

M. R. Pearce Esq.

THE
WESTERN GENERAL ELECTRIC CO.
LIMITED

TELEPHONE DIRECTORY
OF
RED DEER
AND
DISTRICT

Red Deer, January 1917

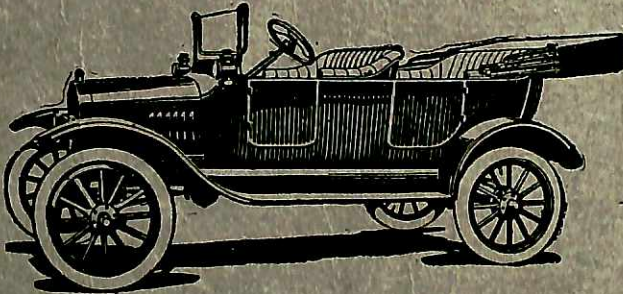
IN CASE OF FIRE CALL 50
STAY AT THE PHONE AND TELL THE FIRE DEPARTMENT
WHERE THE FIRE IS

FORD GARAGE Co.

DEALERS FOR

Ford Automobiles

The Cars That Make Good



A full line of Repairs and Accessories always on hand.

Phone 303

LIVERY SERVICE

Second st. south

THE RED DEER BAKERY

Has the Largest Sale of Bread in Central Alberta

"Merely a Matter of Quality"

In the Summer Months Visit our Ice Cream Parlor and Enjoy Eating

ALL-CREAM ICE CREAM

and

Ice Cream Sodas

THE TOP NOTCH OF PERFECTION

C. W. HAMILTON

Phone 15

Gaetz Ave. N.

The Western General Electric Co. Ltd.

RED DEER, ALBERTA

TELEPHONE DIRECTORY

Business Office : Gaetz Ave North, Red Deer

W. A. MOORE, Manager

INSTRUCTIONS FOR THE USE OF THE TELEPHONE

Red Deer System (central energy)

1. Consult the Directory before making a call and ascertain the number wanted.

To call the Operator remove the receiver from the hook, then hold the receiver to the ear. When the operator answers "number," respond promptly by giving the number of the subscriber's telephone desired, giving the figures of the numbers separately, as "One-four-two-nine," instead of "Fourteen-twenty-nine." Keep the receiver to the ear and the operator will connect you with the party called for and ring his bell, unless his line is found to be busy, in which case she will notify you of that fact.

When you have finished talking place the receiver on the hook, small end up. This gives the Operator a signal to disconnect, and you are then in a position to call another number or to be called. If you wish to call another number and the Operator does not answer promptly move the receiver hook up and down SLOWLY. This will attract her attention if your disconnect signal has not been noticed. Moving it rapidly does not give as plain a signal because the light which signals has not time to show clearly.

2. Answer the calls on your telephone promptly.

3. Face the Transmitter with the mouth half an inch from the opening. Speak naturally, distinctly, and not too rapidly.

4. Call "Information" for subscribers or changes not found in this Directory.

5. Do not use the Telephone during a thunder storm.

6. Complaints regarding Telephone Troubles should be reported to Trouble Department, Phone No. 206. When reporting trouble give telephone number affected and its location, also state as accurately as possible just how trouble manifests itself. Try to be specific, as incomplete information frequently causes delay in locating nature of trouble. Subscribers are requested not to engage operators in conversation, as by so doing, the operator will be prevented from giving prompt attention to other patrons.

What Is a Kilowatt Hour

AND

What Will It Do ?

IT IS 100 WATTS FOR ONE HOUR.

IT IS ONE HORSE POWER FOR OVER $1\frac{1}{3}$ HOURS.

It Will Do Anyone of the following :

1. Light a 25 watt lamp for 40 hours.
2. Light a 40 watt lamp for 25 hours.
3. Light a 100 watt lamp for 10 hours.
4. Heat an Electric Iron for 2 hours.
5. Do an ordinary ironing.
NOTE—Electricity must be disconnected a lot of the time or the Iron gets too hot.
6. Run an Electric Toaster 8 or 10 mornings of 15 minutes each.
7. It will make coffee eight or ten times in a three pint percolater and save 25 per cent. of the coffee.
8. It will run an Electric Fan 16 to 20 hours.
9. It will run a Vacuum Cleaner a half an hour every morning for a month.
10. It will run an Electric Washing Machine for 5 or 6 good big family washings.
11. It will heat an Electric Grill for 2 hours.
12. It will heat Baby's Food for 8 or 10 nights once each night.

And Many Other Things.

ASK US

WE SELL APPLIANCES TO DO ALL THE ABOVE

The Western General Electric Co., Ltd.

“It Pays to Pay Cash”

AT **LORD'S**

OUR PHONE SERVICE
IS RELIABLE AS
A PERSONAL SELECTION

WE WANT TO SERVE YOU
and Solicit Your Orders

PHONE 165 OR 166

THE W. E. LORD CO. LIMITED
RED DEER, ALTA.

FOR THE SUBSCRIBER'S CONVENIENCE

Name	No.	Name	No.
FIRE ALARM	50	POLICE DEPT.	77
TELEPHONE TROUBLE	206	LIGHT TROUBLE	206

ADDENDA

222 Brumpton R C res6th st N E
 223 LeSaunier Mrs C A res244 5th st N E

IMPROVE YOUR SERVICE

By referring non-subscribers to the nearest pay station.

YOU MAY MISS IMPORTANT CALLS

While They Are Using Your Telephone.

The Western General Electric Co. Ltd.

RED DEER, ALBERTA

TELEPHONE DIRECTORY

A

31	"Advocate" Red Deer	Printing Office.....	21 First st SE
278	Agricultural Society (Red Deer)	G. H. Lindsay, Sec , Cor. Ross st & Gaetz	
67	Alta. Farmers' Co-op. El. Co.	Elevator	Kingsmill ave
10	Alberta Hotel	P. F. Thornhill, Prop.,	27-33 Ross st W
268	Allwork R. H.	Residence	Waskasoo ave

B

119	Bagley & Connon	Livery Barn	First st SW
127	Baile John	Gen. Agt. Mutual Life	5 Gaetz ave S
133	Baile John	Residence	North of River
225	Baird H.	Residence	Fifth st NE
219	Baird James	Residence	Waskasoo ave
4	Ball G. W.	Meat Market	31 Ross st E
136	Ball G. W.	Residence	206 Fifth st NE
22	Bank of Montreal	W. J. Rapsey, Mgr.	101 Gaetz ave S
120	Bannerman Jas.	Residence	443 Second ave NE
203	Barnett T. D.	Residence	178 Third st NE
241	Bawtinheimer H. E.	Residence	Waskasoo ave
63	Bawtinheimer W. C.	Residence	Second st SE
188	Bennett L. A.	Residence	North of River
220	Bonnick E. A.	Residence	174 Fifth st NE
177	Botsford A. F.	Residence	Hospital Hill
132	Botterill W. J.	Residence	323 Ross st E
255	Bower James Jr.	Residence	North of River
169	Broughton J. W.	Red Deer Iron Works	56 Second st NE
210	Brown Rev. W. G.	Residence	108 Second st S E
26	Brumpton & Gaetz	General Merchants	5 Ross st W
214	Bryan G. N.	Residence	Third st SE
40	Bullock A. G.	Office	Ross st W
113	Bullock A. G.	Residence	Third st SE
2	Byers & Parke	Cockshutt Plow Co.	Kingsmill ave
217	Byers K. M.	Residence ..	Fourth st NE

C

37	Campbell, Wilson & Horne	• Wholesale Groceries.....	Gaetz ave N
229	Campbell J. M.	• Residence.....	Sixth st NE
11	Canadian Bank of Commerce	F. C. Whitehouse, Mgr.	Ross st E
5	Canadian Pacific Railway Co.	D. J. Gunn Agt.....	C.P.R. Station
66	Canadian Pacific Railway Co.	Freight Sheds.....	C.P.R. Station
118	Carroll J.	• Residence.....	122 Second st SE
185	Carscallen S. N.	• Residence.....	Highland Park
207	Carswell J. A.	• Residence.....	628 Gaetz ave S
122	Chapman Geo.	• Feed Stable.....	Gaetz ave S
64	City of Red Deer	• Municipal Offices.....	139 Ross st E
211	City of Red Deer	• Fire Hall.....	135-137 Ross st E
96	Clarke Mrs. Hugh	• Residence..Room 23 Smith & Gaetz Bk	
196	Clerk of the Court	• Court House	100 First st NE
20	Cloughton J. R.	• Windsor Livery.....	First ave SW
213	Cole J.	• Residence	Victoria st
7	Collison Dr. John	• Office.....	43 First st SE
55	Collison Dr. John	• Residence	Riverside Crescent
116	Commercial Cafe	•	23 Ross st W
236	Connors Miss M.	• Residence	134 Fourth st NE
18	Convent St. Joseph's	•	North of River
191	Cornett R. G.	• Residence.....	453 Second ave NE
81	Cushing Bros	• Lumber Yard.....	200 Gaetz ave N

PHONE 12

PHONE 12

AT YOUR SERVICE

CALL US ANY TIME BETWEEN 8 A. M. AND 9 P. M.
AND WE WILL SEND BY MAIL OR MESSENGER
ANYTHING YOU WANT IN OUR LINES

Drugs, Books, Magazines, Kodak Supplies,
Candy, Tobacco, Toilet Articles, Stationery

PHONE 12

THE REXALL STORE

GAETZ-CORNETT DRUG & BOOK CO. LTD.

D

163	Dale J. J.	Residence.....	115 Second ave SE
239	Dawe R. G.	Residence.....	Highland Park
76	Day Hardware Co.	Hardware.....	2 Ross st W
75	Day Hardware Co.	Tinshop.....	16 Gaetz ave N
126	Day S. V.	Residence.....	Waskasoo ave
42	DeLong Dr. E. W.	Office.....	171 First st SE
261	DeLong Dr. E. W.	Office & Residence, Rooms 1-2 Love Blk	
87	Dominion Express Co.	S. G. Easton, Agent....	C.P.R. Station
85	Dominion Lands Office	Office.....	61 Ross st E
89	Doran R.	Residence.....	24 Gaetz ave S
97	Dorrance Mrs. J.	Residence.....	45 Second st SE

E

152	Easton S. G.	Residence.....	77 Fourth st NE
263	Eline C. T.	Residence.....	Victoria st
244	Ely Geo. F.	Residence.....	Fourth st SE

F

308	Finn Rev. G. N.	Rector St. Lukes Church	Fourth st NE
50	Fire only	Fire Alarm System	
216	Fleming G. E.	Photographer.....	First st SE
275	Fleming G. E.	Residence.....	Third st SE
303	Ford Garage Co.	Garage.....	Second st SE
74	Forrester A. L.	Residence.....	Third st NE
215	Fowler F. M.	Residence.....	73 Fifth st. NE
202	Fulton J. G.	Gents Furnishings..cor.	Ross st & Gaetz
179	Fulton J. G.	Residence.....	Fifth st NE
27	Fyfe A.	Plumber & Steamfitter..	62 Gaetz ave N
146	Fyfe A.	Residence.....	Poplar st
247	Fyson Miss R. E.	Residence.....	Second st NE

The RED DEER ADVOCATE

Printing and Advertising Service

PHONE 31

RED DEER

G

12	Gaetz-Cornett D & B Co.	Drugs and Stationery.. 33 Gaetz ave S
257	Gaetz F. W.	Residence.....155 Fourth st NE
34	Gaetz H. H.	Residence.....100 Fifth st NE
111	Gaetz Mrs. H. L.	Residence..... Fifth st NE
46	Gaetz R. L.	Residence.....158 Sixth st NE
39	Gaetz T. A.	Grocery Department..... 36 Ross st W
200	Gaetz T. A.	Office.....36 Ross st W
84	Gaetz T. A.	Residence..... 37 Second ave SE
161	Galbraith F. W.	Residence.....Waskasoo ave
101	George Dr. Henry	Office & Residence..... 158 Ross st E
189	Gordon P.	Residence.....31 Fifth st NE
237	Graham P. E.	Residence.....132 Sixth st NE
137	Great West Lumber Co.	Mill and Yards..... North of River
79	Greig E.	Residence.....Sixth st NE
171	Gudmundson Th.	Residence.....274 Fifth st NE
98	Gunn Donald J	Residence.....Fourth st NE

H

325	Hall W. S.	Residence.....Fifth st NE
15	Hamilton C. W.	Bakery and Conf.....215 Gaetz ave N
198	Hamley L. I.	Residence.....Fourth st SE
65	Harvey Geo.	Residence.....Sixth st SE
265	Hepworth & Trimble	Chop Mill and Feed.....180 First st NE
45	Hewson & Sons	Dray and Transfer.....Kingsmill ave
155	Hewson W.	Residence.....36 Fourth st NE
135	Hogg E. S.	Residence..... 161 Fifth st NE
201	Home Feeble Minded Children College Heights
139	Horn D. G.	Residence..... 368 First st SE
264	Hoskin H. W.	Residence.....Grandview ave
99	Hospital, Red Deer MemorialHospital Hill
270	Howlett E.	Residence..... First st SE
114	Houston W. G.	Residence.....174 Fourth st NE
226	Huestis Rev. C. H.	Residence..... 217 Third ave NE
104	Humber H. H.	Jeweller and Optician.....4 Ross st W
82	Humber H. H.	Residence.....53 Fifth st NE

INSURANCE OF EVERY KIND

Hail, Fire, Life and Accident Insurance

OUR COMPANIES ARE OF THE BEST

COR. ROSS
& GAETZ

MELLSTROM & LINDSAY PHONE 278

- I**
- 130 Imperial Bank of Canada W. K. Wickens, Mgr..100 Gaetz ave S
 218 Imperial Oil Co. Office8 Ross stW

- J**
- 235 Jarvis & Hammond Implements and Hay..114 Gaetz ave S
 153 Jarvis J. A. Residence.....Third st SE
 205 Jasper S. Residence.....North of River
 230 Johns E. G. & Co.. Furniture.....52 Gaetz ave N
 29 Johns E. G. Residence.....521 Gaetz ave N

- K**
- 69 Kenny H. F. Residence.....Ross st E
 102 Kilburn N. A. Residence..Addison ave
 92 Kingzett Henry Residence.....Red Deer West

- L**
- 307 Lancaster R. V. ResidenceFourth st SE
 51 Law H. A. ResidenceEast ave
 156 Lees Judge Residence.....116 Sixth st NE
 277 Leppard T. P. Residence and OfficeFirst st SE
 80 Leslie Mrs. Residence.....61 Fourth st NE
 278 Lindsay G. H. Sec. R D.A.S...cor Ross st & Gaetz ave
 164 Lindsay G. H. Residence.....115 Fifth st NE
 108 Locke C. D. Residence.....421 Gaetz ave N
 165 } Lord, The W. E. Co., Limited Department Store.....117 Gaetz ave S
 166 }
 121 Lord W. E. Residence.....342 Fifth st NE
 184 Lowden Miss S. Residence156 Ross st E
 88 Lowes Jonathan Meat Market.....23 Gaetz ave S
 48 Lowes Thos. High Class Groceries.....25 Gaetz ave N
 52 Lund Fred ResidenceAddison ave

IMPROVE THE MEAL BY USING
HAMILTON'S BREAD

RED DEER BAKERY

PHONE 15

PHONE 15

M

148	MacCrostie & Gribble Drs.	Dentists	5 Gaetz ave S
187	MacCrostie Dr.	Residence.....	137 Fourth st NE
143	MacKenzie Mrs. C. F.	Residence	312 Waskasoo ave
145	Mahaffy Judge	Residence	49 River ave
62	Malcolm J. Co.	Insurance and Coal	First st SE
167	Malcolm J.	Residence	First st SE
321	Markle J. A.	Residence.....	First st SE
224	Marshall L.	Residence.....	149 Fourth st NE
180	Maxwell A. S.	Residence	Highland Park
134	Meeres H.	Residence.....	Second ave SE
8	Merchants Bank of Canada	A. S. Maxwell, Mgr.....	29 Gaetz ave S
105	Methodist Church	Minister's Study.....	200 Ross st E
260	Michener Bros.	Mechanical Garage.....	26 Second st SE
61	Michener E.	Office.....	First st SE
157	Michener E.	Residence	First st SE
154	Michener F.	Residence.....	327 Second st SE
242	Miller T. S.	Residence.....	101 Poplar st
322	Mitchell A. B.	Residence.....	Third st SE
35	Mohring W.	Residence	North Red Deer
204	Moore W. A.	Office.....	64 Gaetz ave N
123	Moore W. A.	Residence.....	Waskasoo ave
197	Moyes A. H.	Residence	Fifth st NE
173	Munro M. A.	Residence.....	149 Fifth st NE

Mc

124	McBride Mrs. F. A.	Residence.....	417 Second ave NE
150	McClure J. R.	Residence.....	Victoria st
279	McCreight Dr. J. A.	Residence.....	Poplar st
238	McCune H.	Residence.....	Fifth st SE
32	McEwan Dr. F. A.	Residence	Highland Park
227	McGill D. A.	Residence	Highland Park
73	McLean Bros.	General Merchants.....	5 Ross st W
94	McMillan Mrs. J.	Residence.....	103 First st SE
110	McPherson J. A.	Residence.....	108 Third st NE
91	McRae Alex	Grocery Store.....	Gaetz ave N

COAL! WHOLESALE **COAL!** RETAIL **COAL!**

We are the Exclusive Sales Agents for the Saunders Creek Coal
and District Agents for the FAMOUS GREEN HILL STEAM COAL

THE BEST LINES THAT MONEY CAN BUY

THE J. MALCOLM CO., LTD.

Phone 62

Red Deer, Alta.

N

271	Nelson C. B.	Residence.....	77 Poplar st
54	News Publishing Co.	Printing Office.....	137 Gaetz ave S
174	Norris R. H.	Residence	200 Fifth st NE
141	Northern Crown Bank	J. M. Campbell, Mgr	1 Ross st E

O

117	Olympia Cafe	32 Ross st W
208	Oulton B. L.	Residence.....	Addison ave

P

19	Parcher & Sons	Coal Dealers and Cartage..	First st SW
95	Parcher C.	Residence.....	Second st SE
144	Parke C. W.	Residence.....	123 Second ave. SE
42	Parsons Dr. R.	Office.....	171 First st SE
6	Payne & Graham	Law Office	3 Ross st W
72	Payne W. E.	Residence.....	First st SE
158	Pearson H. S..	Residence.....	51 Poplar st
129	Pettepher F. R.	Residence	Waskasoo ave
159	Pidgeon P.	Residence.....	30 Third st NE
192	Piper Brick Co.	Office.....	Gaetz ave S
178	Pixley E. H.	Residence	303 Second st SE
112	Plaxton Dr. W. H.	Dental Parlors..	26 Smith & Gaetz block
149	Plaxton Dr. W. H..	Residence.....	East ave
77	Police Station	N. R. McDonald, Chief..	143 Ross st SE
190	Porter L. J.	Residence.....	Second st SE
182	Pyke Mrs. D.	Residence	240 First ave NE

FOR EVERYTHING THAT IS NEWEST AND BEST IN
WATCHES, JEWELLERY, SILVERWARE, CUT GLASS
PHONE 14 OR CALL AT THE STORE OF

HAROLD J. SNELL

Jeweller and Optician

Eyeglasses fitted by our Optician are a lasting comfort always.
Examination Free

Q

183	Quigg J.	• Law Office	4 Ross st E
128	Quigg J.	• Residence.....	104 Fourth st NE

R

47	Ramsey E. J.	• Massey-Harris Agency..	Kingsmill ave
212	Ramsey E. J.	• Residence.....	53 Fourth st NE
131	Raney N.	• Residence.....	184 Fifth st NE
21	Rapsey W. J.	• Residence	Gaetz ave S
59	Red Deer Creamery	•	Fifth st NW
36	Red Deer Curling Club	• Rink.....	Second st NE
3	Red Deer Grocery Co. Ltd.	• Gen. Office & Warehouse..	Gaetz ave N
13	Red Deer Grocery	• Manager's Office	Gaetz ave N
23	Red Deer Hide & Metal Co.	•	cor. Third st N and Gaetz ave N
169	Red Deer Iron Works	• J. W. Broughton, Mgr ..	56 Sec. st NE
272	Red Deer Schools	•	Second ave NE
83	Red Deer Tent & Mattress Wks	•	42 Second st NE
221	Reid John	• Residence.....	Waskasoo ave
83	Reid & Taylor	• Contractors and Painters..	Gaetz ave N
60	Robertson J. E.	• Residence.....	East ave
57	R. N. W. M. P.	• Office	158 Second st SE
68	R. N. W. M. P.	• Res. Insp. Lindsay.....	307 First st SE
107	Rudderham W. E.	• Residence.....	35 Poplar st
30	Russell & McClure	• Law Office .Nor. Crown Bank Building	
245	Russell A. H.	• Residence	Waskasoo ave
41	Russell A. J.	• Mfg. Confectioner.....	4 Ross st E
309	Rutledge W. W.	• Residence	Highland Park
33	Rutter C. J.	• Residence	22 Fourth st NE
78	Ryan Rev. W. M.	• Residence.....	44 First st NE

E. G. JOHNS & Co.

FURNITURE, LINOLEUM, CARPETS AND CROCKERY

WE EXTEND TO YOU A CORDIAL INVITATION TO INSPECT OUR STOCK AND

COMPARE OUR VALUES WITH OTHERS

Our aim is NOT to sell the cheapest Furniture, for this is usually the dearest in the end.

Our aim IS to sell the Best that can be obtained for the money—something
that will give Service and Satisfaction.

PHONE
230

E. G. JOHNS & CO.
RED DEER

PHONE
230

S

7	Sanders Dr. C. W.	Office	43 First st SE
103	Sheriff's Office	Court House	100 First st NE
181	Simpson F. S.	Residence	Waskasoo ave
115	Simonton F. E.	Residence	121 Fifth st NE
194	Sinclair Chas.	Residence	Fifth st SE
147	Smith Alban	Residence	Waskasoo ave
253	Smith D. S.	Residence	161 Fourth st NE
29	Smith G. W.	Residence	521 Gaetz ave N
38	Smith Land Co. The	Real Estate	30 Ross st W
231	Smith S. I.	Residence	Waskasoo ave
14	Snell H. J.	Jeweller and Optician	6 Ross st W
49	Standard Drug Co.	Drugs and Stationery	105 Gaetz ave S
276	Stanway T. S.	Residence	Second ave SE
16	Steam Laundry		78 First st NE
90	Stephenson A. T.	Residence	445 Fifth st NE
160	Stephenson W. J.	Residence	44 Poplar st
175	Stickle W. A.	Residence	606 Gaetz ave S
172	Stone H. G.	Office	130 Gaetz ave S
24	Stone H. G.	Residence	138 Gaetz ave S
240	Stone R. C.	Residence	Waskasoo ave

T

228	Thompson C.	Residence	144 Victoria st
176	Townsend R.	Residence	First st SE
69	Trimble H. M.	Office	Ross st E
193	Trimble H. W.	Residence	Highland Park
195	Trueman Captain	Residence	Highland Park
162	Trump W. E.	Residence	7 Waskasoo ave
302	Turnbull Fred	Residence	72 Third st NE

FOR YOUR NEXT SUIT

SEE

JACK FULTON

"The Men's Man"

Home of 20th Century Clothing

Cor. Ross St. & Gaetz Ave.

Phone 202

Red Deer, Alta.

W

100	Wallace H.	Office.....	141 Gaetz ave S
170	Wallace H.	Residence.....	151 Sixth st NE
186	Wallace Jos.	Residence.....	Second st SE
109	Welliver R. B.	Real Estate and Ins.....	15 Gaetz ave N
168	Welliver R. B.	Residence.....	64 Fourth st NE
86	Welton J. E.	Residence.....	3 Second ave SE
Western General Electric Co. Ltd.				
44	General Office		64 Gaetz ave N
206	{ Construction and Supplies Department			}66 Gaetz ave N
	{ Troubles, Telephone or Light, Wiring			
204	Manager's Office	W. A. Moore.....	64 Gaetz ave N
93	Whitby & Cotton	Implement Office.....	Gaetz ave N
246	White Chas. H.	Residence	Poplar rd
70	White N.	Auct. & Sec. Hand Store..	21 Ross st W
234	White N.	Residence.....	147 Fifth st NE
209	Whitehouse F. C.	Residence.....	Sixth st NE
267	Wickens W. K.	Residence.....	141 Sixth st NE
232	Wilson & Teasdale	Alberta Meat Market	109 Gaetz ave S
125	Windsor Hotel	C. J. Rutter, Mgr.....	100 First ave SW
28	Wright Hardware Co.	Hardware.....	125 Gaetz ave S
142	Wright G.	Residence.....	Addison ave
138	Wright Mrs. T. M.	Residence.....	Third st SE

Y

151	Youmans J. A.	Residence.....	First st SE
140	Young Thos.	Residence.....	First st SE

**For Information relative to Subscribers or Numbers
call "INFORMATION"**

This Directory is the property of The Western General Electric Company, Ltd., and is printed for the exclusive use of their patrons, and they assume no liability whatever for damages occurring from errors or omissions in the making up and printing of this Directory.

Red Deer, January, 1917

DO YOU USE ELECTRICITY

For any of the Modern Comforts and Conveniences except light.

IF NOT---SEE PAGE 2

And learn how the price of a few cigars each month spent on Electric Energy can save Wife's Energy

RURAL PARTY LINES DIRECTORY

ON FOLLOWING PAGES

Lines from Eckville Central - -

Listed under Eckville Rurals

Toll from
RED DEER

TOLL 25c

Lines from Edwell Central - -

Listed under Edwell Rurals

TOLL 10c

Lines from Red Deer Central -

Listed under Red Deer Rurals

TOLL 10c

Lines from Sylvan Lake Central

Listed under Sylvan Lake Rurals

TOLL 15c

FROM	TOLL	TO
Red Deer	to Burnt Lake	10c
"	to Sylvan Lake	15c
"	to Evarts	20c
"	to Eckville	25c

3 MINUTES OR LESS

RATES

Between these points and all points on Alberta Government system quoted on application to Red Deer Central.

Have Your Friends All Got Telephones ?

If not, Tell Them To Get One For Your Convenience

OR, IF YOU DON'T LIKE TO

TELL US WHO THEY ARE AND WE WILL

THE WESTERN GENERAL ELECTRIC Co. LTD.

ECKVILLE RURALS

R 204 Co-Operative Store
 R 104 Eckford Arthur E F
 R 105 Gilbertson O M
 R 106 Gilby store, M Sestrap
 R 203 Gustavson Chas, res
 R 406 Heikinen John
 R 402 Hill Jacob
 R 403 Holm Frank
 R 302 Hyvenen Ilmer
 R 404 Johnson Matt
 R 115 Kasper Chas
 R 117 Kingsep H
 R 114 Kinna Fritz
 R 110 Kinna Henry
 R 108 Knorr J F
 R 116 Langer Carl
 R 103 Langer Paul

R 201 Lundberg J E
 R 303 Miller T B
 R 113 Moose C
 R 112 Moro Carl
 R 405 Naemi Isaac
 R 207 Rogers W P, res
 R 111 Scroderus Matt
 R 206 Sestrap M, store
 R 205 Sestrap M, res
 R 109 Sestrap Mart
 R 107 Smith H W
 R 208 Storey G H, res
 R 304 Talson Henry
 R 305 Talson Herman
 R 102 Turner Norman
 R 306 Uimari Oswald
 R 202 Woods R H

JONATHAN LOWES

Butcher

Hides, Live and Dead Stock

BOUGHT FOR CASH

Gaetz ave,
 Red Deer.

Phone 88

THE CITY TRANSFER

PROMPT SERVICE ASSURED

ALL TRAINS MET

A. G. BULLOCK

PHONE 40

EDWELL RURALS

R 507 Atter C E
 R 513 Atter C E
 R 514 Atter C E
 R 515 Charley W R
 R 110 Cody A H
 R 108 Comer J
 R 309 Darling R
 R 404 Darling Wm
 R 103 Day J F
 R 307 Eastman T S
 R 310 Evans G A
 R 407 Graham J
 R 412 Gulliver H
 R 205 Gummow Richard
 R 202 Gummow T
 R 113 Hamilton J W
 R 411 Hayward Jas
 R 314 Healy G W
 R 111 Henderson W B
 R 505 Herbert J B
 R 313 Hill E G
 R 315 Hornett L
 R 109 Hoskins Thos.
 R 503 Kendrew C E
 R 504 Kendrew J T
 R 104 Kendrew Jos

R 405 Kirton T
 R 304 McInroy A
 R 409 McInroy Andy
 R 206 McLennan Miss J
 R 406 McPhee Neil
 R 112 Marles Jas
 R 204 Meek Rev. J G
 R 303 Morrison A
 R 312 Pixley E H
 R 311 Pixley W E
 R 511 Potter H J
 R 306 Powell F J
 R 114 Rabidou A
 R 413 Raikes H
 R 208 Reay W J
 R 512 Ross F
 R 415 Scott Geo
 R 408 Sim John G
 R 107 Smith Mrs G
 R 209 Towers Henry
 R 102 Towers Thos H
 R 106 Towers Wm
 R 506 Underwood C J
 R 105 Wade B J
 R 302 Walton T J
 R 402 Wyndham S



We Examine Each Eye

Separately when we start to prepare glasses Not one person in a million has two eyes exactly alike. So you can see how important it is to have the examination thorough for each eye. Better call and have us look at yours. It doesn't pay to trifle with your eyes.

H. H. HUMBER

Red Deer, Alta.

Phone No. 104

Jeweller and Optician

RED DEER RURALS

R 203 Abbott James A
 R 209 Bawtinheimer & Sons
 R 104 Beckley Wm
 R 212 Bennett John H
 R 403 Bjorkeland E W
 R 310 Bower James
 R 211 Code D
 R 210 Code W P
 R 309 Comfort J H
 R 202 Coram Geo A
 R 304 Cruickshank James
 R 610 East Thos
 R 313 Eversole J E
 R 214 Findlay Rev R E
 R 516 Gaetz John J
 R 204 Gaetz L M
 R 213 Gummow James
 R 603 Hart Fred
 R 605 Hart Henry
 R 507 Hazen James
 R 518 Hicks Andrew
 R 504 Higgs C A
 R 113 Howarth Wm
 R 112 James Fred
 R 314 Jarvis J A
 R 511 Jenkins Wm
 R 402 Johnson H R
 R 408 Jones J C
 R 513 Leonard F C
 R 505 Lund R A
 R 206 MacParlane Bros
 R 508 McCann Hy W
 R 515 McCann S
 R 109 McConnell Ed

R 108 McConnell S D
 R 410 McKinnon D W
 R 307 Meeres Thos
 R 215 Metcalf W S
 R 611 Milne Wm
 R 613 Mohring W
 R 608 Neilson A F
 R 609 Neilson Fred A
 R 506 Northey B C
 R 517 Northey C L
 R 308 Oxley B
 R 606 Parker John
 R 208 Pengelly R F
 R 510 Piper F E
 R 503 Pyke Dugald
 R 411 Richards J J
 R 303 Rodger Jas M
 R 207 Ross John
 R 105 Sharman C A J
 R 408 Shaw Robt A
 R 102 Smith E A
 R 302 Spiers James
 R 607 Strong H S
 R 312 Trimble A E
 R 305 Trimble A H
 R 509 Urquhart D S
 R 514 Van Slyke Frank
 R 407 White Chris
 R 502 White Geo T
 R 103 Willson E M
 R 604 Woodsworth R B
 R 602 Wright James
 R 306 Wright Vernon H

INSURANCE INSURANCE

Don't bask in the Sun of False Security. Protect your interests.
INSURANCE IS PREPAREDNESS

WE WRITE

FIRE, HAIL, LIVE STOCK, & EMPLOYERS' LIABILITY
AND ACCIDENT INSURANCE

We are the Largest Insurance Brokers in Central Alberta.

GIVE US A TRIAL PHONE 62

To insure in a company you do not know is like loaning money to a stranger.

THE JOHN MALCOLM Co. LTD.

SYLVAN LAKE RURALS

R109	Anderson C P	R211	Mannerfelt E
R207	Anderson N	R102	Moore G
R213	Bertheuson P	R204	Myers J S
R119	Bystrom H	R108	Nelson H
R206	Bleay R	R215	Norby O
R220	Cameron P N	R202	Pettipher F
R106	Fansen R J	R113	Rollston J
R118	Fitch H J	R209	Sandsbury Chas
R115	Fitch J	R114	Segurdson S
R116	Grimson E S	R210	Shacklock T
R105	Higginson R	R117	Shaw S
R222	Holsworth J	R120	Shearer O G
R221	Holsworth Wm	R216	Sjare John
R107	Jamieson D A	R219	Slack J W W
R110	Jamieson H H	R223	Tennant Richard
R205	Johnson A	R112	Thompson T
R214	Johnson J	R224	Vale J
R208	Latam M B	R218	Waker S
R212	Loken M	R111	Wilcox R
R217	Linderlin S		

RED DEER STORE

T. A. GAETZ

General Merchant

Highest Prices, Cash or Trade, Paid for All Farm Produce.

Phone and Mail Orders Given Special Attention

Phone Nos. Grocery Department 39 - Other Departments and Office 200

LONG DISTANCE SERVICE

RULES AND REGULATIONS

To make a Long Distance Call: Call "Long Distance" in the regular way. When the Long Distance Operator answers, give the number of the Telephone from which you are speaking, your own initials and name, the initials and name of the particular person desired and the city or town where he can be located.

Example: "Number M4567, J. H. Brown speaking. Get W. K. Jones at Edmonton. If he is not there I will speak to A. F. Smith."

Long Distance Charges: All rates quoted are for an initial period of three minutes. For overtime beyond the initial period a proportionate charge is made per minute.

Long Distance Tolls will be charged to the Subscriber from whose instrument the Long Distance message is sent.

Night Rates: From 19 k to 7 k (7 p.m. to 7 a.m.) a Night Rate of about one-half the day rate is in effect over the Long Distance Lines of the Government, except on business with Saskatchewan Government Switching points. In no case is the night rate less than 25c, unless the day rate is less, in which case the night and day rates are the same.

Reversal of Charges: All charges will be made against the Originating Office except those messages for which the receiving party expressly agrees to pay. The assent of the receiving party to a reversal of charges should be obtained before the connection is established.

Messenger Service: Upon request, and the prepayment of reasonable charges, a messenger will be sent when possible to notify a non-subscriber to come to any Public Pay Station.

When a Particular Person is Desired the Long Distance Operator must be so advised when the call is placed, otherwise charge will be made from the time connection is established with the Telephone desired, whether the party required is obtained or not.

Non-Subscribers who desire to use subscribers' telephones should be referred to the nearest Public Pay Station.

Complaints regarding unsatisfactory Long Distance service should be made to the Chief Operator, and if not then rectified the matter should be referred to the Traffic Superintendent, Edmonton.

MICHENER BROS.

CENTRAL ALBERTA DISTRIBUTORS

FOR THE FAMOUS

CHEVROLET CARS

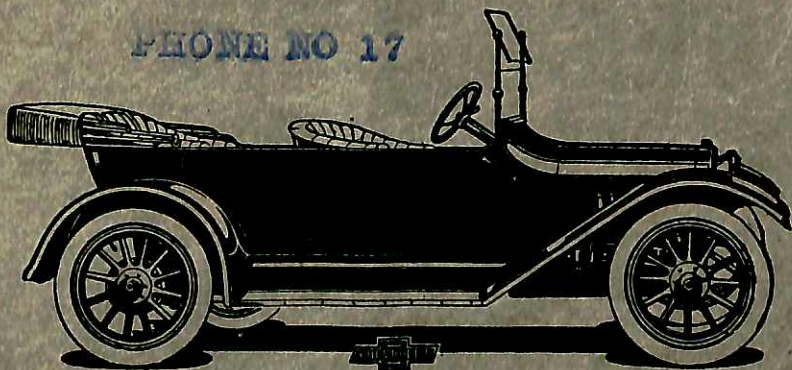
We invite your inspection of this up-to-date Car.

WE ALSO CARRY A

Full Line of Accessories & Supplies

Tires, Tubes, Patches, Chains, etc.

PHONE NO 17



WE ARE ALSO DEALERS IN

CATTLE, SHEEP and HORSES

Highest Market Prices Paid

OFFICE AND WAREHOUSE

First St. South - opposite Advocate Office
RED DEER, ALTA.

Imperial Bank of Canada

HEAD OFFICE - TORONTO, ONT.

Capital Authorized	- -	\$10,000,000
Capital Paid up	- -	7,000,000
Reserve	- - -	7,000,000

SAVINGS DEPARTMENT AT ALL BRANCHES
\$1.00 starts an account. Interest credited half-yearly at current rate.

OUT OF TOWN BUSINESS SOLICITED
Do your banking by mail.

MONEY ADVANCED TO RESPONSIBLE FARMERS
in connection with live stock and farming operations, also on thresh-
ed grain, farmers' sale notes etc.

DRAFTS AND MONEY ORDERS SOLD.

LETTERS OF CREDIT ISSUED.

MUNICIPAL BONDS AND GOVERNMENT ISSUES
DEALT IN

A GENERAL BANKING BUSINESS TRANSACTED
Branches in Alberta at Calgary, Edmonton, Wetaskiwin, Red Deer
and elsewhere. Also at principal points in other provinces.

W. K. WICKENS, MANAGER
RED DEER BRANCH