

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**

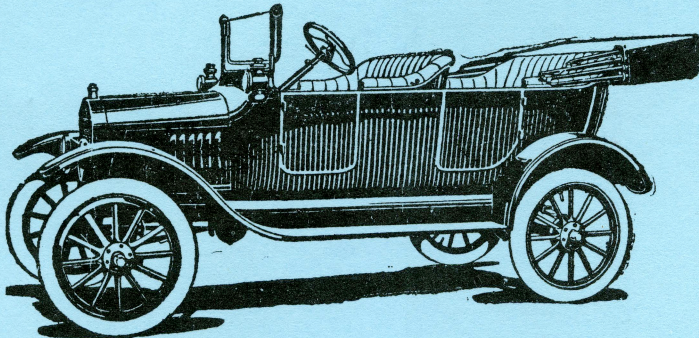
L. L. Gaetz "Dick"

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 |
| | | | |
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ADDENDA

222 Brumpton R C • res 6th st N E
223 LeSaunier Mrs C A • res 244 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 Blk | |
| 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. | . . . | . GentsFurnishings..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 Memorial |Hospital 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 st W

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.. . . Furniture52 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 Office.....First 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. Residence200 Fifth st NE
 141 Northern Crown Bank J. M. Campbell, Mgr1 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 Office3 Ross st W
 72 Payne W. E. Residence.....First st SE
 158 Pearson H. S.. . . . Residence.....51 Poplar st
 129 Pettepher F. R. ResidenceWaskasoo 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. Residence240 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 } { Troubles, Telephone or Light, Wiring } | | | 66 Gaetz ave N |
| 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 Wifie'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 impor-
 tant 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 Cruicksbank 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 MacFarlane 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

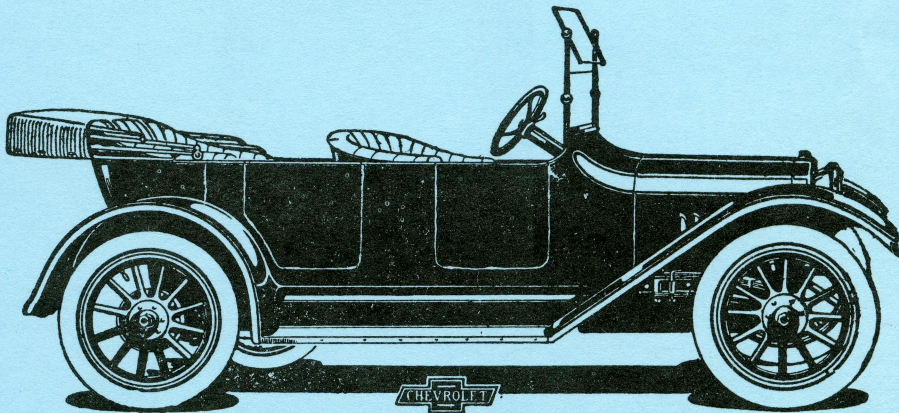
CHEVROLET CARS

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

WE ALSO CARRY A

Full Line of Accessories & Supplies

Tires, Tubes, Patches, Chains, etc.



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