

Seedsmen — (Cont'd)

HANNAS SEEDS LIMITED

GARDEN SEEDS — CLOVERS
GRASSES — GRAIN

WHOLESALE — RETAILERS

After HoursR908

PhoneLACOMBE 198

OLSON FRANCIS

SEEDS & PRODUCE

KERNEL BRAND SEEDS

2 Miles Top of Munson Hill

PhoneMunson R2603

RED DEER SEED CO LTD

CLOVERS — GRASSES — GRAINS

Feed Division

PURMILL MIXING — CUSTOM ROLLING Etc.

-- A Complete Farm Service --

5850 Burnt Lake Rd.RED DEER 4171

Septic Tanks

NORTHWEST SEPTIC TANK CO

SEPTIC TANK CLEANING
MODERN EQUIPMENT USED

5517 - 35 StreetRED DEER 4562

Service Stations

Andy's Texaco ServiceStettler Rivrsd 2-2516
Badry's Auto ServicePenhold 44r3
Balmoral Service StationSylvan Lake 71
Bill's Corner ServiceEckville 80
Bill's Royalite Super ServiceInnisfail 444
Bluebird Service StationInnisfail 388
Bomber Service Station & Trailer Park
Calgary Tr...Red Deer 6391

Bridge Royalite Service
5807 Gaetz Av. Red Deer 5490

BRITISH AMERICAN OIL SERVICE STATIONS

STOP AT THE SIGN
OF THE BIG
FOR QUALITY PRODUCTS
AND SERVICE



"Your Friendly BA Dealers are"

Bomber Service Station & Trailer Park
Calgary Tr...Red Deer 6391
McFarlane-Goodacre Motors Ltd
4721 Gaetz Ave...Red Deer 2580
North Hill Service
Edmonton Tr...Red Deer 4268
Park Service 5611 50 Ave...Red Deer 2301
Pixley's Service Station
4099 Ross St...Red Deer 4280
Southway BA Service
8330 Gaetz Ave...Red Deer 6938

Browns ServiceByemoor 5
Cameron Robertson & MacKenzie Ltd
Stettler Rivrsd 2-2123
Central Service StationMirror 56
Connor's ServiceBig Valley TRNity 6-2276

Service Stations — (Cont'd)

Corner ServiceCastor 165
Dale's Esso ServiceYoungstown 70
Dick's Texaco Super Service Station
4617 Gaetz Av...Red Deer 2329

Dinosaur Service
N Drumheller...Drumheller Vally 3-2568
Dix Service StationInnisfail 735r2
Donalda ServiceDonalda TUCKr 3-2287
DRUMHELLER SERVICENTRE

CAR SERVICE OUR SPECIALTY

TEXACO PETROLEUM
PRODUCTS

Cor. 3 Av. & 1 St. E., Drumheller Vally 3-2678

Dun-Rite ServiceLacombe 264
Four Land Service StationInnisfail 696
Gateway Service StationRocky Mtn Hse 78
Glasier ServiceCoronation 160
Gordon's ServiceStettler Rivrsd 2-2987
Gray Motors 5223 50 AvRed Deer 2235

HANSON'S SERVICE STATION

Wholesale & Retail Gasoline & Oil
TRUCKING

5926 - 54 Ave.RED DEER 2465

Harold's Esso ServiceStettler Rivrsd 2-3301
HAROLD'S SHELL SERVICE

4905 Gaetz Av...Red Deer 3202

Herb's Sales & ServiceByemoor 16
HI-WAY SALES & SERVICE (STETTLER)

Your B.A. DEALER

COFFEE SHOP OPEN 24 HOURS

FISK & GOODYEAR TIRES

Expert Tire Repair

MECHANIC ON DUTY — TOWING

PhoneSTETTLER Rivrsd 2-3001

Hi-Way ServiceDelburne 45
Howard's Ultra ServiceStettler Rivrsd 2-3251
Jimmy's Service Station No 2 Hwy SPonoka 2-3208
Johnny's Service & Trailer CourtAlix 135
Jubilee Esso Service No. 9 Hwy WHanna 525
Kelly's Esso ServiceInnisfail 652
Ken & Don's Esso ServiceStettler Rivrsd 2-3131
Kloepfer WStettler Rivrsd 2-2115
Lacombe White Rose ServiceLacombe 92
Larry's Shell Service Edmonton TrRed Deer 4467
Laughlin's Imperial Service StationYoungstown 4
Leslieville MotorsLeslieville 18
Lloyd's Service 5214 59 AvePonoka 3-3820
McColl ServiceCondor 2
McGhie's ServiceMirror 75
McKenzie AngusBentley 26r2
McKnight ServiceGadsby 10
McLeans' Service & Construction Ltd
N Drumheller...Drumheller Vally 3-2060

Michener Hill Texaco Service
3937 50 St...Red Deer 6932

Midway ServiceLacombe 589
Miller ChesterBentley 36
Modern Service Station 320 2 Av EHanna 250
Motordrome Service StationCoronation 35
Mount Pleasant Motors Edmonton TrRed Deer 2776
Neilson's Service Station & GarageClive 9
North Hill Service Edmonton TrRed Deer 4268

NORTHSIDE PURITY 99 SERVICE

LUBRICATION — TUNE-UPS
BRAKES & GENERAL REPAIRS
John Vanderwekken & John Kite
5820 Gaetz Avenue, RED DEER 2938

North Star Oil Ltd North Star Service No 172
5518 Gaetz Av...Red Deer 4343
Stn 271 Calgary TrRed Deer 6112
Service Station 3421 Gaetz AveRed Deer 6112
North West Motors Service Station
5034 Ross St...Red Deer 3928

Obb's Auto Service
Rly Av & 2 St E...Drumheller Vally 3-3245

Service Stations — (Cont'd)

Papp's ServiceDelburne 45
Park Inn Service StationLacombe 57
Park Service 5611 50 AvRed Deer 2301
Pay-Less Service No 2 Hwy SPonoka 3-4252
Pixley's Service Station 4009 Ross St...Red Deer 4280
R D M Service 30 St & 50 AvRed Deer 6566
Ray's Maple Leaf ServiceSylvan Lake 37r2
Red Deer Motors (Canada) Ltd
4802 Gaetz Ave...Red Deer 6556

RED DEER SERVICE CENTRE

PURITY 99 PRODUCTS
MECHANICAL — TOWING
SERVICING

After Hours Call.....5817

4504 Gaetz AvenueRED DEER 3684

Red's Esso Service 4705 Gaetz Av...Red Deer 2396
RIO VISTA GARAGE LTD

5804 Gaetz Ave...Red Deer 2503

Saunders Texaco Service
5908 Gaetz Av...Red Deer 4746

Schantz's White Rose Service Station
4620 54 St...Ponoka 3-3640

Schumacher Motors
Twin Hills Rd...Drumheller Vally 3-2716

Scott Pump Service 4609 Gaetz Av...Red Deer 6163

Scotty's ServiceCastor 241

Siffka's ServiceStettler Rivrsd 2-2979

Southern ServiceCoronation 281

SOUTHWAY B A SERVICE
3330 Gaetz Av...Red Deer 6938

Steele's Service StationBentley 37

Sunset Service S Red DeerRed Deer 6366

Superior North Star ServiceStettler Rivrsd 2-2564

Swain's Esso ServiceLacombe 602

TWIN HILL AUTO SERVICE
YOUR PURITY "99" DEALER

COMPLETE GARAGE SERVICE

Twin Hills Rd...DRUMHELLER VALLY 3-3269

Ultra Sales & Service Ltd
4308 Gaetz Av...Red Deer 4510

Upham's Truck Town North Red Deer...Red Deer 4055

Watson's Husky Service Centre
Edmonton Tr...Red Deer 2442

West End Service.....Stettler Rivrsd 2-2691

West End Service (Innisfail) LtdInnisfail 505

WESTPARK SERVICE CENTRE
Westpark Shopping Centre...Red Deer 5455

WHITE ROSE SERVICE STATIONS

THE PICK OF
THEM ALL



"Where To Call"

Crawford Paul & Sons
5124 Gaetz Av...Red Deer 2565
Mayberry's 2-11 Service & Trailer Park
No 2 Hwy N...Red Deer 9135-11
Midway Service Station
No 11 Hwy...Red Deer 9112-23
R D M Service
30 St & 50 Ave...Red Deer 6566
Red Deer Motors (Canada) Ltd Red Deer 2065
Sunset Service
S Red Deer...Red Deer 6366
Ultra Sales & Service Ltd
4803 Gaetz Av...Red Deer 4510
Westpark Service Centre
Westpark Shopping Centre...Red Deer 5455

Wilkinson K OSylvan Lake 21r2

Sewing Machines

Elma CentreStettler Rivrsd 2-3353
 Elma Sewing Centre (Red Deer)
 5116 Gaetz Av....Red Deer 2448
 (See Advertisement This Page)
 Singer Sewing Machine Co
 40 3 Av E....Drumheller Vally 3-2146
 Singer Sewing Machine Co
 5004 Ross St....Red Deer 2597
SINGER SEWING MACHINES

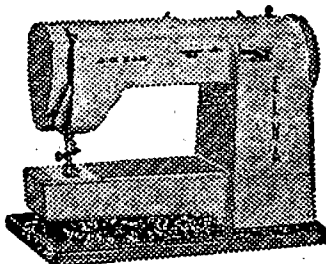
EXPERT SEWING MACHINE
 REPAIRS. SINGER Sales &
 Rentals; Parts and Service.
 For all your sewing needs —
 Look for the famous



"SINGER" and Red "S"
 Trademarks.

"Where to Call"

DRUMHELLER CITY DEALER
 Singer Sewing Machine Co
 40 3 Ave E....Drumheller Vally 3-2146
RED DEER CITY DEALER
 Singer Sewing Machine Co
 5004 Ross St....Red Deer 2597



**HAVE YOU TRIED
 THE WONDERFUL NEW**



Saving Takes
 The "L" Out of Slaving
 YOU OWE IT TO YOURSELF
 TO OWN ONE

**YOUR
 ELNA
 SEWING CENTRE
 (RED DEER)**

**Phone 2448
 5116 Gaetz Ave**

No need to march around all day
 looking for something you want to
 buy. A glance at the **YELLOW
 PAGES** will nearly always show you
 who sells it.

Shavers — Electric

Home Appliances & Shaver Shop
 4760 Ross St....Red Deer 2138
 (See Advertisement This Page)

**HOME
 APPLIANCES
 & SHAVER SHOP**



"Through service we grow"

GUARANTEED

SALES & SERVICE TO ALL MAKES

Phone Red Deer 2138 SUPPORT
 4750 ROSS ST. MINOR SPORTS
 RED DEER

Sheet Metal Workers

ACE SHEET METAL & ROOFING CO LTD
 204-4624a Ross St....Red Deer 2314

BOYDEN SHEET METAL
 Plumbing - Heating - Sheet Metal - Propane
 PhoneROCKY MTN HOUSE 143

BURNETT N M PLUMBING & HEATING LTD
 4929 51 St....Red Deer 2627

CAMPBELL J K & ASSOCIATES LTD
 5123 48 St....Red Deer 6638

FULTON'S SHEET METAL
 Newcastle....Drumheller Vally 3-2735

HAYHOE F M PLUMBING & HEATING LTD

**HEATING, PLUMBING
 SHEET METAL WORK
 GAS FITTING and
 APPLIANCES**

5028 Gaetz AvenueRED DEER 5537

LACROIX PLUMBING & HEATING (ALBERTA)
 LTD

**WARM AIR HEATING
 SHEET METAL WORK
 GASFITTING**
 CANADIAN FAIRBANKS-MORSE DEALER
 5918 - 54 AvenueRED DEER 5828

Lyon Lea Sheet Metal LtdLacombe 816

LYON LEA SHEET METAL LTD
 HEATING - ROOFING - AIR CONDITIONING
 GENERAL SHEET METAL WORK
 5024 - 49 Ave.PONOKA 3-3550

RAMAGE HEATING & SHEET METAL LTD
 4515 48 Av....Red Deer 3816

Red Deer Sheet Metal & Plumbing
 5708 Burnt Lake Rd....Red Deer 2476

Twa's Plumbing & Heating Ltd
 4812 60 St....Ponoka 3-3321

Shoemakers & Repairers

Castor Shoe RepairCastor 318
 Jack's Shoe RepairCoronation 22
 Kovac's Shoe Clinic 5007 49 StRed Deer 2150
 Red Deer Shoe Hospital 4928 61 St....Red Deer 2412
 Tedeschini I & Sons Quality Footwear & Repairs
 Innisfall 39
 Veteran Shoe Repair 5004 52 AvePonoka 3-4296

Shoes — Retail

Berscht J V & SonsInnisfall 728
 Elgin Shoes Ltd 4988 Ross StRed Deer 4930
 Jack's Townhall Clothes & Shoes
 4907 Gaetz Ave....Red Deer 2218
 Maurice Shoes Ltd 4946 Ross StRed Deer 2406
MEL'S SHOESStettler Rivrsd 2-3281
 Shillington's Footwear 5015 50 AvePonoka 3-4221
 Sinclair Shoes Ltd 4987 Ross StRed Deer 2177
 Smith's Shoes 209 2 Av WHanna 889
 Tedeschini I & Sons Quality Footwear & Repairs
 Innisfall 39
 Toshach Dept Store
 387 Centre St....Drumheller Vally 3-2222
 Walk-Rite Ltd 5003 Ross StRed Deer 2526

Show Cards

Spelman Signs 5012 40 AvRed Deer 3145

Signs

ARROW SIGNS

**Complete Sign Service &
 Commercial Art**

P.O. Box 1117

299 Centre St Phone Drumheller Vally 3-2448

ART'S SIGNS

WE SELL THE ALPHABET

- SHO CARDS ● BANNERS
- POSTERS ● SIGNS
- TRUCK LETTERING

4921 - 47th StreetRED DEER 3245

Porter Signs

Dwnstra 338 Centre St....Drumheller Vally3-2235
 (See Advertisement This Page)

SPELMAN SIGNS

COMMERCIAL SIGN WORK

5012 - 40 Avenue RED DEER 3145

TRIMBLE SIGN SERVICE

5910 51 Ave....Red Deer 2405

**PORTER
 Signs**
 338 Centre St.

TRUCK LETTERING — SHO-CARDS
 CUT-OUT LETTERS
 SALES BANNERS — NEON SERVICE

PHONE
 DRUMHELLER
 Vally 3-2235

Skating Rinks

Drumheller Arena
Commission Park Area...Drumheller Vally 3-3164

Sound Systems & Equipment

Meyers Radio & Electric LtdInnisfall: 247r2

Sporting Goods

BUILDERS HARDWARE STORES LTD

"Where Sportsmen Meet"

HUNTING - FISHING - CAMPING
BOATING - ARCHERY, Etc.

5032 Gaetz Ave.RED DEER 2055 — 2056

CHUCK'S SPORT & HOBBY SHOP LTD

— BICYCLES —
GUNS — FISHING TACKLE

GAME LICENSE VENDOR
SHERWIN-WILLIAMS PAINTS

PhoneSTETTLER Rivrsd 2-2660

Drumheller Sporting Goods

165 8 Av W...Drumheller Vally 3-2434

Horsley's Hardware 4810 Gaetz Av.....Red Deer 2489
Pioneer Cycle Store

260 8 Av W...Drumheller Vally 3-2231

RED DEER HARDWARE & SPORTING GOODS

Full Line of Hunting, Fishing and Camping
Goods

4736 Ross StreetRED DEER 4002

RED DEER LOCK & KEY SHOP

5117 Gaetz Av...Red Deer 2960

SPORT CENTRE 4984 51 StRed Deer 3330
Thompson-Pallister-Bait Co LtdLacombe 54

Stationers — Retail

Central Alberta Stationers Ltd

5032 50 Ave...Ponoka 3-4124

Waskasoo Press Ltd 4911 62 StRed Deer 2482
WILLIAMS STATIONERY (RED DEER) LTD

OFFICE STATIONERS
TYPEWRITERS & ADDING MACHINES
COMPLETE OFFICE SUPPLIERS

Beside the Post Office

4919 Ross StreetRED DEER 3888

Steam Baths

Anderson Clarence FSylvan Lake 116

Steam Cleaning — Industrial

Gray's Mobile Steam Cleaning

5428 88 St...Red Deer 4345

Steamship Agents

BURRITT TRAVEL SERVICE LTD

6002 Ross St...Red Deer 4682

Steel (See also Iron & Steel)

Steeplejack Contractors

INDUSTRIAL STEEPLJACK CO

BRICK & STEEL STACKS — WATER TANKS
PAINTED & REPAIRED
TUCK POINTING

Call Long Distance and ask for

221A - 8 Ave. S.W., CALGARY AMHrst 3-8386

Stockyards

Cossey HughInnisfall 22
Red Deer Stockyards
CPR Right of Way...Red Deer 2192

Storage—Fur & Garment

DARLING LADIES' WEAR & FURRIERS
4925 Ross St...Red Deer 2291

Storage — Household

Bettenson's Cartage Co Ltd 5084 45 St...Red Deer 2513
Mitten's Moving & Storage
4611 Gaetz Ave...Red Deer 6888

Surveyors — Land

Oslund G 4028 51A StRed Deer 6342
Underwood-McLennan & Associates Ltd
5880 47 Av...Red Deer 4846

Tailors

Ideal Tailor 112 2 Av WHanna 326
WEBBER FRANK

LADIES' & GENTS' TAILOR
REPAIRS & ALTERATIONS

Made-to-Measure
Suits & Overcoats

58 - 3 Ave. E. DRUMHELLER Vally 3-2254

Tailors — Ladies

COLBORNE'S TAILOR SHOP

ALTERATIONS & REPAIRS
M. MacKay and E. Colborne

4910 Ross StreetRED DEER 3738

Webber Frank 58 8 Av E...Drumheller Vally 3-2254

Taxicabs

Al's Taxi 3 Ave EDrumheller Vally 3-2121
Allard's Taxi Newcastle...Drumheller Vally 3-2547
Avenue Taxi 5009 50 AvePonoka 3-4367

DIAMOND TAXI

TAXI

6666

4913 51 StRED DEER 6666

Eddie's Taxi 189 Centre St Drumheller Vally 3-2234

HOLIDAY TAXI 4742 Ross StRed Deer 5555

Innisfall TaxiInnisfall 464

Johnny's Taxi 889 Centre St Drumheller Vally 3-2525

Lacombe TaxiLacombe 106

Royal Taxi 4916 50 StPonoka 3-3263

Stettler TaxiStettler Rivrsd 2-2666

Sylvan TaxiSylvan Lake 201

UNITED TAXI

— TAXI —

Vally 3-2404 Vally 3-2777

40 - 3rd Av. W. — DRUMHELLER

Taxicabs — (Cont'd)

Vern's Taxi Co Ltd 4924 52 St.....Red Deer ³³³³
₄₄₄₄
(See Advertisement This Page)

Taxidermists

PENN J W 926 2 Av NWCalgary Atlas 3-1149

Telegraph Companies

Canadian National Telegraphs
DepotDrumheller Vally 3-2360
Canadian Pacific Telegraphs 52 Av.....Red Deer 2191
Mgr & Wire ChiefRed Deer 3691

Telephone Answering Service

(See Telephone Secretarial Bureau)

Telephone Secretarial Bureaus

Boettcher's Telephone Answering Service
4411 48 St...Red Deer 4110
Ross' Executive Secretarial Services Ltd
4713 Gaetz Ave...Red Deer 4990
TELEPHONE ANSWERING SERVICE OF RED DEER

WE WILL ANSWER YOUR PHONE
PROPERLY 24 HOURS A DAY

4411 - 48 Ave.RED DEER 2373

Teletype Service


ALBERTA GOVERNMENT TELEPHONES
4830 Ross St...Red Deer 2468

Television—Antennas

Dowd's Radio & TV Specialists
5004 Gaetz Av...Red Deer 2752

VERN'S
TAXI
CO. LTD.

3333
4444
RED DEER



Bus Depot & C.P.R. Concessions
24-Hour Service Radio Cabs

**Television Broadcasting
Companies & Stations**

CHCA Television Ltd E Red Deer Red Deer 5525
 C G Harju Red Deer 5540
 (See Advertisement This Page)

CHCA Television Station Stettler Rlvrsd 2-3360

Television Sales & Service

ADVANCE ELECTRIC LTD

4919 49 St Red Deer 2254

ARMSTRONG'S RADIO & APPLIANCE SERVICE

LTD See Our Advertisement under

RADIO SALES SERVICE & SUPPLIES

Phone STETTLER Rlvrsd 2-2241

Better Housekeeping Ltd 4930 Ross St. Red Deer 3339

Builders Hardware Stores Ltd

5032 Gaetz Ave. Red Deer 2055

Dowd's Radio & TV Specialists

5004 Gatz Av. Red Deer 2752

(See Advertisement This Page)

Gauder's Electric & Refrigeration

122b 2 Ave W. Hanna 321

Hanna Radio Centre 226 2 Ave W. Hanna 690

Henry's Radio Service 5120a Gaetz Av Red Deer 5045

Hummel John A Stettler Rlvrsd 2-3219

MEYERS RADIO & ELECTRIC LTD Innisfail 247r2

MIKE'S TELEVISION SERVICE CENTRE

SPECIALIZING IN
TELEVISION SERVICE

AUTHORIZED SERVICE

To All Makes and Models of
TELEVISION RECEIVERS

90-DAY WARRANTY

On PARTS & SERVICE

Government Licensed Technicians

5220 Gaetz Avenue RED DEER 2101

(Continued on next page)

*"Through
 Service
 We Grow"*



SUPPORT MINOR
 SPORTS

GUARANTEED

TV SERVICE

**GUARANTEED SERVICE TO ALL
 ELECTRICAL APPLIANCES.**

**SAMEDAY
 APPLIANCE SERVICE**

PHONE **4010** PHONE

4750 ROSS ST., RED DEER

**TED'S
 RADIO & TV**

"QUALIFIED TECHNICIAN"

SERVICE
 CALLS
 DAY
 OR
 NIGHT



REPAIRS TO ALL MAKES & MODELS

OF

- RADIOS
- TV SETS
- TAPE RECORDERS
- RECORD PLAYERS
- HI-FI SETS

Serving Hanna and District

PHONE

HANNA 675

Residence Phone 157

107 - 2 Ave. W., Hanna

**CAN'T
 SELL IT?**

CHANNEL 6 CAN!

C. H. C. A.

TELEVISION LIMITED

"Your Parkland Station"

TELEPHONE

RED DEER

5525

P.O. Box 668 — EAST CITY LIMITS

RED DEER

Electrohome **TELEVISION**

The Furniture Styled Television Set Engineered by **ELECTROHOME**
 Pioneers in the science of sound reproduction since 1907 — Cabinets
 by **DEILCRAFT** makers of Canada's most distinctive occasional Furniture

DOWD'S RADIO & TV
SPECIALISTS offer the following **EXTRAS** —

FREE THREE-MONTH SERVICE POLICY & LOWER PRICES

- Over 25 years' experience in electronic service.
- 2 First-class government certificates of proficiency.
- Television training at Radio College of Canada.
- Reasonable rates for guaranteed service by specialists.
- Small down payment and easy terms on larger purchases.

Phone **RED DEER 2752**

CENTRAL BLOCK — RED DEER

Television Sales & Service — (Cont'd)

Modern Radio 5010 50 Ave..... Ponoka 3-3909
 Morse TV-Radio Service
 Bankview... Drumheller Vally 3-2017
 (See Advertisement This Page)

PARKLAND TELEVISION SALES & SERVICE LTD

**Our Specialty
 TELEVISION and RADIO**
 We Repair Any Make of T.V. or Radio
 Guaranteed Work by Qualified Experts
**Motorola — Philco — Zenith
 & Fairbanks-Morse Dealer**
 Opposite Atlas Lumber
 5219 - 50 Avenue..... RED DEER 4150

Paul's Radio & TV Sales.....Innisfail 653
PONOKA RADIO ELECTRIC 5018 50 St Ponoka 3-3055
 Radio & Television Repair Service
 3990 50 St...Red Deer 2483

RED DEER TELEVISION LTD

**For Tested TV
 "SERVICE WISE —
 WE SPECIALIZE"**
RADIO and TELEVISION
 Central Alberta's Complete Record Bar
OPPOSITE POST OFFICE
 4930 Ross Street.....RED DEER 3744 - 3339

Sameday Appliance Service
 4760 Ross St...Red Deer 4010
 (See Advertisement Preceding Page)

Tall Pine TV & Radio Service.....Lacombe 379
 Ted's Radio & TV 107 2 Ave W.....Hanna 675
 (See Advertisement Preceding Page)

TONY-JOE TV & RADIO SERVICE

TV-RADIO — AUTO — PROJECTORS
 Repairs to All Makes — P.O. Box 1375
 Day or Nite.....STETTLE RIVRS 2-3370

"Service by Experience
 Not by Experiment"

**MORSE TV-RADIO
 SERVICE**

DRUMHELLER VALLY 3-2017
 TELEVISION — RADIO — HI-FI — STEREO
 SERVICE — SALES

For Best Service Call an Expert
 Your Set will Play Better Longer!
 USUALLY AT LESS COST
 Bankview S. DRUMHELLER

Theatres

Capital Theatre 4804 50 St.....Ponoka 3-3639
 Capital Theatre 223 1 Av W.....Hanna 56
 Crest Theatre.....Castor 171
 Jewell Theatre.....Stettler Rivrsd 2-2211
 Lux Theatre.....Lacombe 336
 Lux Theatre.....Rocky Mtn Hse 163

Theatres — (Cont'd)

NAPIER THEATRE LTD
 20 3 Av E...Drumheller Vally 3-2509
 Paramount Theatre 4717 Ross St.....Red Deer 3505
 Rainbow Theatre.....Rocky Mtn Hse 237
 Sky-Lite Drive-In Theatre
 Rosedale Rd...Drumheller Vally 3-2353
 Uptown Theatre.....Sylvan Lake 43

Theatrical Equipment & Supplies

MALLABAR LIMITED
WINNIPEG
**Theatrical Draperies :- Hardware
 Lighting :- Rigging**
 Serving the Theatre Since 1905
 "Show Business Is Our Business"
WINNIPEG Whitehall 2-3474..375 Hargrave St.

**Tile Contractors & Dealers
 Ceramics & Non-Ceramics**

Central Home Improvers
 5118 Gaetz Av...Red Deer 4523
 HMM Tile Company 4615 48 St.....Red Deer 6902

Tinsmiths

HAYHOE F M PLUMBING & HEATING LTD
**Sheet Metal Work
 Heating — Plumbing**
 5028 Gaetz Avenue.....RED DEER 5537

Richardson's Plumbing.....Stettler Rivrsd 2-2677

Tires — Dealers

A & A Tire Service.....Lacombe 249
 All's Tire Shop
 2 St & 3 Av W...Drumheller Vally 3-2339
 Civic Tire & Battery (Red Deer) Ltd
 5120 Gaetz Av...Red Deer 3338
 (See Advertisement Opposite Page)

DOMINION ROYAL TIRES

Sold at Leading Tire
 and Automobile
 Dealers
 and Service Stations



"FOR INFORMATION CALL"

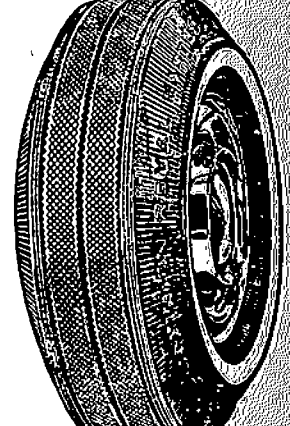
RED DEER CITY DEALERS
 Gundy's Tire Service Ltd
 48 St & 62 Av...Red Deer 6027
 Red Deer Motors (Canada) Ltd
 4802 Gaetz Ave...Red Deer 2063
CENTRAL DISTRICT DEALERS
 Carlin's Tire Service.....Stettler Rivrsd 2-2535
 Ralph's Tire Shop 5022 50 St.....Ponoka 3-4023

DORIN'S TIRE.....Innisfail 50
DUNLOP OF CANADA LTD
 3837 Gaetz Ave...Red Deer 4170

(Continued on Next Page)

**GUNDY'S
 TIRE SERVICE LTD.**

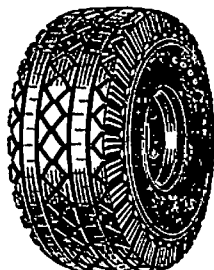
- VULCANIZING
- RECAPPING
- GENERAL TIRE REPAIRS
- NEW & USED TIRES



6027
RED DEER
 5122 - 48 STREET



Civic Tire & Battery (Red Deer) Ltd.



BATTERIES
RECAPPING

VULCANIZING BATTERY REPAIRING
— USED TIRES —

Red Deer 3338

After Hours Phone RED DEER 6092
5120 GAETZ AVENUE

Tires — Dealers — (Cont'd)

EXCELSIOR MOTORS LTD
YOUR LOCAL FIRESTONE DEALER
SPECIALISTS IN TRACTOR TIRE
REPAIRS & HYDROFLATION ON THE
FARM
VULCANIZING — RETREADING
223 - 3 Ave. W., DRUMHELLER VALLEY 3-2450

FIRESTONE STORES
FIRESTONE TIRES — BATTERIES
HOME & AUTO SUPPLIES
4902 Gaetz Ave.RED DEER {7050
7051

FIRESTONE TIRE & RUBBER CO OF CANADA LTD
4902 Gaetz Ave....Red Deer 7050

GOODRICH B F TIRES

Sales & Service
SMILEAGE
Starts with
these Dealers



"Where to Buy Them"

DRUMHELLER CITY DEALERS
SPARKY'S AUTO SERVICE LTD
8 Ave & 2 St W....Drumheller Valley 3-2789
WESTERN GARAGE LTD
175 3 Ave W....Drumheller Valley 3-2253

RED DEER CITY DEALER
Red Deer Motors (Canada) Ltd
4802 Gaetz Av....Red Deer 2065

CENTRAL DISTRICT DEALERS
BILL'S AUTO BODY & SERVICE GARAGE
Craigmyle 11r4
MOREAU MOTORSInnisfall 18
RAMSFIELD S BlackfaldsLacombe X4605

GRAY MOTORS
CENTRAL ALBERTA DISTRIBUTORS
FOR
ATLAS TIRES, BATTERIES
& ACCESSORIES
5223 - 50 AvenueRED DEER 2235

Gundy's Tire Service Ltd 5122 48 St ...Red Deer 6027
(See Advertisement Opposite Page)

HANNA TIRE SERVICE
FIRESTONE DISTRIBUTORS
All Lines of Tire Sales, Service & Vulcanizing
101 - 1 Ave. W.HANNA 31

Harper's Tire Shop
1 St W & Rly Av....Drumheller Valley 3-2651
(See Advertisement This Page)

Kerr Tire Service Ltd {2372
4702 Gaetz Ave....Red Deer } 5680
(See Advertisement This Page)

McLean Tire ShopLacombe 127
O K Rubber WeldersOyen 265

Ponoka Tire & Battery Exchange
5019 48 Ave....Ponoka 3-3813

Ralph's Tire Shop 5022 50 StPonoka 3-4023

Red Deer Tire Service Ltd
8387 Gaetz Av....Red Deer 3446
(See Advertisement This Page)

(Continued on next page)

Goodyear Tire Service



KERR TIRE SERVICE LTD.

SERVING CENTRAL ALBERTA

Agents For
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INDUSTRIAL RUBBER PRODUCTS
TIRES — BATTERIES
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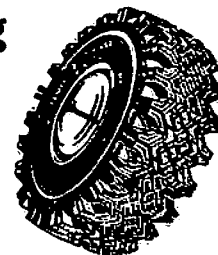
2372-5680

4702 Gaetz AvenueRED DEER

RED DEER Tire Service Ltd.

YOUR TIRE CENTRE
FOR RED DEER

- Vulcanizing
- Recapping
- Belt Splicing



General Repairs on all Tires



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PHONE

RED DEER 3446

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GOODYEAR
Dealer...

Truck and
Tractor Tires
Repaired...

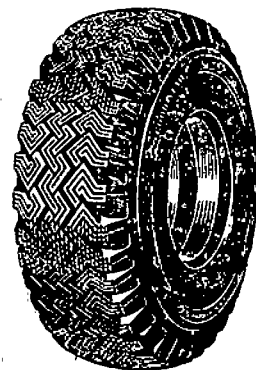
GOODYEAR
Factory Method
Retreading

GOODYEAR

Shop Phone Valley 3-2651

Res. Phone Valley 3-2284

DRUMHELLER, ALTA.



Tires — Dealers — (Cont'd)

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FOR NEW
SEIBERLING
SAFETY TIRES



With the No-Time-Limit Guarantee
See Your Independent Seiberling Dealer

"For Information Call"

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ALF'S TIRE SHOP 2nd St & 3rd Ave W
Drumheller VAlly 3-2339

Sparky's Auto Service Ltd
8 Av & 2 St W...Drumheller VAlly 3-2789

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F. J. Costigan

Complete Stock of
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Car & Truck Vulcanizing
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AND FIRESTONE

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GUARANTEED VULCANIZING

DOMINION & GOODYEAR DEALERS

Phone.....STETTLER Rlvrtd 2-3205
STETTLER Rlvrtd 2-3254

Watson's Tire Shop 114 8 Av W.....Hanna 110

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GOODYEAR TIRES
and BATTERIES

RETREADING — VULCANIZING
AND REPAIRS

After Hours res. Rlvrtd 2-2993

F. H. WOOTTON, Prop.

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Tires — Repairing

Civic Tire & Battery (Red Deer) Ltd
5120 Gaetz Av...Red Deer 3338

Dorin's TireInnisfail 80

Excelsior Motors Ltd
228 8 Ave W...Drumheller VAlly 3-2450

Gundy's Tire Service Ltd 5122 49 St... Red Deer 6027

Harper's Tire Shop
1 St W & Rly Av Drumheller VAlly 3-2651

Karr Tire Service Ltd
4702 Gaetz Ave...Red Deer 2372

Red Deer Tire Service Ltd
3887 Gaetz Av...Red Deer 3446

Stettler Tire ServiceStettler Rlvrtd 2-2481

Wootton Tire & Battery LtdStettler Rlvrtd 2-2661

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CONWAY'S LTD

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TIMEX WATCHES

Sony Transistor Radios

Railway Ave.W.,DRUMHELLER {VAlly 3-2649
VAlly 3-2544

Tobacconists — Wholesale — (Cont'd)

Ponoka Wholesale 5006a 81 AvePonoka 3-4222

Red Deer Wholesale Ltd
4607 Gaetz Av...Red Deer 2081

Tool Grinding & Sharpening

Fred's Saw Sharpening Service
5056 45 St...Red Deer 4483

RED DEER LOCK & KEY SHOP
5117 Gaetz Av...Red Deer 2960

Tools

Aspen J W 4080 50 StRed Deer 4558

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A.M.A. TOWING

Dodge & DeSoto Sales & Service

5014 Gaetz AvenueRED DEER 2951

Popow's Jack Auto Body Repair

5014 49 St...Red Deer 6242

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Sieben Peter 5414 58 StPonoka 3-3885

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24-HOUR SERVICE

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New & Used Heavy Equipment

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Parts for Heavy Trucks

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LACOMBE Phone 302

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**FORD TRACTORS
WILLYS JEEPS**

INDUSTRIAL DIESEL ENGINES
AUTOMATIC TRANSMISSION
SPECIALISTS

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5835 Burnt Lake Rd.RED DEER 6981

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Bomber Service & Trailer Park

Calgary Tr...Red Deer 6391

Joe's Trailer CourtRocky Mtn Hse 273

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Laundry Facilities — Trailers Rented

On Junction No. 2 & 12 Highways

Prop. Erik Dohlman

PhoneLACOMBE 82

Town of Innisfail Trailer CourtInnisfail 619

Trailers

Crawford & TurnerStettler Rlvrtd 2-2093

Northland Trailer Homes LtdRed Deer 3800

(Continued on next page)

AT
**RED DEER
TRAILER SALES LTD.**

... See for yourself how easy it is to
beat the high cost of housing in a
spacious, completely furnished —
MOBILE HOME

Open evenings until 9:00

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PHONE **2459** PHONE
After Hours Call 6298

Trailers — (Cont'd)

Parkland Trailer Sales Ltd
Edmonton Tr... Red Deer 6116
(See Advertisement This Page)
RED DEER TRAILER SALES LTD
Edmonton Tr... Red Deer... 2459
(See Advertisement Opposite Page)
Riegal Trailer Sales Ltd
Edmonton Tr... Red Deer 6640

Trailers — Rentals

(See Advertisement This Page)

Transfer Companies

All's Delivery 5639 39 Ave..... Ponoka 3-3643
Grover H A Transport 603 2 Ave W Hanna 490
Harvey's Transport Consort 22

PARKLAND TRAILER SALES



Dealers for ESTA VILLA

Cecil Kijewski, Mgr. res RED DEER 5187

EDMONTON TRAIL 6116 RED DEER



TRANS-CANADA RENT A TRAILER

NATIONWIDE

LOCAL AND ONE WAY SERVICE TO PRINCIPAL CITIES IN CANADA

RENT HERE — LEAVE THERE ONE WAY ANYWHERE

WE SUPPLY HITCHES

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North West Motors (Red Deer) Ltd
5014 Gaetz Ave... Red Deer 2035

Truck Lines

Arthur R Innisfail 527
Brown's Transport Rocky Mtn Hse 275
Buds Transport Consort 160
Canadian Freightways Ltd 4131
4886 54 Av... Red Deer { 2240
(See Advertisement This Page)
Canadian Freightways Ltd Stettler Rivrsd 2-2043
Carswell Doug 4909 46 St Ponoka 3-4347
Christianson Earl E Alix 69
CRAWFORD TRANSPORT LTD

— DAILY SERVICE —

★ EDMONTON Phone..GR 7-3114
★ RED DEER Phone 2536
★ LACOMBE Phone 262
★ PONOKA Phone 3-3411
Res. Phone PONOKA 3-3783

FURNITURE MOVING, Etc.

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8847 Eastwood Cr... Red Deer 2303
Dench of Canada Stettler Rivrsd 2-2626
Dench of Canada Ltd 5409 54 Av... Red Deer 4128
(See Advertisement This Page)
Dewald's Trucking Service Mirror 81



COMMON CARRIER TRUCKING SERVICE
For Canada and U.S.A.

Connecting at Coufts with Consolidated Freightways Inc.
— for U.S.A. —

Teletype connections for Alberta

P H O N E S
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RED DEER

CANADIAN FREIGHTWAYS LTD.

4836 - 54 Ave. Red Deer

Truck Lines — (Cont'd)

Dinosaur Valley Transport
Bankview... Drumheller Vally 3-3126
Drever's Trucking Castor 146
DRUMHELLER TRANSPORT CO

DAILY FREIGHT SERVICE
FURNITURE MOVING

Rly Av & 2 St E. DRUMHELLER VALLY 3-2988

Dyck's Transport Castor 19
Edwards Trucking & Welding Ltd
N Red Deer... Red Deer 5374
Fisher's General Trucking Rimbey 182
FORSTERS TRANSPORT LTD
RELIABLE TANK TRUCK INSURANCE
24-Hour Service
3340 Gaetz Avenue RED DEER 2449

French Transport Ltd 3529 54 Av Cr... Red Deer 4517
Garnett's Transport Ltd Rocky Mtn Hse { 301
341
Grass H Railway Av E Drumheller Vally 3-2469
(Continued on Next Page)

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from
VANCOUVER and WINNIPEG

In Conjunction with
Canadian Pacific Transport Company, Limited

DAILY SERVICE
Between Edmonton, Calgary, Lethbridge,
Medicine Hat, Rimbey, Stettler,
Rocky Mountain House

RED DEER
Phone **4128** Phone
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H. A. GROVER TRANSPORT

HANNA — (DAILY) — CALGARY

— SERVING —
DELIA — CRAIGMYLE — SCRAPA
ENDIANG — BYMOOR — SHEERNESS
ROSE LYNN — SUNNYNOOK
POLLOCKVILLE — CESSFORD — WARDLOW

CALGARY Pick-up CHstnt 3-5501
HANNA Pick-up Phone 490

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603 - 2 Avenue W. — — HANNA

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Owned and Operated by
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"Serving the Heart of the Big Country"

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CALGARY to DRUMHELLER

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Vally 3-3161

CALGARY TERMINAL
Phone AMhrst 2-2797

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Stettler Depot STETTLER 2-2043
NEWCASTLE — — DRUMHELLER

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MILLAR & BROWN LTD.

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DAILY SERVICE TO :

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CALGARY
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SASKATOON
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VANCOUVER

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between **KINGSGATE & NORTH PORTAL**

RED DEER

CALL **5890** CALL

4324 - 54 Avenue

Truck Lines — (Cont'd)

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(See Advertisement This Page)

Hall EdPenhold 20r3
Howard R C TransportRocky Mtn Hse 174
Hughes T F 5485 39 AvePonoka 3-3621

INNISFAIL HOGMARKET

M. L. WATT & SON
CATTLE LINER SERVICE
PhoneRes R2511 INNISFAIL 672

Jehn's TransportRimby 137
Johnson RoyAllx 41
Jonesy Express Newcastle ... Drumheller Vally 3-3161
(See Advertisement This Page)

KAY & BILL'S SERVICEStettler Rivrsd 2-2701
Ken's Truck ServiceRimby 150
Klopstra RoyLacombe 821
Lamb's TransportCaroline 11
Larson BStettler Rivrsd 2-3003
Larson StanDelia 311
Lee KenLacombe 471
Mel's TransportCoronation 30
Metzler G F 104 8 Av WHanna 787

MIDGET DELIVERY 5102 52 StRed Deer 2330
Millar & Brown Ltd 4324 54 AveRed Deer 5890
(See Advertisement This Page)

Oyen TransportOyen 82
Oyen Transport Ltd 4603 51 Ave.....Red Deer 6955
(See Advertisement This Page)

Parcels Les Trucking LtdStettler Rivrsd 2-2781
Parkland Express 4907 55 StRed Deer 4564
Pederson's Livestock HaulingBentley 167
Raher HaroldCastor 255

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Between Calgary & Red Deer
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LOCAL & LONG DISTANCE
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GENERAL FREIGHT

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NEW BRIGDON
DRUMHELLER
EMPRESS

STETTLER
CORONATION
OYEN
BIG VALLEY
HANNA
CESSFORD
BINDLOSS

4603 - 51 AVE.

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OYEN TRANSPORT
By

SPEEDY DELIVERY

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After Hours 4681

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Rees DaveCraigmyle 43

ROSS TRUCK SERVICE LTD
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Night Calls Bsmt 3318 49 AveRed Deer 2132

Rubusky JohnCoronation 72
Ryall's TruckingInnisfail 599
Sanderson Lloyd 7449 Sylvan Lake Tr. Red Deer 6060
Sauder's Transport 5010 60 AvePonoka 3-3753
Sharpe E LCastor 62
Smith's Transport 5839 71 StRed Deer 3647
Thompson R W 4317 45 AveRed Deer 5437
Thomson Transport 3816 45 StRed Deer 5003
Three J CartageStettler Rivrsd 2-2767
Trottier HenryDelia 356
Waldern's Trucking No 2 Hwy SPonoka 3-3080
Well's Truck Service 6467 61 AvRed Deer 6130
Wilkie ACastor 30
Windross T HCastor 26
Young J HBig Valley TRnity 6-2240

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INDUSTRIAL & ROAD EQUIPMENT LTD
42 Ave & 7 St SE — Call Long Distance &
ask forCalgary, CHstnt 3-2761

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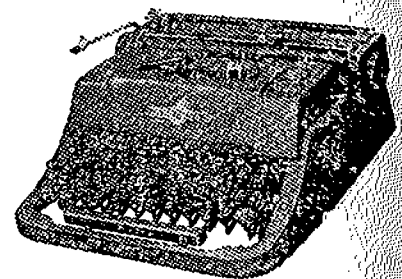
Canada Trust 4928 Ross StRed Deer 2882
Guaranty Trust Co of Canada
5024 Ross St. Red Deer 3139
Royal Trust Co 5338 47 AvRed Deer 3740

Typewriters & Supplies

Red Deer Typewriter & Office Supply Ltd
5217 Gaetz Av Red Deer 2216
(See Advertisement This Page)

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Lanes Upholstery & Finishing Castor 71
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 (See Advertisement This Page)

Valley Upholstering
 180 Centre St...Drumheller Vally 3-2444
 (See Advertisement This Page)

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ALFRED J. BUTLER

A Complete Upholstering
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RIVRS D 2-2693

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 FURNITURE

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 — TRUCK SEATS —

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 Fern & Dick Variety Store Bentley 63
 Freda's Yard Goods Stettler Rivrsd 2-3353
 Innisfall Variety Store Innisfall 243
 Rimby 5c to \$1.00 Store Rimby 71
 Robinson Stores Ltd Stettler Rivrsd 2-2223
 Rocky 5c to \$1.00 Store Rocky Mtn Hse 123
 Thirsk 5c to \$1.00 Store Stettler Rivrsd 2-2615
 Variety Store.....Big Valley TRnity 6-2304

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Venetian Blinds

Gish's Hardware & Sporting Goods
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 Cotter Dr Wm 401 Centre St Hanna 90
DUGAN J M Edmonton Tr Red Deer 3937
 Eckville Veterinary Hospital Eckville 3
 Gilchrist Dr E W Stettler Rivrsd 2-2970
 Godkin Dr G F Innisfall 142r2
HOGAN DR R 5606 51 Av Red Deer 2257
 Lawrenuk Dr W 335 4 St W Drumheller Vally 3-2473
 MacDonald Dr Donald Lacombe 351
MARRA DR R J 5606 51 Av Red Deer 2257
 Ponoka Veterinary Clinic 5106 50 Ave Ponoka 3-4348
 Stettler Veterinary Clinic Stettler Rivrsd 2-2673
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**ALL MAKES OF
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MEERES & HICKS ELECTRIC LTD

REPAIRS TO

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"We sell the best and Service the rest"

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Black L LStettler Rivrsd 2-2581
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(See Advertisement This Page)

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WE SPECIALIZE IN
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OF ALL TYPES

BACKHOE & TRENCHING.

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WELDING TRUCK
For Your Convenience
MOBILE PHONE CALL 3m222
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Plug St.DRUMHELLER Vally 3-2165

DRUMHELLER IRON WORKS

PHIL BEAUCHAMP, Prop.
GENERAL WELDING — 24-HOUR SERVICE
PORTABLE WELDING — REPAIRING
"No Job Too Big or Too Small"
After Hours Res. Vally 3-3382
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BOILER WORK

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Res. Phone536 — 476

670
INNISFAIL
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Fully Licensed and Insured
Oil Field and Pressure
WELDING

24-Hour Service

BlackfaldsLACOMBE X4716

EDWARDS TRUCKING & WELDING LTD**WELDING-SHOP & PORTABLE SERVICE**

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Night Phones...RED DEER 2436 or 6317
North Red DeerRED DEER 5374

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Stettler Rivrsd 2-2160

Gerlach's WeldingStettler Rivrsd 2-2603

Gleave Machine LtdStettler Rivrsd 2-2653

HARPER'S METALS LIMITED {4185
5835 Burnt Lake Rd...Red Deer }2309

Joe's WeldingInnisfail 645

King Welding 4816 50 StPonoka 3-3774

Lougheed George WeldingRocky Mtn Hse 329

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Oilfield Welding

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Night Phones 2422 & 3092

4927 - 52 StreetRED DEER 2772

North Red Deer Trailer & Welding Shop
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Parker's Maching Shop 5102 55 Ave...Red Deer 2495

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General Machinists
Heavy Duty Pressing
Auto & Tractor Parts
Steel & Iron Supplies

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Rimby MotorsRimby 19

Selvais RLacombe 777r2

Warnock's WeldingCoronation 171

Welding Equipment & Supplies

Byrd Eddie Welding Contractors LtdInnisfail 670

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Welding Rods — Silver Brazing
Alloys — Fluxes & Accessories

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Electrodes & Accessories
Oxygen - Acetylene - Argon
Nitrogen - Hydrogen
Medical Gases



"For Information Call"

Canadian Liquid Air Co Ltd
4418 Gaetz Ave...Red Deer 3128

GORMAN'S LIMITED

148 Rly Av W...Drumheller Vally 3-2365

Welding Equipment & Supplies — (Cont'd)**HARPER'S METALS LIMITED**

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ACETYLENE EQUIPMENT
SAFETY EQUIPMENT

5835 Burnt Lake Rd.RED DEER {2309
4165

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Henderson G Drilling Ltd 5402 57 St...Ponoka 3-3532
North Side GarageDelta 333

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(See Automobile Wheel Aligning)

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Windows—Metal**PRECISION WINDOW & AWNING**

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Manufacturers of the Beautiful VISTA
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P.O. Box 459

11805 75St EDMONTON, GR 7-3541

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Distributors for
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P.O. Box 459 EDMONTON GR 7-3541

Wrigglesworth G ACaroline 3

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