

The Lethbridge Coat of Arms

With optimism sweeping the country in 1907, Lethbridge proclaimed its hopes for the future by adopting the phrase "Gateway to Opportunity" as the motto for its Coat of Arms.

On July 2, 1907, Lethbridge City Council organized a competition to design the Coat of Arms, and Alderman Charles Broughton Bowman offered a prize of \$25 to the winner. Council examined 17 different designs for a civic Coat of Arms submitted by eight different competitors. One man, W. Brook, had submitted 10 different designs.



"The judges were surprised at the variety and excellence of the designs. They had so much difficulty in determining who should have the honour and the \$25 prize that they held the decision over for future consideration," according to the Lethbridge Herald in August 1907.

The honour finally went to Reverend John Stanley Chivers, Rector of St. Augustine's Anglican Church, who had, according to reports, captured the essence of what Lethbridge thought of itself.

The crown above the Coat of Arms signifies Canada's allegiance to the British crown. The symbols in the central medallion represent the foundation of the City's economy in 1906 and 1907: coal mining, transportation and agriculture. The 1890 date signifies when Lethbridge was incorporated as a town, and 1906 was the year Lethbridge was incorporated as a city.

Below the crest, a picture shows a wheat field and mine buildings in the foreground, with foothills and mountains behind them.

The Chivers design was formally adopted by a motion of Council on September 16, 1907.