

MODERN . . .
homes have

ADDITIONAL TELEPHONES

Where you need them . . .
When you need them

THE NEW

Ericofon

*Is now available in a wide range of
decorator colors*

LIGHT : Weighs no more than the handset on most standard phones.

CONVENIENT : The dial comes to you for dialing ease in any position, any angle.

IDEAL FOR BEDROOM, DEN OR LIVING ROOM

(For use only as a residence extension telephone)

FOR FURTHER INFORMATION CALL OUR BUSINESS OFFICE

2488

ALBERTA GOVERNMENT TELEPHONES

RED DEER

MAY, 1958



ALBERTA GOVERNMENT TELEPHONES



THIS CLASSIFIED TELEPHONE DIRECTORY IS

Easy to use . . .

FOR your convenience a complete list of all business and professional telephone subscribers, throughout the community, appear in alphabetical order under the classification appropriate to their business, or the article or service they sell. The classifications, too, are in alphabetical order. You can find quickly and easily the Business, Service or Product you need.

1. When you want to buy something . . .

Suppose, for instance, a radio—
FIRST look on the "R" pages for "Radio Sales, Service & Supplies".
THEN pick out the dealer from whom you want to buy.
You can use the directory in the same way when you want to buy any one of thousands of other products or services.

2. When you want a dealer of a trade marked product . . .

Suppose you want a dealer for a nationally known product, or service, such as an automobile.
FIRST turn to "Automobile Agencies & Dealers — New Cars" on the "A" pages.
THEN select the dealer from the list of those who sell or service the particular automobile you want.

3. When you have forgotten a business firm's name but do remember the address . . .

You may forget the name of a business establishment but remember their location.
For example, you want a mover located on Second Avenue.
FIRST turn to "Movers" on the "M" pages.
THEN look for the familiar address.

4. Even when you know the name : . . .

The classified directory will help you in looking for business names you know. Suppose you want to telephone Smith, the plumber. Plumbers are listed on the "P" pages under the classification "Plumbers & Gasfitters". You will find your Smith under "Plumbers & Gasfitters" more easily than searching the long list of Smiths which normally appear in the white pages of our directories.



**For advertising information and rates concerning
this directory communicate with Alberta Govern-
ment Telephones, RED DEER — 2488.**

The Telephone Company assumes no liability for errors or omissions occurring in the Classified Directory.

**USE THE CLASSIFIED . . .
IT'S EASY AS A B C**

RED DEER CLASSIFIED TELEPHONE DIRECTORY

MAY, 1958

No liability is assumed by Alberta Government Telephones for errors or omissions occurring in the Classified Directory

Accountants

ALBERTA BUSINESS SERVICES 4927 48 St2378
 Business Aids Co Ltd 108 4818 Gaetz Ave2953
 Crane B E & Associates 5-4940 51 St4176

ROBERTSON-ANDERSON & CO	
ACCOUNTANTS	
J. Weston Anderson res. 2668	
4924 - 51 St., Red Deer	3319

Accountants — Chartered

Mackenzie Sheridan & Co 4928 51 St {2879
 4952
 Stuart & Lindskog 4908 Gaetz Ave3387

Accounting & Bookkeeping Machines

NATIONAL CASH REGISTER CO OF CANADA LTD
 820 16 Ave SW Calgary—Call {AM hrst 2-3098
 Long Distance and ask for (Toll {AM hrst 9-5171
 Charge) Calgary.... {AM hrst 2-3034

Acetylene

Canadian Liquid Air Co Ltd 5020 51 Ave 3128

Adding Machines

NATIONAL CASH REGISTER CO OF CANADA LTD
 820 16 Ave SW Calgary—Call {AM hrst 2-3098
 Long Distance and ask for (Toll {AM hrst 9-5171
 Charge) Calgary.... {AM hrst 2-3034

RIMBEY RECORD

Burroughs & Remington Adders & Cash Registers — Office Furniture & Equipment	Phone 1
Rimby, Alberta	

Williams Stationery 4919 Ross St3888

Adjusters

Crosland Peacock Red Deer Ltd 4912 Ross St {2089
 2090
 Taylor James Co Ltd 101 Scott Blk..... {5375
 2741

Agricultural Implements

Caton's 5016 58 St2463

Air Conditioning — Contractors

Burnett N M Plumbing & Heating Ltd
 4929 51 St2627
 Meeres & Hicks Electric Ltd 4921 52 St2712

Apartments, Blocks & Buildings

Central Apartments 4914 53 St3239
 Spruce Lawn Apartments 4634 49 St4836

Architects

Bissell & Holman 5-4730 Ross St4081

Army & Navy Goods

War Surplus Stores Ltd 5020 Gaetz Ave2887

Associations & Societies

Alberta Motor Association 5913 Gaetz Ave {3380
 3080
 Red Deer Agricultural Society 4938 Ross St4400

Auctioneers

SIM'S AUCTION MART

SALES - MONDAY and THURSDAY

AUCTIONEERS

Alec Sim — Keith Sim
 Garfield Oglvie — Dick Lawrence
 Edmonton Trail, Box 453, Red Deer {3160
 4197

Automobile Accessories Equipment & Supplies

(See Automobile Parts & Supplies—Retail & Wholesale)

Automobile Agencies & Dealers—New Cars

Degen & Morrison Dkw Sales & Service Ltd
 5120 48 St2373
 George's Car Sales 5118 48 St5626

HEPWORTH MOTORS LTD

MERCURY — LINCOLN —
 METEOR

SALES AND SERVICE

4721 Gaetz Ave., Red Deer 2580 - 2230

McTAGGART WEIDNER MOTORS LTD

CHEVROLET - OLDSMOBILE
 DEALER

Parts Dept390
 Service Dept391
 Office and Sales542

LACOMBE

(Continued on Next Page)

AUTOMOBILE AGENCIES & DEALERS—
NEW CARS—Continued

Millar-Longmate 4926 49 St { 5669
5577

NORTH WEST MOTORS (RED DEER) LTD

Dodge & DeSoto Cars — Dodge Trucks
Paint and Body Shop Phone 2951
Parts, Sales & Service 2470 & 2035
5014 Gaetz Ave., Red Deer

Red Deer Motors (Canada) Ltd 4802 Gaetz Ave 2066
Rio Vista Garage Ltd 5804 Gaetz Ave 2503
(See Advertisement This Page)

SORENSEN DISTRIBUTORS LTD

Distributors of SUPERIOR FUNERAL
COACHES and AMBULANCES
Res. Phone, G. L. Sorensen, 2534
Rear Bus Depot Phone 4812

STANDARD MOTORS LTD

**STUDEBAKER - PACKARD
VOLKSWAGEN
CARS & TRUCKS**

Phones 2676 — 2086 — 3022
4418 Gaetz Ave Red Deer

Vellner Motors Ltd 4801 51 Ave 2198
Whyte Motors Ltd 4902 Gaetz Ave 3329

Automobile Agencies & Dealers—
Used Cars

Crawford Paul & Sons 4902 52 St 5253
Hepworth Motors Ltd 4311 Gaetz Ave 4243
North West Motors (Red Deer) Ltd
4502 Gaetz Ave 4340
Rio Vista Garage Ltd 5804 Gaetz Ave 3503
Standard Motors Ltd 4402 Gaetz Ave 4307
Thompson Motors Car Lot 4342 Gaetz Ave 2174
Whyte Motors Ltd Gaetz Ave 4492

Automobile Body Builders & Repairers

North West Motors (Red Deer) Ltd
5014 Gaetz Ave 2951

**RIO VISTA
GARAGE LTD.**

Mercury
Meteor
Lincoln
Dealer



Parts & Service 2503
Sales & Mgr. 3503
General Office 4774
Louis Janko, Gen. Mgr. res 4263
Cec Sackville, Sales Mgr. res 2634
5804 Gaetz Avenue Red Deer

AUTOMOBILE BODY BUILDERS & REPAIRS—
Continued

Red Deer Auto Wreckers 5804 51 Ave 2070
Red Deer Safety Service Ltd 5904 54 Ave 4983
Whyte Motors Ltd 5014 49 St 4456

Automobile Electrical Service

Corbett's Ltd 5305 Gaetz Ave 2011

LOVESETH LTD

U.M.S. — A.C. — AUTO-LITE
SERVICE DISTRIBUTORS

5104 Gaetz Ave., Red Deer 2045

Automobile Parts & Supplies —
Retail & Wholesale

Corbett's Ltd 5305 Gaetz Ave 2011

FORD PARTS & ACCESSORIES

For Genuine Ford Parts & Accessories, call your Ford-Edsel or Mercury Lincoln-Meteor Dealer, always as near as your telephone.



"Where to Call"

RED DEER
HEPWORTH MOTORS LTD
4721 Gaetz Ave 2580
WHYTE MOTORS LTD 4902 Gaetz Ave 3105
INNISFAIL
MOREAU MOTORS Innisfail 18
LACOMBE
MAINLINE MOTORS LTD Lacombe 53

Loveseth Ltd 5104 Gaetz Ave 2045

MIDLAND AUTO SUPPLY

OUTFITTERS FOR THE MOTORIST
Wholesale — Retail

4932 - 51 St., Red Deer 3095

MOTOR CAR SUPPLY CO OF CANADA LTD { 2457
Wholesale Only 4911 - 49 St 4210
PEACOCK T H LTD Lacombe 176
Taylor Pearson & Carson Ltd 4927 - 49 St { 2464
3737

Automobile Radiator Service

Amer's Radiator Service 4913 52 St 2535
(See Advertisement Opposite Page)

Automobile Rentals

Johnston's (Tilden) U Drive 4924 52 St 2170

Automobile Washing and Polishing

Dial's Car Wash 4912 43 St4471

Automobile Wheel Aligning

RED DEER SAFETY SERVICE LTD

FRAME & STEERING SPECIALISTS

J. E. Fisher Res. Phone 4671

5904 - 54 Ave., Red Deer Phone 4983

Batteries

Corbett's Ltd 5305 Gaetz Ave2011
Motor Car Supply Co of Canada Ltd 4911 49 St2457

Bearings

CORBETT'S LTD.

TIMKEN — FAFNIR

All Types Ball and Roller

5301 Gaetz Ave., Red Deer 2011

Automobile Wreckers

O K Auto Supply 5009 45 St2397

RED DEER AUTO WRECKERS

Expert Body Repairs, Full Line of Used Parts
24-Hour Towing Service

5804 - 51 Avenue 2070
5571

Automobiles & Trucks — Manufacturers

Chrysler Corporation of Canada Ltd Calgary Trail 4151

Beauty Parlors

CAPRI BEAUTY STYLES

HAIRSTYLING—TREATMENTS—COLORING
PERMANENT WAVES — HAIR CUTTING

Walter & Mariette Vale

For Specialized Beauty Call

Upstairs 5018 Ross St., Red Deer 4925

(Continued on Next Page)

Bakers — Retail

Canadian Bakeries Ltd 5330 45 Ave3293

MICHENER HILL BAKERY

THE HOME OF HOME MADE BREAD - PASTRY - BUNS & ROLLS

4026 - 50 Street Red Deer 5081

Red Deer Bakery Ltd 5209 Gaetz Ave2515

Van Camp M 4122 44 St4681

White Bakery 4910 Gaetz Ave2554

Bakers — Wholesale

McGavin's Bakery 4901 - 52 St2304

Banks

Bank of Montreal 4905 Gaetz Ave5551

Bank of Nova Scotia 5201 Gaetz Ave2908

Canadian Bank of Commerce 4936 Ross St5501

Imperial Bank of Canada Gaetz Ave & 49 St2630

Royal Bank of Canada 4943 Ross St5544

Toronto-Dominion Bank 4740 Ross St4612

Barristers & Solicitors

(See Lawyers)

AMER'S RADIATOR SERVICE

Repairing, Recoring and Cleaning to Restore Circulation.

SERVICE PLUS ABILITY

"Guaranteed Workmanship 22 Years Experience"

2535

4913 - 52 St. Opposite Bus Depot Red Deer

BEAUTY PARLORS—Continued

CLARE'S BEAUTY SHOPPE

Specializing In

PERMANENT WAVING

and

HAIR CUTTING

4818 Gaetz Ave., Red Deer 3749

- Dawson's Hairstylists 5119 Gaetz Ave4725
 (See Advertisement This Page)
- Hairstyles Beauty Salon 4917 Gaetz Ave2616

KURL-ETTE BEAUTY SHOP

FOR SPECIALIZED BEAUTY CARE
 PERMS, TINTS & HAIRSTYLING

— Call —
 ALICE & DOREEN at KURL-ETTE

4948 Ross Street -:- Red Deer -:- 2636

- Mayfair Beauty Salon 4940 - 51 St2626
- Parkdale Salon 4784 Ross St5335
- Vogue Beauty Salon 4932 Ross St3755

Beverages

JUBILEE BEVERAGE

Authorized Bottlers of

STUBBY — PEPSI-COLA

and **7 UP SOFT DRINKS**

Night Calls 3563

5428 - 43 St., Red Deer 4329

Bicycle Dealers & Repairers

- RED DEER LOCK & KEY SHOP 5117 Gaetz Ave 2960
- Sport Centre 4934 51 St3330

Blueprints

- Red Deer Reproductions 5330 47 Ave4846

Books — Religious & Educational

- Gospel Book Store 5012 Ross St3855

Bottlers

- Red Deer Bottling Co Ltd 4601 Gaetz Ave2585

Bowling Alleys

- Bowladrome 5220 Gaetz Ave5470

Brewers

- CARLING BREWERIES (ALBERTA) LTD
 5301 43 St3205

Brewers' Agents

- Alberta Brewers' Agents Ltd 5136 47 St3238

Brewers' Distributors

- Alberta Liquor Control Board 5301 43 St4303

Building Materials & Supplies

IMPERIAL LUMBER CO LTD

Lumber — Millwork — Gypsum Products
 Glidden Paints — Builders' Hardware —
 Janitors' Supplies.

"IT IS A PLEASURE TO SERVE YOU"

5326 - 47 Ave., Red Deer 4181 - 2353

- Mitten & Sherbino Lumber Co Ltd 4503 52 Ave...4158
- Stewart Bros 4620 Gaetz Ave3783

Building Movers

- Frizzell Gordon S 3340 Gaetz Ave2652

**DAWSON'S
 HAIRSTYLISTS**

FOR UP-TO-DATE
 HAIRSTYLING

Beautiful Soft
 Permanent Waving, etc.

Consult...

"DAWSON"
of Hairstyling Fame

Phone 4725

2nd Floor, Harper Furniture

Buildings Prefabricated

KING PERRY FARM SUPPLIES
BUTLER STEEL INDUSTRIAL BUILDINGS
 5012 - 51 Avenue Res. 5220 4404

Bus Lines

Prairie School Bus Ltd 5415 54 St4107
SORENSEN BUS LINES LTD 4924 52 St
 Bus Depot Information on Tickets & Schedules. 2170
 General Office2364
 Garage F Preston3610

Business Colleges

HENDERSON SECRETARIAL SCHOOL LTD
 (RED DEER BRANCH)
 "Maximum Training in Minimum Time"
 TWO COMPLETE
 6-MONTH COURSES A YEAR
 Phone 4625
 3 - 5015 Gaetz Avenue RED DEER

Cabinet Makers

Mittelmeyer W 4612 44 St4023

Carpet & Rug Cleaners

Duraclean Cleaning Service 4902 37 St5038
 (See Advertisement This Page)

Cartage

BETTENSON'S CARTAGE CO LTD
 SAND — GRAVEL
 EXCAVATING
 GENERAL TRUCKING
 WINCH WORK
 Phones 4113 — 2513
 5034 - 45 St. Red Deer

EDWARDS & KITS

GENERAL TRUCKING
 And CATTLE-LINER SERVICE
 LOCAL & LONG DISTANCE MOVING
 For PROMPT, DEPENDABLE SERVICE
 PHONE
5374
 Night Phone 4257
 North Red Deer Red Deer

CARTAGE — Continued

MIDGET DELIVERY
 -:- GENERAL TRUCKING -:-
 Night Phones — 4823 and 4295
 5102 - 52 Street RED DEER 2330

Cash Registers

NATIONAL CASH REGISTER CO OF CANADA LTD
 820 16 Ave SW Calgary—Call {AM hrst 2-3098
 Long Distance and ask for (Toll {AM hrst 9-5171
 Charge)Calgary..... {AM hrst 2-3034
 Victor-McCaskey Ltd 4018 Ross St3405

Cement Products

Red Deer Cement Products 4810 52 Ave3137

Cemetery Offices

Alto-Reste Memorial Gardens Ltd
 1-5015 Gaetz Ave4439

Children's & Infants' Wear — Retail

Morris' Ladies' & Children's Wear 5015 Ross St 2541
 Tiny Tots Children's Wear 5006 Ross St2825

Chiropractors

FOORD W H 105-7 Metro Blk2744
 Whitney L N 5008 Gaetz Ave2297

Chocolate & Cocoa Manufacturers & Dealers

Fry-Cadbury Ltd 5230 54 Ave4545

Church Organizations

Bible Institute Baptist Church 4739 56 St4733
 Church of Christ Bsmt 4203 41 Ave2160
 Church of Jesus Christ of Latter Day Saints
 Missionaries 4624 46 St5104
 Church of the Nazarene 4802 Ross St2775
 First Baptist Church 4839 51 St4281
 Lutheran Church Trinity United 4346 39 St4070
 Mt Calvary Lutheran Church 5343 45 Ave3798
 Pentecostal Tabernacle 4832 51 St3003
 Presbyterian Church Ross St4560
 St Luke's Anglican Church 4929 54 St3402
 United Church 4752 Ross St2605

DURACLEAN CLEANING SERVICE
 RUG, CAR & UPHOLSTERY CLEANERS
 Pile Enlivened; Color Restored; No Shrinkage . . . Rugs & Upholstery Dyed . . Wall Washing; Floors Waxed, Polished.
Phone 5038
 FOR ESTIMATES
4902 - 37 Street Red Deer

Church Supplies

Central Alberta Church Supplies 5120 Gaetz Ave...2854

Cleaners & Dyers

CAPITOL CLEANERS & LAUNDRY LTD

"The Cleaner that Cleans Everything"

SHIRT & LAUNDRY SERVICE

Alterations & Repairs

FREE PICK-UP and DELIVERY

5113a Gaetz Avenue, Red Deer 5780

FRENCH CLEANERS LTD

DRY CLEANING AND SHIRT LAUNDRY

Four-Hour Sudden Service

"YOUR CLOTHES BEST FRIEND"

5010 - 48 Ave., Red Deer 4595

MODEL CLEANERS 5105 Gaetz Ave2623

MUNRO & BAINES DRY CLEANERS

YOUR SANITONE CLEANERS SHIRT SERVICE & BACHELOR LAUNDRY

—Free Pick Up and Delivery—

Cash & Carry Office Just East of Kresge

4925 - 49 St., Red Deer 2480

PEERLESS LAUNDRY & DRY CLEANERS

4502 Gaetz Ave2049

Snappy Cleaners Ponoka.117r2

(See Advertisement This Page)

Sterling Cleaners Ltd 4930 - 49 St2315

Snappy Cleaners

- SHIRT SERVICE
 - DYEING
 - PLEATING
 - REPAIRS
- FREE PICK-UP and DELIVERY**

PHONE **117r2** PHONE

— PONOKA —

Clubs

Canadian Legion British Empire Service League
 5417 Gaetz Ave2326
 Red Deer Curling Club Exhibition Grounds3777
 Red Deer Golf & Country Club Ltd Golf Course3070

Collection Agencies

Credit Bureau of Red Deer 5-4940-51 St4176

FINANCIAL COLLECTION AGENCIES LTD

Canada's Only National Collection Organization
 Serving Canadian Business & Professions for
 over 30 years.

NO COLLECTION — NO CHARGE

OFFICES IN PRINCIPAL CITIES

4-121 - 11 Ave. S.W.

Call Long Distance and ask AMhrst 9-3419
 for (Toll Charge) Calgary..... AMhrst 9-3460
 AMhrst 9-7533
 AMhrst 9-2860

HOSPITAL & MEDICAL AUDIT BUREAU

Canada's Only National Collection Organization.
 Serving Hospitals & the Medical Profession for
 over 30 years.

NO COLLECTION — NO CHARGE

OFFICES IN PRINCIPAL CITIES

4-121 - 11 Ave. S.W.

Call Long Distance and ask AMhrst 9-3419
 for (Toll Charge) Calgary..... AMhrst 9-3460
 AMhrst 9-7533
 AMhrst 9-2860

PERMANENT CREDIT CORPORATION LTD

2-4909 Gaetz Ave5211

Colleges & Schools

Canadian Nazarene College 4339 Gaetz Ave ...2222
 Dormitory4058
 Henderson Secretarial School Ltd 3-5015 Gaetz Av 4625
 Red Deer School Division No 35 5913 45 Ave
 Principal2447
 Secretary Treas2611
 Dean of Dormitory2620
 Superintendent's Office4434
 Dormitory Kitchen4480

Confectioners — Retail

Sweet Shop 4928 Ross St2305

Contractors — Building

Allison Homes Westpark Subdiv.....5524
 Alton Bros 4212 43A Ave2270
 Anderson N C 44 St5392
 Britton Construction 4637 47 St3348
 Morris Construction Co Ltd 4710 43A Ave3039
 Red Deer Builders Exchange 5330 47 Ave4846
 Templeton Construction Ltd 4000 39 St3732
 Western Builders Ltd 5125 48 St2327

Contractors — Cement

AMBCO MIX CONCRETE LTD

CONCRETE SPECIALISTS
BETTENSON'S CARTAGE CO. LTD.

Plant 4357 — Office 4113

5034 - 45 St. Red Deer

- ATLAS TRANSIT MIX 4811 54 Ave3734
Comis Concrete 5927 51 Ave2082
John & Ken's Concrete Finishing 3917 50 St4458

Contractors — Drywall

- Hoveland I M 4022 42 Ave3912

Contractors — Excavating

- Beckley P A 4835 52 St3152
Boomer Bros Construction 5118 44 St4698

LENS EXCAVATING

EXCAVATING — DITCHING
DIRT MOVING — GRAVEL

5202 - 55 Avenue RED DEER 5398

- Russell Construction 3726 45 St3408
Wynia J 5511 41 St3490

Contractors — General

- Ahlstrom Construction 5136 47 St2881
Alexander Const Ltd
New Deer Home Institution3338

ANDERSEN N C

Home Builders Lacombe &
Red Deer

Plan now to own an Andersen Home
Red Deer Phone WASKASOO AGENCIES 3345
Lacombe Phone 548

- Central Home Improvers 4121 36 St4523
Hornstrom Bros 4912 Ross St2866
Johnston Robt L Const Ltd 5540 35 St3046

LAYDEN CONSTRUCTION LTD

Highway Construction — Dirt Moving
Backfilling — Dozing — J. E. Layden
4529 - 45 St., Red Deer Res. 2946 Bus. 3507

- Layden Mel 4425 Springbett Drive3108
Ludwig Construction9119-15
Mel Construction Ltd 4407 51 Ave4589
Morris Construction Co Ltd 4710 43A Ave3039
(See Advertisement This Page)
- Phillips Vern Const Ltd
Field Office 4217 Gaetz Ave4856
Poole Construction Co Ltd Springbett Drive3308
Quam Construction Co 5827 60 St2103

CONTRACTORS—GENERAL—Continued

RAYMONDE CONSTRUCTION LTD

WHEN YOU BUY —
Buy a RAYMONDE-BUILT Home
Specializing in Custom-Built Homes

Box 486 RED DEER 4363

- Redwood Construction Ltd 4801A 51 Ave2790

SANDQUIST CONSTRUCTION CO

GENERAL CONTRACTORS
Commercial and Home Building

W. C. Ellenwood, res.2970
W. R. Sandquist, res3382

4914 - 52 St., Red Deer 2834

- Sprecher Construction Ltd 4217 Gaetz Ave4316
Tucker's Construction 3534 45 Ave4030

VICTOR LOUIS LTD

MASONRY CONTRACTORS
Brick — Tile and Glass Blocks
Concrete and Spectra-Glaze Blocks
Glazed Tile and Cory Tile Floors

5114 - 48 St., Red Deer 3789

MORRIS
CONSTRUCTION CO. LTD.

For the Finest in
Quality Houses

NO JOB TOO LARGE OR TOO SMALL

FREE ESTIMATES
ON ALL TYPES OF
HOUSING AND
GENERAL CONSTRUCTION

3039

4710 - 43A Avenue, Red Deer

We Specialize in . . .

CUSTOM-BUILT HOMES
Excellent Lots Available

Contractors — Roofing

De Boon Roofing & Sheet Metal Ltd 2-4922 51 St. 2314

Contractors — Petroleum

Jo-Bur Construction Ltd 3901 50A St 5420
 Night Calls W L Krause 6013 51 Ave 4992

Creameries

Red Deer Creamery Office & Order Desk
 49 Ave & Ross St 2165
 Patron's Phone 2166

Credit Reports

Central Alberta Credit & Business Bureau Ltd
 5-4940 51 St 4176
 Credit Bureau of Red Deer 5-4940 51 St 4176
 Permanent Credit Corporation Ltd
 2-4909 Gaetz Ave 5211

**Culvert Manufacturers —
 Corrugated Iron & Steel**

Lindsay Equipment 4718 43A Ave 2388

Dairies

ALPHA JERSEY DAIRY 4764 49 St 2788
 Central Alberta Dairy Pool 5302 Gaetz Ave 2074
 Palm Dairies Ltd 3418 49 Ave 2501

RED DEER CREAMERY

MILK — BUTTER — CREAM and
 CRYSTAL ICE CREAM
 Office and Order Desk 2165
 Patron's Phone 2166
 49 Ave. & Ross St., Red Deer

Dairy Supplies

FENGSTAD O H

BARN EQUIPMENT, MILKERS
 COOLERS, SEPARATORS, FANS,
 WATER SYSTEMS, etc.
 5916 - 51 Avenue RED DEER 2371

Dancing Academies

Martin School of Dancing 3919 43 Ave 3919

Decorators

(See Painters & Paperhangers)

Dental Laboratories

Central Alberta Dental Lab 5022 Ross St..... 2770
 Red Deer Dental Lab 4901 51 St 2337

Dentists

Fleming S 4818 Gaetz Ave 3110
 Goodman & Dodds 4917 Gaetz Ave 2648
 Husband & Oatway 4915 Gaetz Ave 2370
 Long J B 5010 Gaetz Ave 2612
 Travis Gordon 4912 Ross St 3351
 White C A 4920 51 St 2693

Department Stores

EATON CO CANADA LTD (THE T)
 4807 Gaetz Ave 5511

RED DEER CONSUMERS' CO-OPERATIVE

ASS'N LTD
 Office and Drug Dept. 2649
 Groceries, Meats & Appliances 4125
 5207 Gaetz Ave. — Red Deer

Departmental Stores—Mail Order

Simpsons-Sears Ltd 4927 Ross St 4101
 Credit Dept 4949

Detectives

ACE INVESTIGATORS

DIVORCE & CRIMINAL
 INVESTIGATIONS
 EXPERT DETECTIVES TO SERVE YOU
 Call Long Distance and ask for
 (Toll Charge) Calgary 2716 7 Ave. N.W.
 — Atlas 3-0018 —

Draperies

M & S Flooring & Furniture Ltd 5125 Gaetz Ave .. 3770
 (See Advertisement This Page)

CONSULT these pages for a quick
 answer to any buying problem.

**M & S FLOORING &
 FURNITURE LTD.**
 LINOLEUM — TILE
 FURNITURE
 DRAPERY — BROADLOOM
 Free Estimates
 Floor Covering Installation Service.
 3 7 7 0
 5125 Gaetz Avenue Red Deer

Druggists — Retail

Bishop's Drug Store 4732 Ross St4233
(See Advertisement This Page)

Gaetz-Cornett Drug & Book Co Ltd
4901 Gaetz Ave2512
(See Advertisement This Page)

HOLMES DRUG STORE

G. R. HOLMES, Prop.
PRESCRIPTION SPECIALISTS
Complete Drug Store Service
5001 Ross St., Red Deer 2313

HORSLEY'S DRUG STORE

"The Store of Friendly Service"
FREE DELIVERY - Anywhere — Anytime
4952 Ross St. 2549

Dry Goods — Retail

Jeanne's Silk Shop 5114 Gaetz Ave2857

**Electric Equipment —
Manufacturers**

Pioneer Electric Alberta Ltd 5727 - 58A Ave4138

Electric Light

City of Red Deer 5403 - 43 St4018

Electric Motors — Repairing

MEERES & HICKS ELECTRIC LTD

ELECTRICAL MACHINERY
REPAIRED — REWOUND
REBUILT

4921 - 52 Street Red Deer 2712

Electric Repairs

Glazier Electric Service (Red Deer) Ltd
4309 35 St4062

MASTER ELECTRIC SERVICE LTD

COMMERCIAL — INDUSTRIAL AND
DOMESTIC ELECTRICIANS

5122 Gaetz Ave., Red Deer 4388

MEERES & HICKS ELECTRIC LTD

Repairs to
ELECTRIC APPLIANCES
DRYERS — RANGES
REFRIGERATORS — WASHERS

4921 - 52 Street Red Deer 2712

Electrical Equipment & Supplies

Master Electric Service Ltd 5122 Gaetz Ave4388

Electrical Household Appliances

BETTER HOUSEKEEPING LTD

" SERVICE WISE
WE SPECIALIZE "

Gas and Electrical Appliances

Central Alberta's Complete Record Bar

Opposite Post Office

4910 Ross St., Red Deer 3339 - 3744

(Continued on Next Page)

**GAETZ - CORNETT
DRUG & BOOK CO. LTD.**

- PRESCRIPTIONS
- DRUGS ● COSMETICS
- CAMERAS & CAMERA SUPPLIES
- BOOKS & STATIONERY

2512

4901 Gaetz Ave. Red Deer

DRUGS
by Bishop

24-Hour PRESCRIPTION SERVICE

Daily 9:00 a.m. to 9:00 p.m.

Sundays & Holidays

12:00 noon to 5:00 p.m.

- PRESCRIPTIONS
- DRUGS
- COSMETICS
- CAMERA SUPPLIES

STATIONERY — TOBACCO
MAGAZINES — CANDY

4233

4732 Ross St. Red Deer
(OPPOSITE SAFEWAY)

BISHOP'S DRUG STORE
Free Delivery

Farm Machinery & Supplies

BEN'S FARM SUPPLY
 J. I. CASE FARM MACHINERY DEALER
 5020 - 51 Avenue Red Deer 2747

CATON'S
 FARM MACHINERY
 OLIVER - MINNEAPOLIS MOLINE
 GENERAL REPAIRS
 5016 - 58 St., Red Deer 2463

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 Parts Dept 2198
 Service Dept 4546
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Whyte Motors Ltd 4902 Gaetz Ave 2558
 (See Advertisement This Page)

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Northwestern Utilities Ltd 4922 Ross St { 2692
 { 2642
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 Great West Distributors Ltd 5302 43 St 2468
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(See Service Stations)

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Doerksen David D 5113 Gaetz Ave3630
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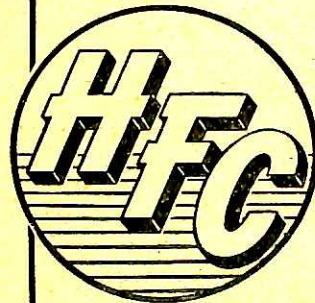
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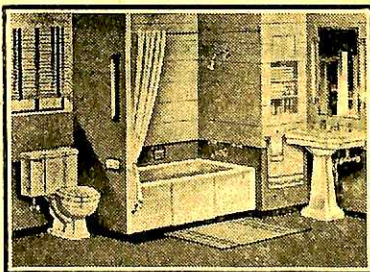
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RED DEER LOCK & KEY SHOP 5117 Gaetz Ave 2960

SPORT CENTRE 4934 51 St 3330

Stationers — Retail

WILLIAMS STATIONERY

OFFICE STATIONERS
DICTATING & OFFICE MACHINES
COMPLETE OFFICE SUPPLIERS
Beside the Post Office
4919 Ross St., Red Deer 3888

Steam Cleaning — Industrial

GRAY'S MOBILE STEAM CLEANING

MOBILE STEAM CLEANING
Specializing in all Oil Field heavy duty cleaning
Trucks - Cats - Cars - Drilling Service Rigs, etc.
4122 - 39 Street Red Deer 4345

Stockyards

Red Deer Stockyards C P R Right of Way2192

Storage — Household

Allied Van Lines Ltd 5034 45 St4113

Surveyors — Land

Underwood-McLennan & Associates Ltd
5330 47 Ave4846

Tailors

Ludwig's Tailor Shop 4704 Gaetz Ave3913

Tailors — Ladies

Colborne's Tailor Shop 4930 Ross St3738

Taxicabs

Diamond Taxi 1-5020 49 St } 4478
Holiday's Taxi 4742 Ross St } 5678
Vern's Taxi Co Ltd 4924 52 St } 4444
} 3333

Telegraph Companies

Canadian Pacific Telegraphs 52 Ave2191
Mgr & Wire Chief3691

Teletype Service

ALBERTA GOVERNMENT TELEPHONES
4830 Ross St2488
(See Advertisement on Page 38)

**Television Broadcasting
Companies & Stations**

CHCA Television Ltd 4730 Ross St5525

**Television — Community
Antenna Systems**

Builders Hardware Stores Ltd 5032 Gaetz Ave2055
Dowd's Radio & TV Specialists 5004 Gaetz Ave 2752

Television Sales & Service

Acme Television Service 4920 49 St4542
Better Housekeeping Ltd 4910 Ross St3339

DOWD'S RADIO & TV SPECIALISTS

SEE BACK COVER OF THIS BOOK
Central Block, Red Deer 2752

(Continued on Next Page)

Need Something ?

Get the habit of looking
in the YELLOW PAGES

USE LONG DISTANCE

TELEVISION SALES & SERVICE—Continued

Mike's Television Service Centre
Rear 5120 Gaetz Ave 2101
(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

--: PHILCO DEALER --:

Opposite Atlas Lumber
5219 50 Avenue RED DEER 4150

RED DEER TELEVISION LTD

For Tested TV

**"SERVICE WISE —
WE SPECIALIZE"**

RADIO and TELEVISION

Central Alberta's Complete Record Bar

OPPOSITE POST OFFICE
4910 Ross St., Red Deer 3744-3339

**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

2101

Rear 5120 Gaetz Avenue RED DEER

Theatres

Capitol Theatre 4924 Ross St 2602
Crescent Theatre 4931 Ross St 2602
Paramount Theatre 4717 Ross St 3505

Tinsmiths

Hayhoe F M Plumbing & Heating Ltd {2578
5028 Gaetz Ave }3144

Tires — Dealers

Clarke's Tire Service Ltd 4325 35 St 2645

FIRESTONE TIRES, HOME & AUTO SUPPLIES

For Car and Truck
For Home and Farm
For Work and Play



"Where To Buy Them"

DEALERS

Red Deer Motors (Canada) Ltd
4802 Gaetz Ave 2066

SEIBERLING TIRES

FOR NEW
SEIBERLING
SAFETY TIRES
With the
NO-TIME-LIMIT
GUARANTEE



See Your Independent Seiberling Dealer

"For Information Call"

Henderson's Service StationPenhold R2708

Tires — Repairing

Clarke's Tire Service Ltd 4325 35 St 2645
Kerr Tire Service 4702 Gaetz Ave 2372

Tobacconists — Wholesale

Red Deer Wholesale 4607 Gaetz Ave 2081

Tool Grinding & Sharpening

RED DEER LOCK & KEY SHOP 5117 Gaetz Ave 2960

Tools — Electric

Euren A Red Deer Auto Crt 4558

Towing Service

RIO VISTA GARAGE LTD 5804 Gaetz Ave 2503
ULTRA SERVICE 4303 Gaetz Ave 4510

Town Planning

Red Deer District Planning Commission AMA Bldg 3394

Tractor & Equipment

Union Tractor Ltd Edmonton Tr 2021

Trailers

Riegel Trailer Sales Ltd 3325 50 Ave 4016

Travel Bureaus

BURRITT TRAVEL SERVICE LTD 5002 Ross St 4682

Truck Dealers — New

North West Motors (Red Deer) Ltd
 5014 Gaetz Ave 2470
 Parts Dept 2035
 Stewart Bros 4720 Gaetz Ave 2495

Truck Lines

Bergquist Bros 3510 51 Ave 2592
 Canadian Freightways Ltd 4836 54 Ave { 4131
 } 2240
 (See Advertisement This Page)
 Dench of Canada Ltd 5409 54 Ave 4128
 (See Advertisement This Page)
 Edwards & Kits North Red Deer 5374
 French Transport 3529 54 Ave Cr 4517
 Parker's Transport Ltd 3401 Gaetz Ave 3753
 Rocky Mountain House Transport
 27-4905 51 Ave 3546

ROSS TRUCK SERVICE LTD

24 - HOUR SERVICE
OILFIELD HAULING
A SPECIALTY
 Wetaskiwin Phone 643
 Head Office, St. Albert, Phone 64r2
 Also Branch at MacKay
 Night Calls 2132
 4-4822 - 51 Ave., Red Deer 3403

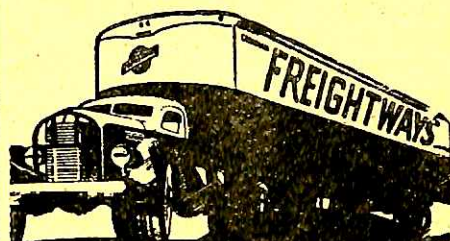
Thomson Transport 3816 45 St 5003

Trust Companies

Guaranty Trust Co of Canada 4914 Gaetz Ave 3139

A Handy
Reference Guide

The familiar telephone directory is Canada's No. 1 reference book. It is the busiest book in the world because it is helpful to practically everyone.



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

Connecting at Coutts with
Consolidated Freightways Inc.
 for U.S.A.

Teletype connections for Alberta

PHONES

2240 - 4131

CANADIAN FREIGHTWAYS
LTD.

4836 - 54 Ave.

Red Deer



Co-ordinated Thru Trailer Service
 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

Phone **4128** Phone

5409 - 54 Ave.

Red Deer

Typewriters & Supplies

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

RIMBEY RECORD

Remington, Underwood and Oliver
Typewriters — Adding Machines — Office
Equipment and Furniture.
Rimbey, Alberta Phone 1

WILLIAMS STATIONERY 4919 Ross St3888

U-Drive

(See Automobile Rentals)

Upholsterers

RED DEER UPHOLSTERING

FURNITURE and
AUTOMOTIVE UPHOLSTERING

4907 - 52 St., Red Deer 2865

The advertisers in the Classified Telephone Directory are ready to serve you. Use the **YELLOW PAGES** for your convenience.

RED DEER TYPEWRITER and OFFICE SUPPLY LTD.



SALES - SERVICE - RENTALS
COMPLETE OFFICE SUPPLIES

Your Central Alberta Underwood Agts.

Dealers for ...

UNDERWOOD LTD.
BURROUGHS OF CANADA LTD.

Adding Machines & Cash Registers

5217 Gaetz Ave., Red Deer 2216

Vacuum Cleaners

ELECTROLUX (CANADA) LTD

THE WORLD'S MOST IMITATED CLEANER
MADE IN CANADA

Information, Sales and Service

5311 Gaetz Ave., Red Deer 2419

Home Appliances & Shaver Shop 4750 Ross St 2138
Service4010

Vending Machines

Red Deer Vending Ltd 4117 36 St4645

Venetian Blinds

CENTRAL HOME IMPROVERS 4121 36 St4523

FLEXALUM TWI-NIGHTER BLINDS

With Aluminum Louvers that rotate. The new look for windows! One cord controls everything—opens or closes drape, tilts rotating spring-tempered Flexalum aluminum louvers. "whisper-quiet" operation. Custom-made, over 200 decorator color combinations. Free estimates.

Flexalum

"WHERE TO BUY THEM"

IMPERIAL LUMBER CO LTD

5326 47 Ave4181

Gish's Hardware & Sporting Goods 4736 Ross St 4002

Veterinarians

DUGAN J M Edmonton Tr3937

MARRA R J 5606 51 Ave2257

Washing Machines

HOME APPLIANCES & SHAVER SHOP

"Through Service We Grow"

WASHER & DRYER
SALES & SERVICE

GUARANTEED SERVICE
GENUINE PARTS

PHONES

2138 — — 4010
4750 Ross Street RED DEER

Stewart Bros 4720 Gaetz Ave2495

Watchmakers & Repairers

Clowes Jewellers 4929 Ross St2720

Humber's Jewellery 5013 Ross St2604

Landon's Jewellery 5005b Gaetz Ave2954

Mitchell & Jewell Ltd 4812 Gaetz Ave2514

Nyman's Jewellery 5111 Gaetz Ave4429

Water Softening Equipment

Culligan Soft Water Service & Sales Ltd
5619 47A Ave3171
(See Advertisement This Page)

Water Supply Systems

MYERS PUMPS

For
DEEP & SHALLOW
WELLS
"MORE BUYERS
BUY MYERS"



SALES — SERVICE — REPAIRS

"Where To Buy Them"

Western Supplies Ltd 5246 54 Ave4426

Welding, Electric & Oxy-Acetylene

EDWARDS & KITS

WELDING-SHOP & PORTABLE SERVICE
Huber Paraffin Scrapers — Truck Frame
Alterations — Oil Well & Service Equipment
Industrial & Road Machinery — Wrought Iron
Railings — General Farm Repairs — Structural
Steel — Contract Welding
BOX 57 Res. 4257
Burnt Lake Road, Red Deer 5374

Harper's Metals Ltd 5885 Burnt Lake Rd2309



WELDING ELECTRIC & OXY-ACETYLENE— Continued

McLEVIN H & SON

Electric & Oxy-Acetylene Welding
Oilfield Welding
PORTABLE UNITS
Night Phones 2422 & 3092
4927 - 52 St., Red Deer 2772

North Red Deer Trailer Works 5904 54 Ave2896
North Red Deer Welding & Blacksmithing
5902 54 Ave4455

Welding Equipment & Supplies

CANADIAN LIQUID AIR CO LTD

Welding Equipment and Supplies - Automatic
Cutting Machines - Gas Welding Rods and
Accessories - Arc Welders
Electrodes, Electric Welding Accessories
Oxygen, Acetylene, Argon, Nitrogen & Carbide
District Rep. W. E. Bowerman, res 3628
5020 - 51 Ave. 3128

Wire & Cable Manufacturers

PYROTENAX OF CANADA LTD

20 Kirby Place (Toll Charge)
CalgaryCHstnt 3-2827

CULLIGAN SOFT WATER

Service & Sales Ltd.

"The Mark of Modern Living"

TWO WEEKS FREE TRIAL
WITHOUT OBLIGATION

100% SOFT WATER IN YOUR HOME—
SUPPLIED TO RENTERS AND OWNERS

No Equipment To Buy !

Installed and Serviced Monthly
on a Low Rental Basis.

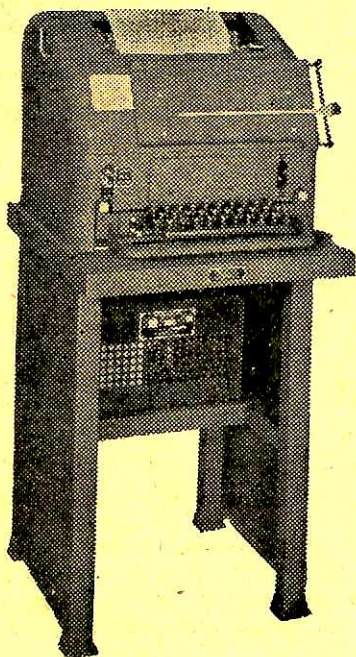
3171

5619 - 47A Ave.

Red Deer

TELETYPE SERVICE

ALBERTA GOVERNMENT TELEPHONES
CONTINENT-WIDE



...
When time means money, where
delivery dates are important . . .
Alberta Government Telephones

TELETYPE

is the efficient link between
the units of your organiza-
tion. It's the modern, fast,
sure . . . Printed Communi-
cation Service.

...
IF YOUR BUSINESS HAS BRANCHES OR DEPARTMENTS IN
DIFFERENT PARTS OF CANADA OR THE UNITED STATES . . .
YOU WILL WANT TO CHECK ON THE ADVANTAGES OF
ALBERTA GOVERNMENT TELEPHONES TELETYPE.

*To arrange a survey of your needs
or for further information . . . Phone* **2488**

IF YOU are in business

ASK YOURSELF THESE QUESTIONS :-

- Where is there a more obvious place for a prospective customer to look for something which he desires to purchase, or a service he wishes to use, but doesn't know where to obtain it, than the

Classified Section

of a Telephone Directory ?

- Where is there any other publication covering the field in the same way, in a form which is kept from day to day for the full life of the issue, and which if destroyed is replaced?
- Where by any other method can the field of business be covered at such low cost ?
- The Telephone Directory is a publication unique in itself, and your advertisement cannot be lost during the life of an issue.
- Telephone subscribers represent purchasing ability — when a home has a telephone it also has money to spend. So there is no waste circulation; everywhere a Directory is placed there are prospective customers.

YOU

can take advantage of this by completely classifying all your lines under their various classifications and by Display Advertising in the

“Yellow Pages”

of Your Telephone Directory

ALBERTA GOVERNMENT TELEPHONES

Away from your office ?

Have an . . .

ELECTRONIC SECRETARY

Answer your phone



- 24-Hour-a-Day Service.
- Never Forgets a Message.
- Makes a Good Impression.
- Costs as Low as \$15.00 per Month.

Investigate the convenience and added service this device will give your customers. Plus the economy and efficiency in the daily operation of your business.

FOR FURTHER INFORMATION CALL OUR
BUSINESS OFFICE **2488**

ALBERTA GOVERNMENT TELEPHONES

DISTRICT

ALHAMBRA—Day Service

Ahlstrom Victor	R213	Alix Ladies' Wear Mrs R J Underwood	59
Barrett Ed	R212	Alix Lockers	30
Cermak Geo	R103	Alix Pharmacy	28
Chevallier Frank	R123	Alix School	105
Cochrane J E	R206	Allan Ronnie	R112
Cochrane M A	R303	Allyn Mann Constrn	74
Dickson James res	5	Anders Martin res	166
Eritsland Mrs Marie res	10	Anders Ronald H	R804
Fredine Adolph	R220	Anderson Henry N res	7
Fredine Henry	R217	Atlas Lumber Co Ltd	37
Fredine Joe	R204	Bachor's Meat Shop	23
Frith R	R205	Baker J H res	167
Gilbert L	R224	Ball Raymond S res	155
Granlund Eino	R304	Barritt A F	R204
Gunther Geo	R114	Barritt Glen W	R215
Harris J L	R208	Barritt N E	R707
Harris Ray A res	8	Barritt Roy A	R210
Hoeksema Aire	R116	Bartoli Filip res	133
Jahraus Harold	R109	Beattie James	R108
Jones Mrs H	R306	Beingessner A	R716
Keegstra K	R222	Betcher W A	R816
Lachmond C A	R319	Boe M Oil Agt	6
Loomer C A	R307	Boe Melford res	62
Lund Alfred	R308	Bonham John res	122
Lund Martin	R124	Booth Vern res	81
Lund T	R223	Bray Edwin res	139
MacDonald, Elizabeth res	6	Brodner Byron res	73
Makela O E	R108	Brown C T	R610
Malaka Joe	R107	Brown Ernest E res	146
Martin Kenneth	R314	Buckley H	R413
McDonald Lachlan	R112	Calgary Power Ltd Office	63
McDonald M	R225	R N Martin Dist Mgr res	64
Mushka Fred	R309	Vern Booth Asst Dist Mgr res	81
Nelson Swen	R104	Canadian National Railways Depot	8
Olson E G	R117	Canadian Pacific Railway Depot	38
Olson Norman	R207	Carroll W L	R703
Peterson Oscar	R202	Central Alberta Dairy Pool	20
Peterson T	R209	Christianson Earl E Genl Truckg	69
Phillips J A	R211	Clark E B res	152
Pollitt Mac	R320	Clarke W D res	51
Pryor Fred	R218	Cockrall Mrs M F res	53
Randall J S	R215	Community General Store E Holsworth prop	25
Reid John	R313	Cornelissen Earl E res	124
Sininger Mrs Helena res	7	Cosentino A	R714
Sloan H M	R203	Cunningham Thomas A res	120
Smith Robert	R121	Demars George W res	140
Stollings V res	9	De Zutter Albert L res	163
Sunde Knut	R316	DeZutter Albert L	R213
Von Hollen A J	R110	Ditto John H	R109
von Hollen Fritz	R115	Docherty James	R718
Von Hollen Wm	R102	Drushka J res	19
Wadman E & Sons	R106	Eaton Francis O H	R217
Wadman Pete	R120	Eclipse Mine H A Mann	R811
Watters Bros	R318	Economy Store	52
Whaley Ralph	R216	Eller Mrs H I res	134
Wulff John	R122	Fenske Melvin R res	164
		Free Methodist Camp	R205
		Gabert R S res	110
		Gardin Leo	R307
		Gary's Sales & Service Oil Agt	135
		Gessleman B M	R616
		Gessleman Harvey	R621
		Giltner J D res	154
		Gould William C res	55
		Graham Frank Insee	18
		Hanes George A res	151
		Hansen Mrs Harold res	80
		Hayes David	R404
		Hazel's Beauty Shop	35

ALIX—Continuous Service

Aarbo Miss Phyllis T res	24
Alberta Pacific Grain Co Ltd	36r2
Alberta Wheat Pool	13
Alix Agencies Real Est.	169
Alix Arena	137
Alix Hardware & Furniture G W Rouse	11r2