707	3	Ave S	3812
Juniors'	McFarland	Bldo	4	Ave	S.			2678

China, Crockery & Glassware
Consumers Hardware & Supply 516-518 3 Ave S .2212

Consumers Hardware & Supply

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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.

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HEADACHES DIZZINESS HEAD NOISES NUMBNESS IN FACE OR HANDS ST. VITUS DANCE STIFF NECK

NEURITIS 1 BRONCHITIS SORE STIFF SHOULDERS SHINGLES CONSTIPATION

DIGESTIVE DISORDERS WEAK BACK LUMBAGO SCIATICA PAINFUL, TIRED LEGS AND FEET

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Phone 4261

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DR. M. H. BOWMAN **Palmer Graduates** DR. L. A. COWIE

Specific Chiropractic

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Office Hours: 2 - 6 p.m. 9:30 - 12 a.m. Wednesday: 9:30 - 12 a.m. Closed in the Afternoon Evenings By Appointment

2035

Neurocalograph X-Ray Lab.

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Chiropractors

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Dr W C Thompson 511 7 St S	3
(See Advertisement Opposite Page)	
Clancy L D 116 McFarland Blk223	1
Irving I S 205 Sherlock Blk ,426	1
LETHBRIDGE CHIROPRACTIC CLINIC	
1013 3 Ave S	5

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

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For Good Health!

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2231								
2035								
4261								
4898								
TABER								
.493								

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HOURS: 10-12 2-6 Evenings by Appointment

Chiropractic Health Centre

Dr. W. C. Thompson

PALMER GRADUATE

Phone 4898

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1 Block South of Post Office

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No Charge For Consultation

Church Organizations

Christ-Trinity Lutheran Chapel 420 12 St S	4505
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
Church of the Nazarene 1618 9 Ave S	
First Baptist Church 8 St & 4 Ave S	2082
First United Church 13 St & 5 Ave N	2659
Hebrew Congregation Cor 3 Ave & 9 St S	3197
Pentecostal Church 520 7 St S	
St Andrews Presbytn Church Study 5 Av & 8 St S	
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	
Southminster United Church 4 Ave S	



THE VALUE of directory advertising is cumulative. Constant representation means consistent business.

*





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 CALGARY

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



Your "Family Dry Cleaner"

PERLUX DE LUXE DRY CLEANING

SWAN & COGHLIN, Props.

ALTERATIONS and REPAIRS

"Better Than Ordinary Dry Cleaning"



WO DOORS NORTH OF THE CAPITOL THEA

Cleaners & Dyers

Benjamin's Tailors Masonic Hall Bldg 5771



Dry Cleaning BENJAMIN'S

Pick-Up & Delivery Service

LEE DUCK Tailors

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

PHONE 2770 -330 - 13th St. N.

Lethbridge Laundry & Dry Cleaners Ltd 542 4 St S	{3451 {3452
(See Advertisement on Opposite Page)	
Modern Tailor & Dry Cleaning 1113 3 Ave S . (See Advertisement on Opposite Page)	4039
Park's Ltd 311 6 St S	4141
Parkiy Cleaners 410 5 St S	3666

Clubs

Army & Navy Veterans Club 517 5 Ave S38	46
Canadian Legion B E S L 1 Ave & 9 St S 34	
Chinook Club Cor 3 Ave & 13 St S24	43
Elks Club 5 Ave S	33
Lethbridge Country Club River Bottom25	27
Lethbridge Golf Club Henderson Lake	52

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
Standard Mine Shaughnessy 91	31-32

Cold Storage

CRYSTAL DAIRY	LTD 434 8 St S	2576
Currie's Frozen Food &	Locker Service	

2044 1516 9 Ave S

FROZEN FOOD & LOCKER SERVICE

CURING - CUTTING - WRAPPING MEATS AT WHOLESALE PRICE 1516 - 9 Ave. S. 2044

(Continued on Next Page)

DRY CLEANING DEPT.

ZAMAYAMATAMAYAMAMAYAMAYAMAMAMAMAMAMA

OF

LETHBRIDGE LAUNDRY & DRY CLEANERS LTD.

Dial 3451 or 3452

FOR

LUSTERITE DRY CLEANING

Dial 3451

Free Pick-up and Delivery Service in All Parts of the City

Dial 3452

MODERN DRY CLEANING and TAILOR

SUITS MADE TO ORDER

— GUARANTEED FIT AND SATISFACTION —
EXPERT REPAIRS AND ALTERATIONS
CLEANING & PRESSING WHILE-U-WAIT

- WE CALL FOR AND DELIVER -

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PHONE 4039

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Jensen's Frozen Food Lockers and Meat Market

Cutting — Wrapping — Quick Freezing and Curing — Free Delivery

1021 - 3rd Ave. S.

Phone 4401

Collection Agencies

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Colonization

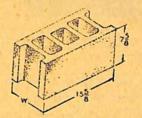
Colonists' Service Association Ltd 409 2 Ave S . . 2151

Concrete Blocks

Superior Masonry Products Ltd 9 Ave & 6 St N .4875

SUPERIOR MASONRY PRODUCTS LTD.

JAMES A. JARVIE, Prop.



CINDER-CRETE &
CONCRETE BLOCKS
In All Types & Sizes
Chimney Blocks

PHONE

4875

PHONE

- 9th Ave. & 6th St. N.

LETHBRIDGE WOODWORKING CO. BUILDING CONSTRUCTION

Store and Office Fixtures

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— WOODEN BOXES

PHONE

3568

PHONE

1520 - 2nd Ave. S. -

- Lethbridge

Confectioners-Manufacturing

Nielson Wm Co Ltd 959 19 St S5331

Confectioners-Retail

American Confectionery 328 13 St N	.3638
Avenue Confectionery 909 3 Ave S	
Benny's Soda Bar 543 13 St S	
Bijou News & Confectionery 416 4 Ave 5	
Canadian Confectionery 403a 5 St S	
Canadian Confectionery 403a 5 St S	. 5505
Empress Confectionery 814 4 Ave S	.2872
Fairview Confectionery 1524 9 Ave S	.5075
Goody's Confectionery 1016 9 Ave S	3625
doody's confectionary 1010 / Ave 3	4740
Jones Confectionery 212 13 St S	.4748
O K Confectionery 1260 3 Ave S	2653
O K Connectionery 1260 3 Ave 3	. 2033
Pacific Confectionery 1424 3 Ave N	.3074
Regal Confectionery Cor 5 St & 6 Ave 5	
U N Confectionery 414 13 St N	.5182

Confectioners-Wholesale

Contractors—Building

Batty Art 524 28 St S	4982
Bird Construction Co Ltd Cor 3 Ave & 14 St S	§2143
Crawford & Green 543 Dieppe Blvd	5683
Dorigatti A 1114 9 St N	4981
General Construction Co (Alberta) Ltd	
General Construction to traiberate Les	2020
Cor 2 St & 3 Ave S	2727
Kendall Construction Co 1513 3 Ave S	.5553
Little the Westweller Co 1520 2 Ave S	3568
Lethbridge Woodworking Co 1520 2 Ave S	14122
Little Glen 529 Dieppe Blvd	.4876
McLaren H R 615 14 St N	.4998
Modern Builders 2023 1 Ave N	76821
Neilly G M 408 13 St N	4987
Oland Construction Ltd 1307 3 Ave S	3621
Owing Fred COT 7 Ave S	2535
Quinn Fred 285 7 Ave S	3979
Romsos Ivan 546 20 St S	2054
Santa George 522 21 St S	27/0
Sundquist N 1702 5 Ave S	.2160
Vincze Julius 629 4 St S	4526
Wheeldon E P 1126 12 St-B S	.5305

Contractors—General

Bird Construction Co. Ltd. CONTRACTORS

and ENGINEERS

Cor. 3 Ave. & 14th St S Ph. 2143 & 5013

Bohne G A & Son 1522 11 Ave S	4804
Clay T 631 4 St S	
Cox George T rear 1319 10 Ave S	2416
Forry Construction Co 1903 9 Ave S	3696
General Construction Co (Alberta) Ltd Cor 2 St & 3 Ave S	2939

GENERAL CONSTRUCTION CO. (ALBERTA) LTD.

ENGINEERS and CONTRACTORS
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Ready Mixed Concrete

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Jahrig Gordon 323 8 Ave-A S	.2638
Langhofer H 606 17 St N	.4989
National Paving Co Ltd 1211 8 Ave S	.2397
Oberg Alex 314 3 St S	.4156
Ortman G 942 17 St S	.4296
Osterberg Richard 2022 7 Ave S	.5126
Rempel Construction Co 972 12 St-A S	.5652
Scotter George 1134 17 St S	.5278
Southern Alberta Construction Ltd 241 9 St N .	.3196
Tollestrup G F & Co 1815 3 Ave S	.4280
Triska Construction Co 501 26 St S	.5168
Ward Construction 1512 11 Ave S	

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Purity Dairy Buy Purity Milk By the Carton!

NO DEPOSITS - NO RETURNS - NO BREAKAGES
NO WASHING - SAVES TIME

It's Pure - That's Sure

Try Super Whip!

- No Whipping
- Ready in a Jiffy
 Shake Well Before Using
 PHONES

4124

and

4095

PURITY PETAL-SMOOTH ICE CREAM

516 - 5th Ave. S.

SUPER WHIP SALES OF THE SALES O

- Lethbridge

Contractors—Machinery & Supplies

LETHBRIDGE MACHINERY GO 1720 2 Ave S

Union Tractor & Equipment Co Ltd 1269 2 Ave S 2606

Caterpillar

"Caterpillar" Diesel Tractors and Earthmoving Equipment - "Pioneer" Gravel Plants British Wire Rope

UNION TRACTOR & EQUIPMENT CO. LTD.

1269 - 2nd Ave. S.

Phone 2606

Convents

Credit Reports

Southern Alberta Bureau of Credits 1 Rylands Blk 5157

Custom House Brokers

Rossiter Agencies Bsmt McFarland Bldg 2412

Dairies

City Dairy 411 4 St S	
PURITY DAIRY Order Dept 516 5 Ave S	
Office	4005

for the finest in Dancing Entertainment IT'S THE AIR-CONDITIONED

TRIANON BALLROOM

"WHERE SOUTHERN ALBERTA DANCES"



Modern and Old-Time Dancing

HALL RENTALS

ORCHESTRAS

1st AVE. & 5th STREET SOUTH PHONE 4787

Dancing Academies

Decorators

(See Painters & Paperhangers)

Dental Laboratories

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 0 207 Medical Dental Bldg	.4455
Wood F T 202 Medical Dental Bldg	.4504
Wright Wm 209 Medical Dental Bldg	2071

Departmental Stores

Buy Rite Department Store 408 5 St S	.3680
Eaton Co Western Limited (The T) Lethbridge Br	anch
4 Ave & 6 St S	- Lenie
Information & General Office	
Mail Order Desk	5193
Cosmetics Hosiery Men's Wear Notions Wools .	.2140
Foodateria (Groceries Fruits Vegetables)	
Hardware Automobile Supplies Stoves	
Sporting Goods China Baggage	.2054
Shoes & Piece Goods	.3857
Women's & Juvenile Wear	.3605
Furniture House Furnishings	2722
Radios Refrigerators Electricals	5464
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	
Office & Dry Goods	

Departmental Stores—Mail Order

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Caterpillar

Diesel-Electric Sets
Power Units and Marine Engines.

UNION TRACTOR & EQUIPMENT CO. LTD.

1269 - 2nd Ave. S.

Phone 2606

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Nakamura C 234 13	St N	489	95
Neilson Laura 628 6	St S	476	67

Drive Yourself Cars

WESTERN "U" DRIVE

RENT A CAR

and

DRIVE YOURSELF

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1234 - 3rd Ave. S. — Lethbridg

Don't Tire Yourself
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Who Sells It!
The

YELLOW PAGES

Tells
"Where to Buy It"

Druggists-Retail

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FOR

DRUGS

THE AILY DRUG STORE

401 5 St. S. 3364

Lethbridge

Munroe's Pharmacy Ltd.

Phone 4147 Phone

Cor. 6th Ave. & 13th St. S.

W. H. McCAFFREY

THE PEOPLE'S DRUG STORES

418 - 13th St. N. - - - - Phone 3445 331 - 5th St. South - - - Phone 2205 LETHBRIDGE, ALTA.

Willoughby McDermid

DRUG CO.
"The Rexall Store"
Formerly

A. M. SUTHERLAND DRUG CO. Marquis Hotel Bldg. Phone 3231

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1720 2 Ave S Authorized General Electric Apparatus Dir

Dry Goods—Retail Wilks & Cranstoun 302 5 St S	ELECTRICAL EQUIPMENT & SUPPLIES WHOLESALE—Continued
Wilks & Granstouri 302 5 St 5	NORTHERN ELECTRIC CO LTD (2452
WILKS & CRANSTOUN	818 3 Ave S
Dry Goods	Electrical Household
302 - 5th St. S. Phone 2251	Appliances Atwood & Pratt 1269 6 Ave S4574
Dry Goods—Wholesale Brock Co Western Ltd 711 5 Ave S	Largest stock of residential fixtures in southern Alberta. Complete line of household appliances.
Duplicating Machines & Supplies	Atwood & Pratt 1269 - 6th Ave. S. Phone 4574
MULTIGRAPH MACHINES SALES SERVICE & SUPPLIES	Barrett's 310 6 St S
Only Authorized Distributor of Multigraph and Multilith Process Duplicating Machines, Also Certified Service Supplies and Accessories Where to Call ADDRESSOGRAPH-MULTIGRAPH OF CANADA LTD. Multigraph Branch 1025 9 Ave. E., Calgary Phone 54828	BEATTY WASHER SALES & SERVICE CO. Authorized Beatty Dealer for BEATTY WASHERS, IRONERS, POLISHERS & ELECTRIC RANGES PARTS & SERVICE FOR ALL BEATTY APPLIANCES 409 5 St. S. 4054
ATWOOD & PRATT 1269 6 Ave S 4574 King & May Electric 507 Dieppe Blvd 4785 McKenzie Electric Ltd 706 3 Ave S 4451 McKenzie Electric Ltd. IN THIS BUSINESS FOR	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
OVER 40 YEARS 706 - 3rd Ave. S. Phone 3637	Bruce Robinson Electric Ltd 1520 3 Ave S
MID-WEST ELECTRIC LTD 1263 3 Ave S 3774 Parsons & Macadam 1819 9 Ave S 4268 Peake & Pink 10 McLeay Blk 3929	BRUCE ROBINSON ELECTRIC LTD 1520 3 Ave S
DEALTH O DINIT	GENERAL ELECTRIC AUTHORIZED————————————————————————————————————
PEAKE & PINK ELECTRICAL	The G-E Dealer listed below, is equipped to render efficient ser-
REFRIGERATOR REPAIRS 10 McLeay Blk. 3929	vice on irons, toasters, kettles, fans, clocks, water heaters, vacuum cleaners, refrigerators, ranges, radios, and washers.
	G-E Authorized Service Depot
PITTMAN & COUTTS rear 918 2 Ave S .4546 Roy Electric Co 406 5 St S	"Where to Get Service" BARRETT'S 310 6 St S
Electrical Equipment & Supplies	Hoyt Hardware Ltd 606-608 3 Ave S5767
Wholesale	HOYT HARDWARE LTD.
BRUCE ROBINSON ELECTRIC LTD	Connor Washers — Frigidaire
1520 3 Ave S	McClary & Philo Refrigerators
GO LTD 312 9 St S	Philco Radios & Hoover Vacuum Cleaners
LETURDINGE MACHINERY CO.	

....3556

5767—606-608 - 3rd Ave. S.—5767 (Continued on Next Page)

Ele WHERE	10 807 II Fil 29
ELECTRICAL HOUSEHOLD APPLIANCES—Continued	Farm Machinery & Supplies
Jack's Radio Sales & Service 302 13 St N 4979	Chinook Sales Co Cor 1 Ave & 2 St S3576
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	Dogterom Agency 1710 2 Ave S 4146
Lethbridge Appliances 808 3 Ave S	MACLEOD'S LIMITED
WESTINGHOUSE RADIOS — REFRIGERATORS — WASHERS SMALL APPLIANCES & MOTORS	"The Triendly Store" HIGH GRADE FARM EQUIPMENT AND SUPPLIES 4240 324 Fifth Street South 4240
McKENZIE ELECTRIC LTD. 706 - 3rd Ave. S. PHONE 3637	Major Aluminum Products (Canada) Ltd (5525 2125 2 Ave S
Mid-West Electric Ltd 1263 3 Ave S	Norrie & Fawcett Ltd 1262 1 Ave S
Wilson Electric Supplies Ltd 313 7 St S 3908	Union Tractor & Equipment Co Ltd 1269 2 Ave S 2606 Caterpillar
Engines—Gas Bruce Robinson Electric Ltd 1520 3 Ave S 3258	If you need a "Caterpillar" Diesel Tractor
MOST WISCONSIN	you pay for it whether you buy it or not.
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WISCONSIN HEAVY-DUTY An-Cooled ENGINES Alberta Distributors Bruce Robinson Electric Ltd. 1520 3rd Ave. S. 3258	Universal Farm Sales Cor 19 St & 3 Ave S3941 VICTORY EQUIPMENT LTD 321 13 St N 4389 WISCONSIN ENGINES & PUMP JACKS—
Hutton's Ltd 315 8 St S	BRUCE ROBINSON ELECTRIC LTD 1520 3 Ave S
HUTTON'S LTD.	The state of the s
-AUTHORIZED SALES & SERVICE-	Feed Ellison Milling & Elevator Co Ltd 2 Ave S5751
BRIGGS & STRATTON GAS ENGINES	
315 - 8th St. S. Phone 2586	Filters—Air
LETHBRIDGE MACHINERY CO	FIBERGLAS DUST-STOP FILTERS—
1720 2 Ave S	This air filter assures you of cleaner air from your forced warm air furnace.
Explosives	It strains out virtually all nuisance dust — most "hay fever" pollens.
EXPLOSIVES LTD 907-915 2 Ave S5715	
Express Companies	"Where to Buy it"
Canadian Pacific Express Co CPR Station {3434 3436	BRUGE ROBINSON ELECTRIC LTD 1520 3 Ave S
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Specialists	FREEL SHEET METAL WORKS 405a 4 St S
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Artistically Arranged

Flowers for All Occasions

PHONES 4377 and 4133 PHONES

"FLOWERS SAY IT BEST"

Store Hours 9:00 A.M. to 5:30 P.M. Wed. 9 A.M. to 12 P.M.

Márquis 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

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Kresge S S Co Ltd Cor 4 Ave	e & 6 St S4155
Metropolitan Stores Ltd Metro	ropolitan Bldg4110
Woolworth F W & Co Ltd 30	9 5 St S2280

Floor Polishing Machines

Electrolux (Canada) Ltd 2 Lafferty Blk4481

ELECTROLUX

Triple Action Floor Polisher

Junior Floor Polisher Attachment SALES - SERVICE - SUPPLIES

Room 2 - Lafferty Block

4481

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Hamilton Percy 804 16 St S	2532
Lowe D 914 7 St S	4444
Nadeau R 517 23 St S	5346
Taylor L C 305 12 St N	2345

L. C. TAYLOR

TAYLOR-LADE FLOORS
ARE BETTER FLOORS

305 - 12th St. N.

Phone 2345

Florists

Allen Bros 724	6 St	S					 	 3179
Night Phone							 	 4074
Don's Flower &	Art S	hop	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 Greenhouses Henderson Park	∫2666 12013
Greenhouses Henderson Park	2003
Greenhouses N Lethbridge	2768
. (Continued on Next Page)	

FRACHE'S FLOWER SHOP



(FRACHE BROS. LTD.)

Wedding Bouquets & Floral Designs

Artistically Arranged

Cut Flowers For All Occasions

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322 - 6th Street South —
FLORISTS—Continued
Lethbridge Greenhouse 1502 12 Ave S3271
Marquis Flower Shop 616 4 Ave S {4377 4133
Pieri J 1136 13 St N
Flour Mills
ELLISON MILLING & ELEVATOR
CO LTD 2 Ave S
Room Rood Flour Wills Ltd 1033 18 St S 3863
T
Fraternities
Fraternal Order of Eagles 712 12 St-C N 4983
Knights of Columbus 408 12 St-C N
Oddfellows' Hall Lodge IOOF Bldg
Fruit & Produce—Retail
B C Fruit 906 3 Ave S
Lee's Food Market 708 3 Ave S {5431 5434
(5434
Rex Fruit Store 602 3 Ave S
Royal Fruit Store 616 3 Ave S
Fruit & Produce—Wholesale
Plunkett & Savage 1120 1 Ave S
Scott Fruit Co The Consolidated Fruit Bldg
4 St S3353
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GHRISTENSEN BROS Funeral Home 327 10 St S
MARTIN BROS 812 3 Ave S

MARTIN BROS.

LICENSED FUNERAL DIRECTORS

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 2115

 Warehouse 323 4 St S
 5234

Capitol Furniture Store

Furniture for the Entire Home



MOFFAT & SERVEL APPLIANCES AGENTS FOR BEACH GAS & COAL RANGES

G. E. Franchise Appliance Dealer

Phone 2115 Phone

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

PUBLIC FURNITURE STORE

COMPLETE HOME FURNISHERS

2 Doors South of Post Office

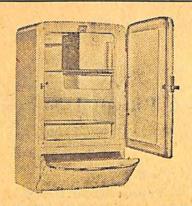
413 - 7th St. S. 49

STERN FURNITURE CO. UPHOLSTERING OF ALL KINDS

The Oldest and Largest in the South

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

(Continued on Next Page)



EMPIRE FURNITURE STORE

Home of the Famous NORGE PRODUCTS

120-5 St. S. Phone 3980

DELIVERY SPFFNY ITh

PHONE 5734 MOVING

SHIPPING - STORAGE

Long Distance Hauling

- No Job Too Small Or Too Large -

301 - 4th Ave. South ----

- Lethbridge

FURNITURE DEALERS-RETAIL-Continued

Sykes Imperial Furniture Store 326 6 St S 2060

Furriers

(See Also Advertisement on Page 35)

Furniture Movers



STORAGE & DISTRIBUTION

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

517 - 3rd St. S.

Lethbridge

Speedy Delivery Ltd Cor 3 St & 4 Ave S 5734



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 Bldg4348 (See Advertisement on Page 35)

Lethbridge Furriers The 514 3 Ave S2209 (See Advertisement on Page 33)

NEW YORK FUR & DRESS SHOP

(See Advertisement on Page 34)

The Lethbridge Furriers

____ 514 - 3rd AVENUE S. _



Fur Storage Vaula in connection and located on the premises. All equipped with the latest in scientific General Electric Refrigeration.

Furs are protected 24 hours each day. Premises are never left unguarded.



Before purchasing your Fur Coat, make it a point to see our stock Outstanding for quality.. Reasonably priced and latest in styles and shades... Selections are wide and superior



Furs and Furs Only
Established 22 Years in Lethbridge

IT PAYS TO VISIT OUR FUR SALON

514 Third Ave. So.

Next to Consumers' Hardware

PHONE 2209

FREE BONDED FUR STORAGE PICK-UP



W. BORKETT PROP.

Your Guarantee FUR COATS

of finest manufactured

See our extensive display of the latest 1951 styled fur coats and jackets now!



604 - 3rd AVE. SO.

PHONE 3276



Profit by
the economy
of Quality

kraft

PHONE

21995

KRAFT BLDG.

222 - 8th AVE. W., CALGARY

"The Fur House of Quality"





When you purchase your new fur coat it is always wise to consider the length of time you expect to wear it . . . not just how attractive you appear in it at the moment.

A CANADIAN fur coat, at any price, will serve you splendidly for years . . .

Perfection in-

- Designing
- Made-to-Order
- Remodelling

each coat adhering to the rigid CANADIAN FUR-RIERS' standard for quality.

Expert Service in-

- Cleaning, Glazing
- Repairing
- Storage

PHONE 4348 PHONE

Paramount Theatre Bldg. Canadian Furriers

A TRADITION OF QUALITY

Lethbridge, Alberta.

TERRY'S TIRE & AUTO SHOP

AUTO REPAIRS

RADIATORS CLEANED — REPAIRED AND RECORED BELT SPLICING — WELDING — BODY & FENDER WORK - TRACTOR TIRES VULCANIZED ——

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-2648

Lethbridge

GORDIE'S SERVICE & AUTO PARTS -

NEW and USED PARTS CARS, TRUCKS and TRACTORS

"If It Can Be Obtained We'll Supply It"

PHONE

5049

PHONE

139 - 13th St. N. —

— Lethbridge

Garages

Bannerman I	Motors Nash	& Morris Sales & Service
4 Ave &	9 St S	
Office &	Sales Dept	
Parts &	Service Dep	2645

BENY CHEVROLET OLDSMOBILE LTD

BENY CHEVROLET OLDSMOBILE LTD.

GENERAL MOTORS WHOLESALE PARTS DISTRIBUTORS Cor. 2 Ave. & 8 St. S. 3147

Save hours of window shopping by consulting the Yellow Pages

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Ltd. Enerson Motors

P. O. ENERSON, Mar.

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Service Dept.		5706
Parts Dept.		5707
Used Car Lot		5708
Night Calls Towing Service 24	Hours	5709
817 - 4th Ave. S.	Leth	bridge

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NORTH STAR OIL PRODUCTS 428 - 5th St. S. 4212

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

(Continued on Next Page)

HOPP BROS. GARAGE

TIRES & ACCESSORIES

"A COMPLETE GARAGE SERVICE"

PHONE 5030 PHONE

Cor. 4th St. & 6th Ave. S.

Lethbridge

International Motor Truck Serv Stn	
Cor 9 St & 3 Ave N	4322
King Fred Cor 6 Ave & Mayor Magrath Drive	5406
King Fred Motors Ltd 3 Ave & 11 St S	2457

Fred King Motors Ltd.



Distributors

STUDEBAKER CARS and TRUCKS

MACK TRUCKS

USE LONG DISTANCE

GARAGES-Continued

Lyle's Auto Repairs

Willard Battery Dealer

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7th St. S. & 1st Ave. — Lethbridge

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Riverview Garage 616 4 St S	BENY CHEVROLET OLDSMOBILE LTD Cor 2 Ave & 8 St S
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616 - 4th St. S. 3881	Hilltop Service Station Lethbridge
Seventy-Seven Service Station 320 9 St S 2823	Imperial Motors Service Station 494
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320 - 9th St. S. Phone 2823	Seventy-Seven Service Station 320 9 St S 416
Terry's Tire & Auto Shop 201 13 St N2648 (See Advertisement on Page 36)	Spotlite Service Station 3 Ave & 8 St S
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Grocers—Wholesale	HARDWARE—RETAIL—Continued
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Macdonalds Consolidated Ltd 312 4 St S	Hornach & Buchanan Hardware 1522 9 Ave S3433
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Sales Department	
Shipper & Receiver	Macleod's Limited 324 5 St S4240
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Western Grocers Ltd Cor 2 Ave & 9 St S Order Desk & Shipping Office	
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Gunsmiths	North Lethbridge Hardware 324 13 St N4198
Blenner-Hassett & Smith Ltd 309 6 St S2260	
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	Hardware Ltd.
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