

Industry and production in the City of Red Deer centre on the resources of the region and the services required by the city and district. Hub of a huge outlying area, it fulfills a large demand for goods and services, and the obvious prosperity and busy activity of the city is ample proof that it does its job well.

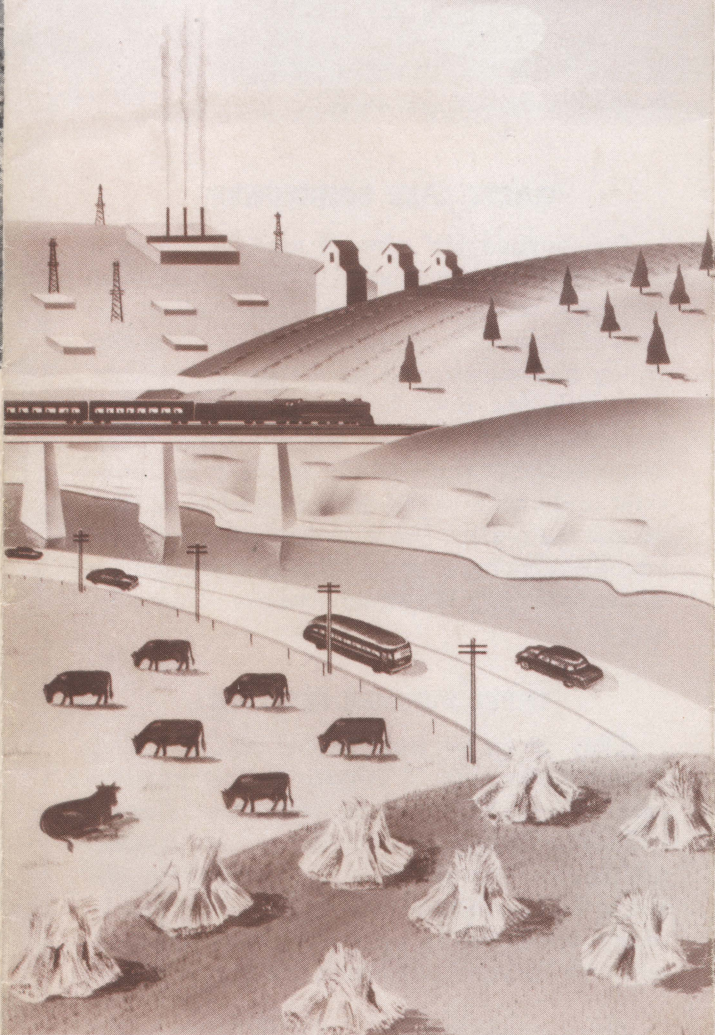
A black and white photograph of a long, multi-story building with a repetitive window pattern, identified as the 'Barracks' in the caption. The building features a series of vertical columns and rectangular windows, creating a rhythmic facade. The photograph is mounted on a light-colored page.

This beautifully
designed new
Federal building
houses the Red Deer
Post Office.

Hub of Central Alberta Production and Trade

Red Deer

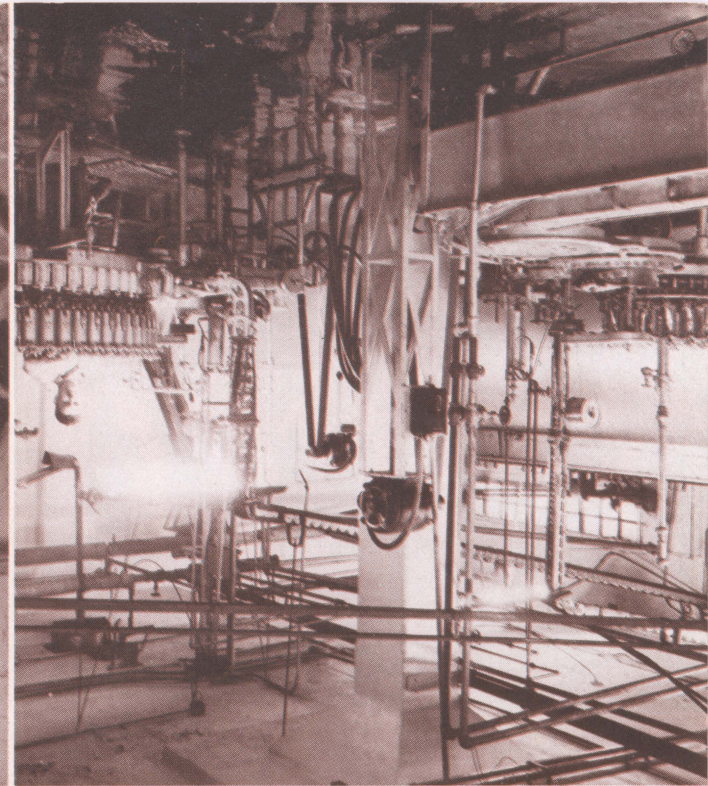
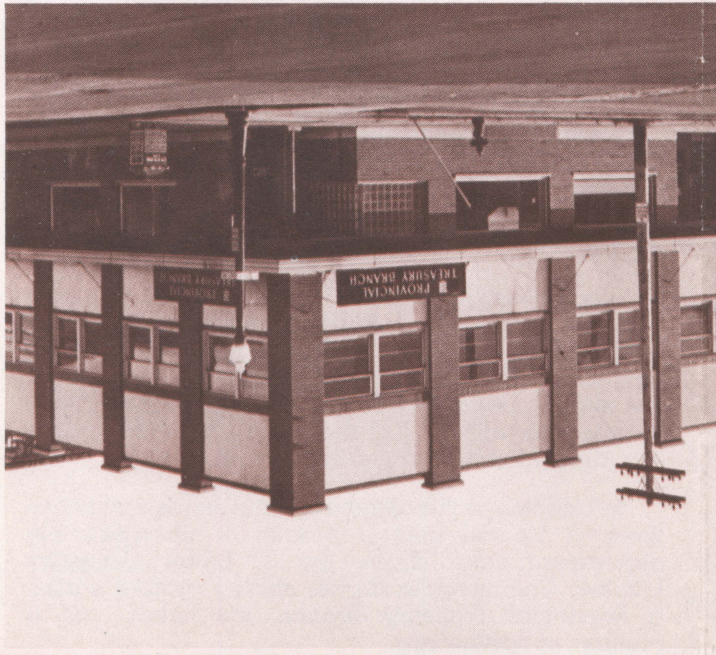
ALBERTA



Photographs in this folder by
foto arts studio
and
Red Deer Photo

A black and white photograph of a cow standing in a stall. The cow is white with large black patches and is looking down at a large, dark, irregularly shaped object placed on the floor next to it. The stall has a wooden floor and a metal railing. The object appears to be a piece of equipment or a large container.

This handsome new Provincial Building houses Red Deer's
17 Provincial Government Offices.



Great fields of golden grain bow before the combine.



. . . a friendly, progressive western Canadian city, situated at the very hub of central Alberta's richest farmlands and close to the province's fabulous new oilfields. Red Deer is a busy city, pulsing with life—a place to prosper and enjoy life—a place to put down roots and grow. Meet the people here and you will have a very personal feeling of discovery and delight about the town. Reflecting in their personalities the bigness and the openness of their country, they are frank and friendly. The whole town hums with activity. Work is serious and play is fun, and both are attacked with vigor and zest. Everyone is caught up in the brisk atmosphere of business and social activity. It's fun to visit Red Deer—it's more fun to live here!



Typically Western — Friendly, Hospitable and Optimistic in Outlook

You'll like it on sight, for the City of Red Deer is one of those clean, prosperous, very modern towns so typical of the rich agricultural regions of the Canadian West. The streets are wide and well laid out. The buildings, all comparatively new, are built on simple, functional lines. Bright and attractive store facades and smartly dressed display windows evidence an alert, up-to-date point of view, an obvious taste for modernism.

Along the tree-lined streets of the residential section are many fine, well kept homes, most of them surrounded by their own lawns and flower gardens. It is a pleasant looking city, neat, tidy and well-to-do.



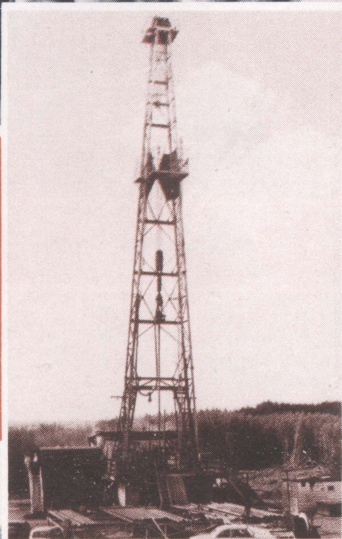
Red Deer's Court House looks out over beautifully landscaped gardens.



This fine catch was taken from a district lake.

Red Deer is at the edge of one of Alberta's most promising oilfields.

In this region the Red Deer River winds through a green and verdant valley.



Both Canadian Pacific and Canadian National Railways serve the city.

Modern stage and concert facilities are provided by this beautiful new Civic Memorial Auditorium which seats 860 people.

Sylvan Lake is a popular summer resort.



Situated on the Red Deer River

The City of RED DEER *Vital* point in Alberta's Economic Life

Beautifully situated on the Red Deer River, in a parkland area of rolling, open fields and green woodland, the City of Red Deer occupies a strategic position half way between Edmonton and Calgary on the Province's main north-south artery, No. 2 highway.

This is a country of wide skies and broad acres—high and dry, clear and sunny—with the fresh, invigorating climate that westerners love.

TRADE AND COMMERCE

Distributing point for a huge surrounding district, Red Deer is well connected by rail and road with large and small centres in every direction, and all kinds of goods and products flow in and out of the city by rail and truck, while train and bus handle passenger transportation to all points of the province.

Serving this large district are two grocery wholesales, two tobacco wholesale houses, a fruit wholesale, three greenhouses, a market garden, two truck distributing stations and six major oil company depots.

Local business is brisk, for Red Deer is an excellent shopping centre and the up-to-date, well stocked stores serve a trading population of about 75,000 people. On Saturdays and market days the streets, the stores, the places of entertainment swarm with people from all parts of the district. Parking spaces are jammed and the town hums with activity.

In addition to the many excellent stores and shops there is located here a branch of Canada's big department store chain, the T. Eaton Company Limited. Commerce is further served by five banks, a Provincial Treasury Branch, six hotels and a number of restaurants.

A popular Alberta radio station, CKRD, providing excellent programming, news and advertising ser-

where Prairie and
Parkland merge

vice throughout central Alberta is another of the city's assets.

RED DEER OFFERS A GOOD LIFE

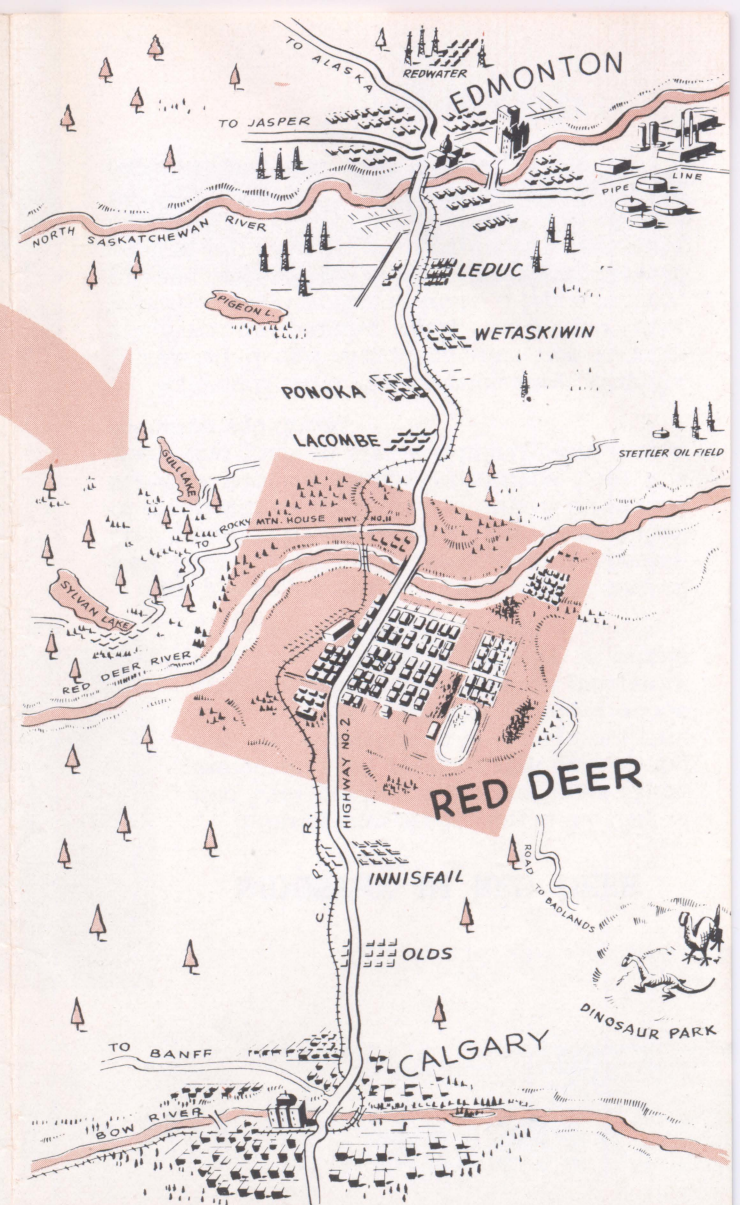
Life in Red Deer is most pleasant and rewarding, for, being a small city, it combines the friendly, easy-going atmosphere of the small town with all the facilities for agreeable, comfortable living offered by larger cities. Every modern city convenience is available here, including the boon of natural gas for heating and cooking.

Opportunities for sports, entertainment and interesting recreation are abundant in Red Deer and after-business hours are, for most people, filled with stimulating activity. A number of service clubs and other societies, instructional, political and cultural, are extremely active in the city. In addition to the excellent public library there are two smaller libraries and a book reviewing club. A choral society, music clubs, a dramatic society and the Celebrity Concert Association provide interesting pursuits for many, while a large number of youth clubs and sports clubs round out the picture.

RED DEER COMPOSITE HIGH SCHOOL

A most modern composite high school in Red Deer, attended by over 500 students from city and country, is the first school in the province to teach, in addition to standard academic, commercial and technical courses, practical agriculture, animal husbandry and plant science. A model dairy barn, feed lots and test plots are all operated right at the school.

Educational facilities also include three elementary schools, an intermediate school, St. Joseph's Convent and the Canadian Nazarene College. Also located in Red Deer is the Provincial Training School for retarded children.



ACCOMMODATION is tops in Red Deer! Stop at one of our fine hotels or at one of the six excellent auto courts here.

THE CITY OF RED DEER

Altitude	2,819 feet
Area	2,131 acres
Population	7,575
Number of business establishments	231
Number of dwellings	About 2,600
Number of schools	7
Hospital accommodation	90 beds
Banks	6
Hotels	6
Auto Courts	6



Near-home beauty spot—Gaetz Lake



Red Deer's well-tended golf course.



The city is proud of its spanking new swimming pool.

HUNTING AND FISHING

You head straight west from Red Deer into the foothills and the mountainous big game country. Sixty miles west, on an all-weather road, Rocky Mountain House is the actual entrance into this rugged hunting and fishing territory. During the season, sportsmen arrive in Red Deer from all parts of the continent, eager to bag their quota of deer, moose, bear, mountain sheep and goat.

It's a great country out there for fishing too, and every weekend sees parties of fishermen striking out with rod and reel, anticipating a couple of days of real sport.

SPORTS AND RECREATION

Recreational facilities of the town are excellent and sports and other entertainment are most popular. A well laid out, well kept golf course, tennis courts, badminton courts, bowling alleys, curling rink, hockey and skating rinks, and a beautiful new swimming pool are all in constant seasonal use. Spectator sports, too, are enthusiastically patronized. Two theatres and the new Civic Memorial Auditorium cater to the pleasure seekers of the city.

GAETZ LAKE SANCTUARY

Just beyond the edge of town is a lovely little wild life sanctuary—230 acres of wild parkland which has been preserved in its natural state. Two pretty little lakes, set in the valley and surrounded by woodland, provide a sort of "last quiet haven of nature" where youngsters may explore the woodland trails and where the whole family may picnic within sight and sound of the animals and birds that inhabit the region. The park is maintained and administered by a group of Red Deer citizens whose financial aid and services are voluntarily given.

THREE SUMMER RESORTS

Only 15 miles west of the city, beautiful Sylvan Lake, one of Alberta's most popular lake resorts, each season welcomes a great influx of visitors. Wide sandy beaches, a good golf course, and plenty of accommodation are strong holiday attractions and the tourist who is really interested in seeing Western Canada will find Sylvan Lake worth visiting.

Popular also are Gull Lake, 22 miles northwest, and Pine Lake, 25 miles southeast of Red Deer.

EXCELLENT MANUFACTURING SITE

Red Deer is an ideal central location for new enterprises, for there are available choice sites on trackage and some on both trackage and river. There is, of course regular rail and truck transportation to all major points. Electrical power and natural gas for manufacturing are in abundant supply and moderately priced. Taxes are reasonable. Such important advantages in the selection of sites for new industrial projects are well worth investigating.

There is room for expansion in the City of Red Deer, room to grow. Certainly it is a growing city, and with its strategic position, its sound economy and its alert and wide-awake citizens, its horizons, both economical and cultural, will continue to widen with each passing year.