

- LAWYER:**
S. Lefsrud
- MEAT MARKETS:**
Viking Meat Market & Lockers,
Farmer's Meat Market.
- NEWSPAPER and PRINTER:**
The Viking News.
- OIL COMPANIES:**
Canadian Oil Co. Ltd.
Imperial Oil Co.
British American Oil Co.
North Star Oil.
Co-op Oil.
- OPTOMETRIST:**
Weekly at Viking Hotel.
- PAINTER:**
Geo. Randa.
- PLUMBING:**
Golka Plumbing & Drilling.
- POOL HALL:**
Henderson Pool Hall.
- POSTMASTER:**
R. V. Gilpin.
- POULTRY and FEEDS:**
P. J. Wenstob.
W. L. Hanson.
- REAL ESTATE:**
Fitzmaurice & Fitzmaurice.
- RECREATION and HOBBIES:**
Viking Carena.
Viking Curling Club.
Viking Badminton Club.
Viking Golf Club.
Viking Art Club.
Viking Craft Club.
- RESTAURANTS and CAFES:**
Dominion Cafe.
Viking Cafe.
Lynn Lunch.
Viking Hotel.
- SCHOOL:**
Viking School, Grades 1 to 12.
- SERVICE ORGANIZATIONS:**
Viking & District Chamber of Commerce.
Viking Home & School Assoc.
Viking Carena Assoc.
Viking Hospital Auxiliary.
- SHOE REPAIR:**
Jerry's Shoe Shop.
- THEATRE:**
Brock Theatre.
- TRUCKING and TRANSPORT:**
Viking Cartage.
Anderson Cartage.
McLaren Cartage.
Ed. Ruzicka.
P. Sloboda.
W. J. McArthur.
- WOOD, COAL, GAS:**
Northwestern Utilities.
Blue Flame Distributors (Propane).
- CALGARY POWER LTD.**
- RCMP DETACHMENT**

Viking

THE CROSSROADS TOWN WITH A FUTURE



SPONSORED BY VIKING and DISTRICT
CHAMBER OF COMMERCE

Viking

ALBERTA

THE CROSSROADS TOWN
WITH A FUTURE



Main Street, looking north

Viking is a thriving town of over 1,000 population, situated on the crossroads of Highway 14, the main highway from the east through to Edmonton and the Yellowhead Pass, and Highway 36, which when completed will link the northern part of the province with the Trans-Canada Highway and the United States.

Established as a settlement on the old Grand Trunk Pacific Railway (now the main line of the Canadian National Railway) in 1908, Viking was raised to the status of a village in 1909. In this same year the Viking Co-operative Creamery Association was formed, and is today one of the province's best country creameries and an asset to the town.

Viking is the centre of the Viking Gas Field, where the first gas well was brought in in 1914. Since that time natural gas from the Viking field has been used as a major supply to many towns in the area, including the City of Edmonton.

Viking was incorporated as a Town in 1952, and its growth since then, while not spectacular, has been steady and dependable. In the centre of an excellent mixed farming area, businesses located in Viking have had a steadily increasing volume of trade, and are looking to the future with an optimism which is well warranted.

Educational facilities include Public, Junior High and High School, accommodating some 600 students from a wide area.

New housing is in evidence and Viking is also the location of one of the province's senior citizens' homes. The main street and approaches to the town will be paved under the Alberta Government's Five Year Plan.

Viking Hospital



Present utilities include natural gas supplied by Northwestern Utilities Ltd., electricity by Calgary Power Co. Ltd., sewer and water services operated by the Town of Viking.

The Viking Municipal Hospital, with 36 beds, serves a large area, being the only hospital between Wainwright and Tofield. The modern, up-to-date facilities offered in this hospital are among the best in rural Alberta.

Recreational facilities are available to suit almost any pastime. The Viking Carena and Viking Figure Skating Club provide entertainment for every type of sport on skates, The Viking Curling Club and the Viking Golf Club provide adequate facilities for curling and golfing enthusiasts. In addition, the Art Class, the Hobby Class and Badminton and Tennis Clubs are active and friendly. The town also supports a good Hockey Club and a good Baseball Club. Church Groups, Service Clubs and other organizations are active in keeping Viking a busy and pleasant town to live in.

With an active Chamber of Commerce, a hard working and progressive Town Council, Viking is looking ahead to better and more prosperous years as east central and northern Alberta begin to share the prosperity which has so far been confined to the southern, west central and northwestern regions of the province.

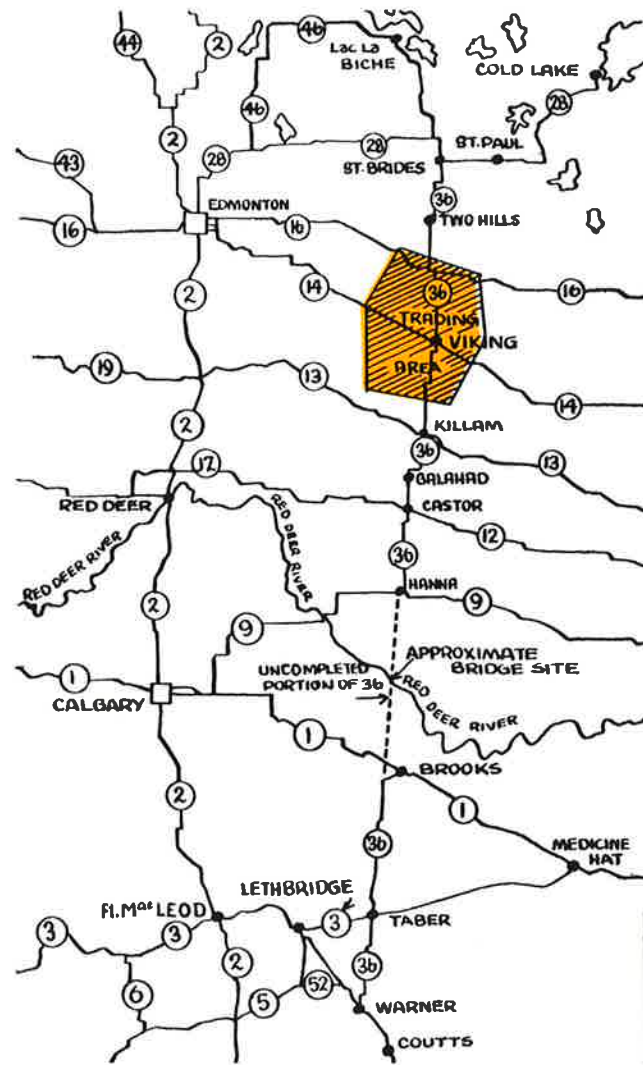
Because of its position on the crossroads of Highways 14 and 36, Viking is in a favorable position to grow with the economic development of eastern and northeastern Alberta.

A look at the map on the following page will tell the story of the importance of this highway crossroads to the province and of Viking's important role in the future economy of this part of the province.

If you are planning, establishing, expanding or re-locating a business, or want a good town to live in and raise your family in — come to VIKING, THE CROSSROADS TOWN WITH A FUTURE.

For further information contact:
THE SECRETARY, VIKING AND DISTRICT CHAMBER OF
COMMERCE, OR THE SECRETARY, TOWN OF VIKING.

LET'S LOOK AT THE MAP...



In looking at the map on the left it can be seen that Viking is located on the most strategic crossroads on both Highways 14 and 36. Highway 36 complements Highway No. 2 and is more ideally located to serve Alberta as the next major north-south highway than any other highway running north and south in the province. Starting at Warner in the south and extending north across highways 3; 1; 9; 12; 13; 14; and 16, then connecting with Highway 28 at St. Brades' Corner it provides a direct route to and from southern Alberta, the United States, British Columbia and eastern Canada for all points in eastern and northeastern Alberta.

Viking, on the crossroads of Highways 14 and 36, is truly situated as the "CROSSROADS TOWN WITH A FUTURE". Traffic moving north or south, east or west, through this crossroads, will find Viking an ideal place for pausing for refuelling, meals, shopping or short layovers. Highway 14 provides the shortest and straightest route from Saskatchewan to Edmonton, Jasper and Vancouver via the Yellowhead route. Traffic going south from eastern or northern areas can travel down 36 for the shortest route to southern Alberta, British Columbia and the United States.

Situated 85 miles from Edmonton and 47 miles from Wainwright, with no major centres north or south, Viking is ideally located as a distributing point for automotive and farm equipment parts. Small wholesale houses located in Viking could give quick and efficient service in any direction. Highway service by truck and bus is supplemented by the main transcontinental line of the Canadian National Railways.

Viking's trading area covers an area of some 25 or 30 square miles, and the town offers a variety of services to district residents and travellers alike. The centre of an excellent mixed farming district and supported by a steady farm income, this is an ideal location for any future business to locate. Served by good highways north, south, east and west, with good camping, fishing and swimming lakes abounding in the north, it is the starting place for your trip to Cold Lake and other northeastern summer resorts. Good duck hunting is found all through the Viking area.

Look the map over
and you will see why this is the
CROSSROADS TOWN OF THE FUTURE



DIRECTORY OF SERVICES

- AMBULANCE SERVICE:**
A. F. Ronaghan Funeral Home and Ambulance.
- AUTO SUPPLIES:**
Buick, Pontiac, Oldsmobile, Chevrolet, Cresta—Golka's Garage.
Dodge, DeSoto—W. J. Pobuda.
Ford—Monarch—Viking Motors.
International Trucks—Viking Motors.
Mercury—Meteor—Hafso Bros. Ltd.
Plymouth—Chrysler—Taylor's Garage Ltd.
Studebaker—Viking Sales & Service.
- AUTO-WRECKER:**
Henry Schuurman.
- BAKERY:**
Thiel's Bakery.
- BANKS:**
Bank of Montreal.
Treasury Branch Agency.
- BARBERS:**
E. M. (Bill) Young, Mike Prybylski.
- CHIROPRACTOR:**
Dr. A. E. McKenzie (Viking Hotel—Thursdays).
- CHURCHES:**
Lutheran Rev. John Precht
United Rev. Clinton Swallow
Roman Catholic Father A. Hickey
Anglican Rev. A. Crawley
Pentecostal Miss Violet Nelson
- CONTRACTORS:**
Otto & Quinton.
Fritz Lundgren.
Louis E. Merta.
- CREAMERY:**
Viking Co-op Creamery Assoc. Ltd.
- DENTIST:**
- DOCTORS:**
Dr. A. E. Caldwell, Dr. Allan Klein.
- DRUGGIST:**
Viking Drug Store.
- DRY CLEANING:**
Viking Cleaner and Tailor.
- EGG GRADING STATION:**
P. J. Wenstob.
- ELECTRICIAN:**
Viking Electric.
- FUNERAL HOME:**
A. F. Ronaghan.
- GARAGES:**
Golka's Garage.
Taylor's Garage Ltd.
Hafso Bros. Ltd.
Viking Motors.
W. J. Pobuda.
W. D. Place.
Viking & District Co-op Station.
Viking Service Station.
Highway Service.

- GENERAL MERCHANTS:**
O.K. Store.
Viking Style Shop.
Cash Store.
Golden 5c to \$1.00 Ltd.
Viking & District Co-op Assoc.
Hardy's Red & White Store.
Hammer's Grocery.
- GRAIN COMPANIES:**
Alberta Pacific Grain Co.
Alberta Wheat Pool.
Pioneer Grain Co.
Searle Grain Co.
United Grain Growers.
National Grain Co.
- HAIR STYLISTS:**
Modern Beauty Salon.
Kelly's Beauty Parlor.
- HARDWARE SUPPLIES:**
L. C. McIntyre Hardware.
Kelly's Hardware.
Viking & District Co-op Assoc.
- HOSPITAL:**
Viking Municipal Hospital.
- HOTEL:**
Viking Hotel Ltd.
- IMPLEMENT DEALERS:**
Allis-Chalmers—E. M. Fitzmaurice.
C.C.I.L.—Viking & District Co-op Assoc.
Cockshutt—D. Place.
I.H.C.—Viking Motors.
J. I. Case—Taylor's Garage Ltd.
John Deere—W. J. Pobuda.
Massey-Harris—Hafso Bros. Ltd.
Minneapolis Moline—Golka's Garage.
- INSURANCE:**
Fitzmaurice & Fitzmaurice.
P. O. Nordstrom Agencies.
Selmer A. Hafso—Life Insurance.
- JEWELLER:**
Shukster's Credit Jewellers.
- JUNK DEALERS:**
P. J. Wenstob.
P. S. McArthur.
- LIBRARY:**
Viking Community Library.
- LOCKER SERVICE:**
Viking Meat & Lockers.
- LODGES:**
Masonic Lodge.
Royal Arch (Masonic).
B.P.O. Elks.
Royal Purple.
Eastern Star.
Ladies' Auxiliary of Canadian Legion.
Canadian Legion.
- LUMBER and BUILDING SUPPLIES:**
Atlas Lumber Co. Ltd.