

Ply. Co. ad
Page 21

aberdeen

SOUTH DAKOTA





HUB CITY DIVISION, SAFEGUARD INDUSTRIES

One of Aberdeen's oldest and most established firms, Hub City Division of Safeguard Industries has been serving the businesses and industries of Aberdeen for over 76 years.

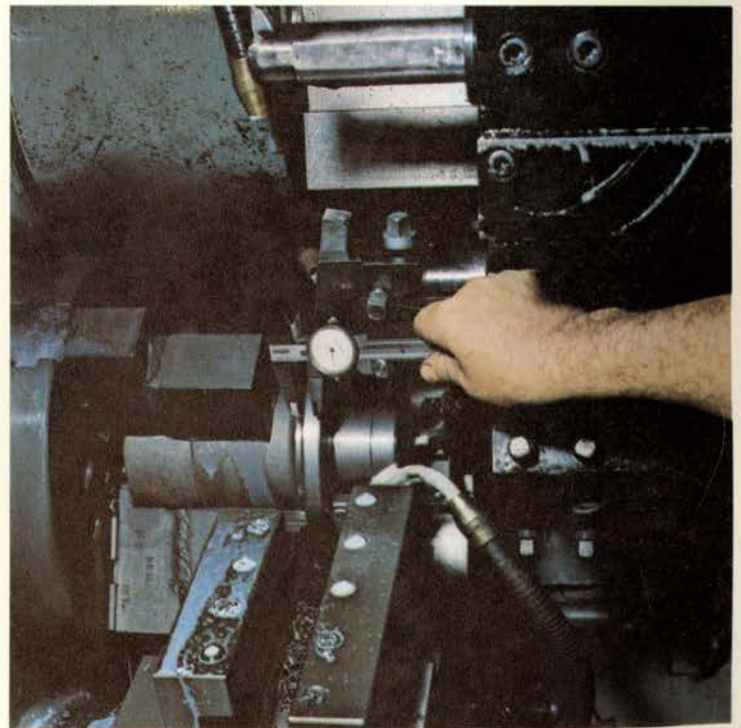
They specialize in the manufacture of farm implement parts and power transmission units (gear boxes). This progressive company is dedicated to the growth of the individual, the community and industry. Hub City division's modern plant sprawls over 135,000 square feet in Aberdeen, and has 360 well-trained employees in its service. They provide one of the biggest payrolls in the area . . . over \$2,000,000 annually.

At Hub City, you get creative designs by qualified engineers, precision machining of parts in modern workshops, artful casting of housings, accurate assembling, testing and inspection of all units plus the highest quality materials and workmanship.

Experience fast Hub City deliveries and friendly, personal attention to your orders.

304 S. W. First Avenue

Phone 225-0360





A MESSAGE FROM THE CHAMBER OF COMMERCE

The Aberdeen Chamber of Commerce is indeed pleased to present this brochure as an invitation to all who are interested in joining our community. We have justifiable pride in the fact that Aberdeen is truly a community where the "good life" is enjoyed.

Unequalled in recreational resources, the future looks even brighter with the advent of a vast irrigation project which calls for diverting the Missouri River water to the Aberdeen area. This Two Hundred Million Dollar project, authorized by Congress, will permit an even more diversified and expanded economy.

Aberdeen's many other advantages are more subtle, but their contributions are just as important to the development of this charming and progressive city.

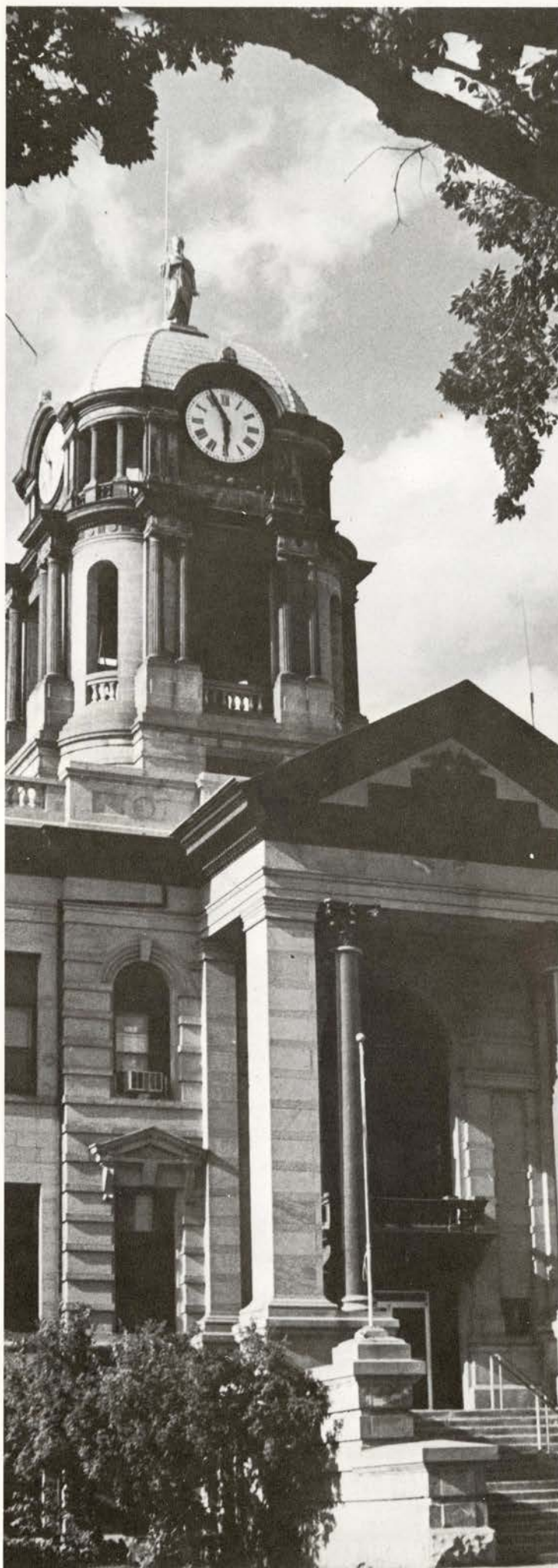


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COVER PHOTO — Richmond Lake at Sunset

This is a Windsor Publication—created and produced for the
Aberdeen Chamber of Commerce

By

WINDSOR PUBLICATIONS

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Chicago, Illinois • Cambridge, Maryland



ENGEL AGENCY

See the Engel Agency, where you get "Service You'll Like" whenever you need assistance regarding your real estate or insurance needs. Don Engel's firm is one of Aberdeen's leading real estate concerns, and specializes in residential properties. Membership in the Multiple Listing Service keeps the Engel Agency informed of all other listings of participating Realtors. This means they can show you almost every house in Aberdeen that's for sale. Their friendly, courteous and experienced staff will spend as much time as is necessary to show you the various areas of the town and the homes available in each section. All dealings with this reliable company are handled with integrity and seasoned judgment. Members of Aberdeen Board of Realtors. Through the years the Engel Agency has been contributing to the growth of Aberdeen.

404 South Lincoln Street

Phone 229-0222



Aberdeen American-News
"South Dakota's Award Winning Newspaper"

*MORE
THAN*

60,000

Readers Daily and Sunday

124 South 2nd Street

Phone 225-4100

ABC RADIO

KSDN - 930 k.c.

"Radio Giant of the Dakotas"

Highway No. 281 South

Phone 225-5930



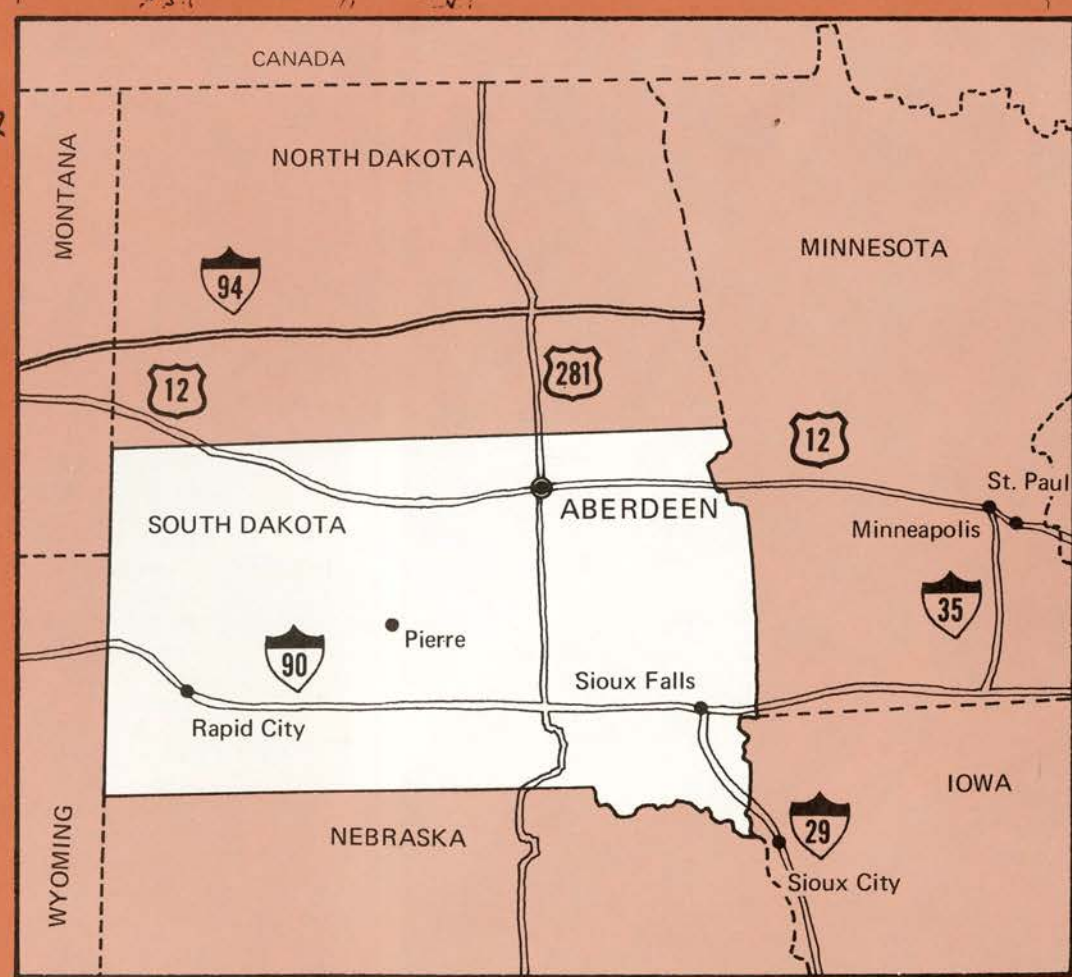
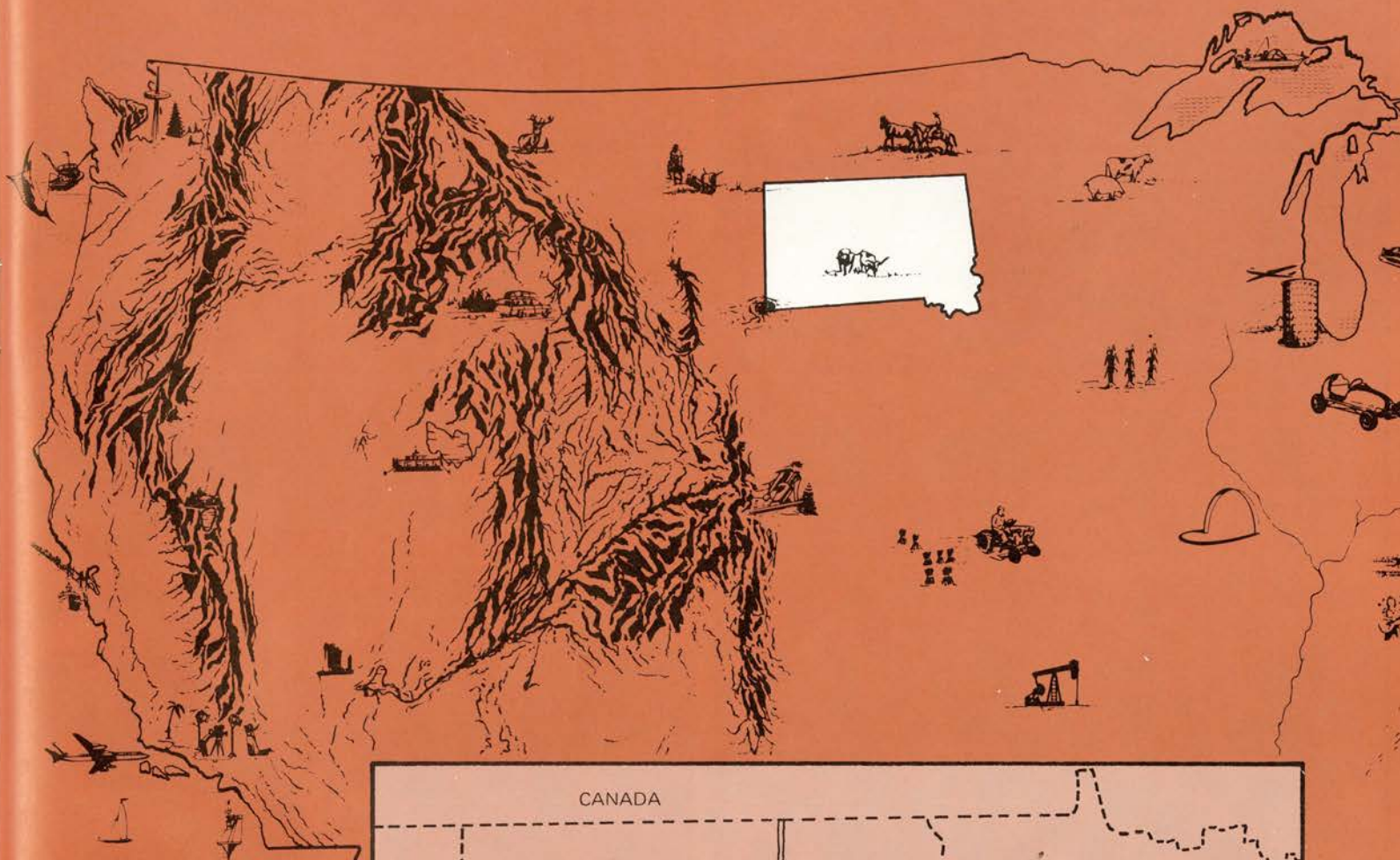
J. C. PENNEY CO.

Penney's located in downtown Aberdeen has been serving the community for over 48 years. This complete department store has always lived up to its slogan: "Always First Quality," and is a great one-stop shopping center. Clothes for the family, appliances, home furnishings . . . you'll find all this and more, at realistic, low everyday prices. Friend-

ly, courteous salespeople. Charge accounts are invited and credit terms are liberal. For your convenience, there is a large catalogue department.

Downtown Aberdeen

Phone 225-3800



AN IDEAL LOCATION



FACTS AND FIGURES ABOUT ABERDEEN

POPULATION:

26,000

INDUSTRY:

26 manufacturing firms

BUSINESS:

Annual retail sales of \$179,451,000
for a 14-county area

TRANSPORTATION:

Aberdeen Municipal Airport
North Central Airline—8 flights
per day

RAILWAYS:

Milwaukee Road—Passenger service
to Minneapolis
Great Northern
Chicago and North Western Railroad
Motor Freight carriers—7

BUSES:

Greyhound Line
Jack Rabbit Line
Taxis—14

Car Rental Service

FINANCIAL INSTITUTIONS:

Aberdeen National Bank
Farmers and Merchants Bank
First National Bank of Aberdeen
Aberdeen Federal Savings & Loan
Association



DOWNTOWNER FRIENDSHIP INN

Upon your arrival at the Downtowner Friendship Inn, you will be greeted by a staff of friendly, courteous employees who will try to make your stay a pleasant one. A landmark in Aberdeen, this fine hotel has recently been remodeled to keep pace with a growing community. The guest rooms, dining rooms, and cocktail lounges are all air-conditioned. Try the Oak Room for gourmet dining. Banquet and convention rooms, holding up to 250 persons, are available. Ample free parking. All major credit cards accepted.

104 South Main

Phone 225-6100



COX RETAIL BAKERY

Ummm . . . for taste-tempting treats including freshly baked pastries, cookies and rolls, visit Cox's bakery. For over 17 years, this reputable firm has been delighting Aberdeen residents with its fresh-from-the-oven-daily quality baked goods. They specialize in cakes for all occasions including weddings, birthdays and anniversaries. In addition, a complete line of dairy products is available. For fast, efficient service from friendly, courteous salespeople, visit the clean, modern shop at Cox Retail Bakery. Bring the family home a special treat today!

101 S.W. 3rd Avenue

Phone 225-7213

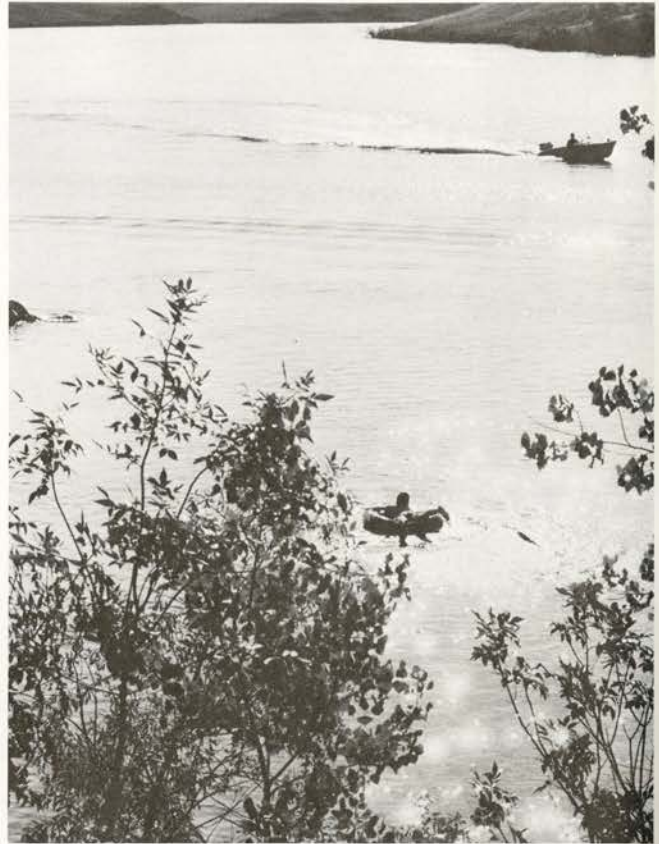


ANDERSON AGENCY

Individualized and personalized service can be best obtained from an independent agent. The Andersons and their expert staff can provide this type of service for your greater satisfaction. This reliable firm offers a complete insurance service including commercial, home, auto, bonds and life insurance for business and industry. Formerly known as the Robertson-Anderson Agency. "WHEN THE POLICY IS SOLD, OUR JOB HAS JUST BEGUN"

421 Citizens Building

Phone 225-5523



ABERDEEN: SOUTH DAKOTA'S GOODLANDS



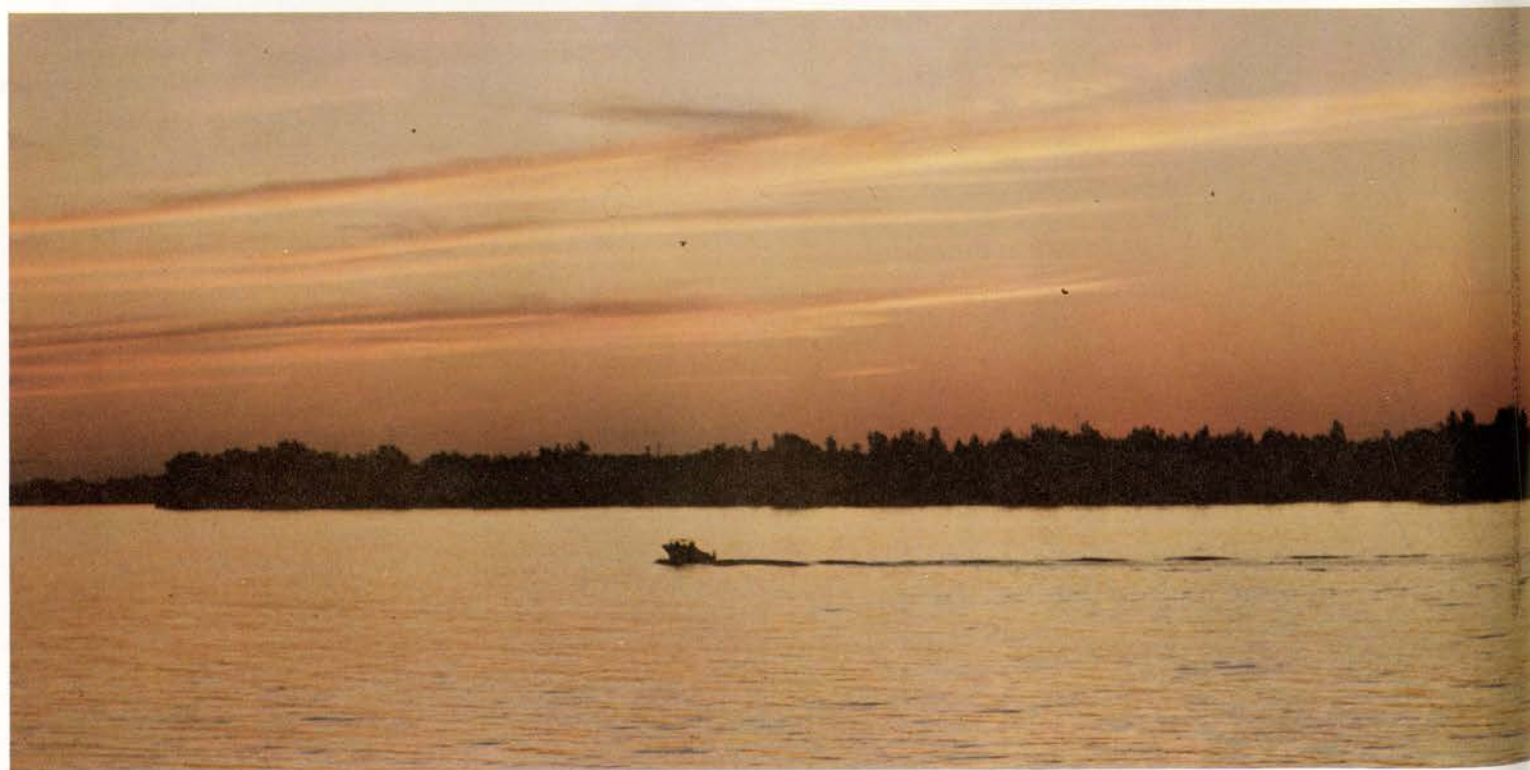
There are so many good things to say about Aberdeen, South Dakota, that it would fill a book . . . this book. Justly proud of its past, Aberdeen has already embarked on a period of expansion that is attracting nation-wide attention.

Businessmen are taking a close look at Aberdeen and discovering that it has a potential for limitless development. Industrialists are comparing the desirability of locating in Aberdeen with other cities and selecting Aberdeen over all contenders. Professional and semi-professional men are choosing Aberdeen because it is an outstanding community in which to raise a family.

Aberdeen is ready to back any claim it makes. For the businessman: Annual retail sales for a 14-county area have risen to \$179,451,000 and are still growing. One shopping center has been completed, and another is contemplated on a 26-acre site. The downtown shopping area continues to thrive. New businesses are welcomed to the retail community because local businessmen do not view new companies as a threat to their own sales, but as an additional attraction to bring new customers to Aberdeen.

For the industrialist: A 160-acre







made by the consulting firm of Leo A. Daly, and many of the recommendations are being carried out. Opportunities rarely found in a city of 26,000 people are present in Aberdeen because it is not just a city but the pivotal center of 14 counties.

The Oahe Irrigation Project will be an immediate boon to the entire area, and Aberdeen will be the prime beneficiary. Millions of dollars will be pumped into the local economy. As many as 50,000 new residents will be attracted directly or indirectly by the project. Aberdeen is just about to make another giant step into its golden future.

But, in general, what does Aberdeen have to recommend it? There has never been a strike or a riot. Its location is ideal for hunting, fishing, water sports, golf and other recreations. Hotels, motels, restaurants, a country club, a brokerage firm belonging to the New York Stock Exchange, and innumerable cultural offerings supply that extra something which turns a small town into a small city.



Beautiful homes line tree-shaded avenues



**L. H. ICKLER, JR.
INVESTMENT COUNSEL**

"Serving the residents of Aberdeen and surrounding communities with expert research and counselling as to their individual investment programs. No brokerage. Forty-five years experience as a banker and businessman."

215 Midwest Building

Phone 225-6880



CLARK TITLE COMPANY

Specialists in title insurance and abstracts, this reliable firm has been a valued friend of the Aberdeen community for 48 years. Speed and accuracy are two of the reasons realtors and attorneys turn to them. In addition, the friendly, experienced staff is anxious to serve you. So, eliminate the guesswork and doubt by calling Clark Title Company.

104 South Lincoln, Suite 108

Phone 225-1330



**GAGE BROS. CONCRETE MATERIALS, INC.
"Leading Block Producer"**

Be on solid ground—Have a safe concrete foundation by Gage Bros. Concrete Materials. For the best in materials—cement blocks, foundations, floors, or slabs—see this reliable firm that has been serving the area for over 20 years. In addition, contractors and builders use the quality products from Gage's. From footing to wall to roof—and large paved areas—Gage supplies it all. The best available materials—proportioned and mixed for each job. No matter what your needs—commercial, residential, or farm—when it's a concrete problem, call Gage's for concrete help.

601 - 9th Avenue South West

Phone 225-8081



ENGEL MUSIC

The musical center of Aberdeen for over 15 years, Engel Music has the largest and most complete stock of records, sheet music and musical equipment in this part of South Dakota. In addition, a complete selection of hard-bound and paperback books is carried. Fifteen friendly, courteous salespeople will assist you in your selection. For the best and the most recent, make Engel Music your headquarters. A. C. Trebilcock is president of this progressive concern.

209 South Main

Phone 225-2840



New apartment complexes are springing up

A HOME OF YOUR OWN

Traditionally, Aberdeen is a city of single-family homes with a high percentage of owner-occupied homes. While many cities today are becoming "hemmed in," Aberdeen can continue to grow, utilizing one of its greatest assets . . . limitless space.

Young professional people and businessmen are escaping from the congestion of the big cities and discovering that Aberdeen has the educational and recreational facilities they want for their families, and the business or professional opportunities they want for themselves as well as the right home at the right price.

A steady building program has kept pace with the increasing population. New subdivisions, such as Forest Acres, Northview, Mel-Ros, Highland North, Wylie Park Estates and Golden Acres, have grown up on the pe-

riphery of the city or only a few minutes away. Modern, ranch style homes are available, as well as gracious older homes in the long-established neighborhoods of Aberdeen. Newcomers are able to choose the type of home they want as well as the area which suits them best.

One outstanding new development has been initiated by Recreation, Inc., an organization which is offering outstanding home sites surrounding a new 18-hole championship golf course. Organized as a community project, both stock owners and the general public will have an opportunity to buy one of the 300 lots, as well as enjoying the Maddox-designed golf course, swimming pool, tennis courts and social functions of the Prairie Woods Estates and golf club.



Aberdeen . . . a city of single family homes



Excellent building program is keeping pace with Aberdeen's housing demands



ABERDEEN NATIONAL BANK

ABERDEEN NATIONAL BANK OUR 83RD YEAR
 A BANK CAN BE YOUR BEST FRIEND . . .
 SO CHOOSE YOURS WISELY!

What is a friend? A good one is loyal, understanding, trustworthy and honestly concerned about you and your welfare.

And what is a bank? A good bank has all the virtues of a good friend, plus the ability to help you in a material way over some of life's rough spots. You don't choose your friends carelessly, for you know that many of them will be your friends as long as you live. That's true of your bank, too; the better it knows you, the better it can serve you.

The Aberdeen National Bank has been the best friend of countless thousands of Aberdeen and northeastern South Dakota families for over 83 years.

There are so many ways your Aberdeen National Bank can be your trusted and valuable friend, safeguarding your interest throughout your lifetime and those of your family should something happen to you.

Drop in and let us extend the hand of friendship to you.

THE FRIEND-OF-THE-FAMILY BANK THAT OFFERS:

- Full-Service Computer Banking
- Checking plus
- 24-Hour Indoor and Outdoor Envelope Drop
- Community Meeting Room
- Fully Covered Drive-Up Teller Facilities
- Saving Certificates Computer Service
- Timepay Loan Computer Service

Member F. D. I. C.

320 South First Street

Phone 225-9400





MANY CHURCHES, MANY FAITHS

Members of most religious faiths will find a house of worship in Aberdeen. Two Catholic churches, a synagogue, and 39 Protestant churches, representing 21 Protestant denominations, offer a wide choice for Aberdeen.

The first religious services were held in Aberdeen in 1880, and just two years later a Presbyterian and a Catholic church were completed, and six other denominations were already holding services. Church architecture ranging from traditional to ultra-modern, can be found throughout the residential areas of the city.





Professional baseball attracts huge crowds at home games

FUN IN THE GREAT OUTDOORS



Children enjoy public swimming pools during the long hot summers

Outdoor recreation begins at home in Aberdeen where almost everyone has a roomy yard for games and gardening. Within the city there are about 77 acres of park land with eight acres being utilized for neighborhood park and playground facilities.

In the immediate area of Aberdeen there are another 325 acres in park land consisting mainly of two golf courses and Wiley Park. Aberdeen's YMCA recently completed a \$280,000 renovation program. Both the YMCA and the YWCA carry out extensive recreation programs which include athletics, arts and crafts, and numerous special interest clubs. But, weather permitting, residents of Aberdeen head for the great outdoors.

Spectators can enjoy a complete schedule of baseball, softball and football matches at the new ball park. The old ball park was purchased by Northern State College which offers an extensive schedule of inter-collegiate and intra-mural events.

Aberdeen's Municipal Park, with a swimming pool, horseshoe courts, and a softball field centrally located on almost 29 acres, may be gradually expanded to nearly twice that size. Another area under development is the Moccasin Creek Area. An organization called Recreation, Inc., is turning this wooded green section into a golf course and residential site with an adjacent area for social clubs.

Most of the major social and service clubs have chapters in Aberdeen, and many of these have their own recreation programs. The Elks Club sponsors a swimming team, and many of the organizations sponsor bowling teams at the popular, air-conditioned bowling alleys. Riding has always been a popular sport, and the local rodeo attracts visitors from all over the country. There is also a Rodeo Club at Northern State College. A Trap Shooting Club and the Whitetail Bowman Archery Club offer competition for the marksman. In winter a number of parks have rinks for the skaters, and there is a Figure Skating Club.

Within a few minutes of downtown Aberdeen are some of the finest hunting and fishing to be found in the United States, and excellent camping sites from which to enjoy the sports. Nearby there are Mina and Richmond Lakes, and for hunting, the famous Sand Lake Refuge, and only an hour's drive away is the Northeastern Lake Region . . . the outdoorsman's paradise. The whole family can enjoy swimming and boating or the Indian Pageants, or a visit to Old Fort Sisseton . . . a reconstructed cavalry post from the 1800's.

Everyone knows that South Dakota is the pheasant capital of the world, but many may not realize that the Crappies, Walleyes and Northerns attract fishermen from even Minnesota to the lakes region, and the Lake



Golfers enjoy the fine facilities in the Aberdeen area



Skiers enjoy the calm, smooth waters of Richmond Lake



Picnickers at Richmond Lake



Little fishermen are anxious for a bite at Wylie Park

Oahe. It's the best fishing in the country. For night time enjoyment in Aberdeen there are two movie theaters and a drive-in theater. Hotel and motel facilities with their restaurants and cocktail lounges, have made Aberdeen the convention and meeting center for a wide area . . . offering local residents "an evening out" only a few minutes from home.

A Senior Citizen Program, administered by the Park and Recreation Department, attracts almost 700 participants each month. In their recreation hall the senior citizens may play cards or pool, or learn an art or a craft. Many work with ceramics, and there is a high attendance at the weekly dance. The elderly who have difficulty caring for themselves, enjoy the "Meals on Wheels" program which supplies them with hot meals for only 85¢.

Forty thousand dollars have already been set aside for a new Recreation Center at Lee Park to be completed in 1969. The following year a new swimming pool is scheduled to open. There are 10 multi-court tennis areas, and others are planned. From tennis instruction to square dancing, there is something for everyone in Aberdeen's active recreation programs and facilities.



PLYMOUTH CLOTHING COMPANY, INC.

Men's wear specialists, this reputable company has been serving the needs of the most discriminating customers in Aberdeen for many years. They have one of the most complete selections of men's clothing and furnishings in the Northwest, including suits and topcoats by Hart, Schaffner & Marx and Botany "500," tailored by Daroff . . . Arrow shirts, Pendleton sportswear and Dobbs hats. In addition, this specialty shop features a young men's shop on their lower level aptly called "Red Hanger Shop."

212 South Main Street

Phone 225-8044



LEO'S GOOD FOOD

Welcome to Leo's . . . for good food, good service and good looks, this fine family restaurant can't be beat!

At Leo's, every effort is made to obtain the highest grades of food products in preparing menu selections. Choose from delectable sea foods and sizzling steaks to mouth-watering pancakes and eggs to homemade pies and cakes. Cheerful, efficient waitresses always at your service. Complete banquet facilities available.

322 South Main

Phone 225-9933



BROWN COUNTY IMPLEMENT CO.

One of the outstanding dealerships in the nation, this reputable firm specializes in farm implements and lawn equipment for the farm and residential community. Choose from a long line of quality John Deere equipment including tractors, swathers, implements and combines. Quick, efficient service from friendly, courteous salespeople. Really a nice place to work for—over 25 full-time employees. Brown County Implement Co. has been serving Aberdeen and surrounding area for 37 years.



ABERDAK TRAVEL SERVICE

Put your travel worries away and expect to just have fun on your next trip planned by the Aberdak Travel Service. These specialists in all forms of domestic and world-wide travel offer complete services including personalized tours, jet and steamship travel. Every detail in every trip is personally attended with professional skill. Let Aberdak Travel Service make your next trip a memorable experience. Loren E. Lomis, owner.

Sherman Hotel

Phone 225-3831



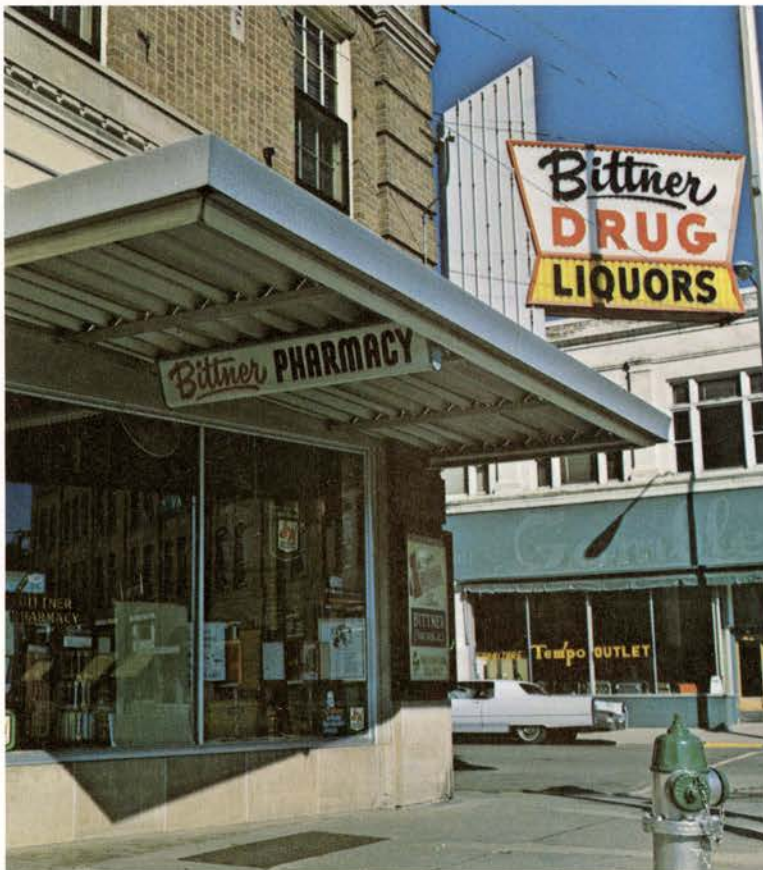
THE CITIZENS BUILDING

The trade name of distinction, R O R Enterprises, Inc. offers convenient downtown office space for business firms, professional men and retail outlets.

Banks, municipal and county offices are close at hand.

All remodeling specifications are met at the request of the tenant. If you are seeking a central location within the city's largest fire-resistant office structure, come in and see the space available at the Citizens Building.

Write: *R O R Enterprises, Inc., 609 Citizens Building, Aberdeen, South Dakota 57401, or call Robert D. Orr, Area Code 605-225-1882.*



BITTNER PHARMACY, INC.

Welcome to Bittner's, where prescriptions are the heart of our business . . . whatever your pharmaceutical needs, Bittner's is at your service. For the finest in cosmetics, candies and medical supplies, see the friendly, courteous salespeople here. Bittner's is the only store to offer trading stamps. Success is due to dependability, integrity, and professional service of the highest caliber. Prompt delivery. For over 22 years this reliable firm has been serving the Aberdeen community.

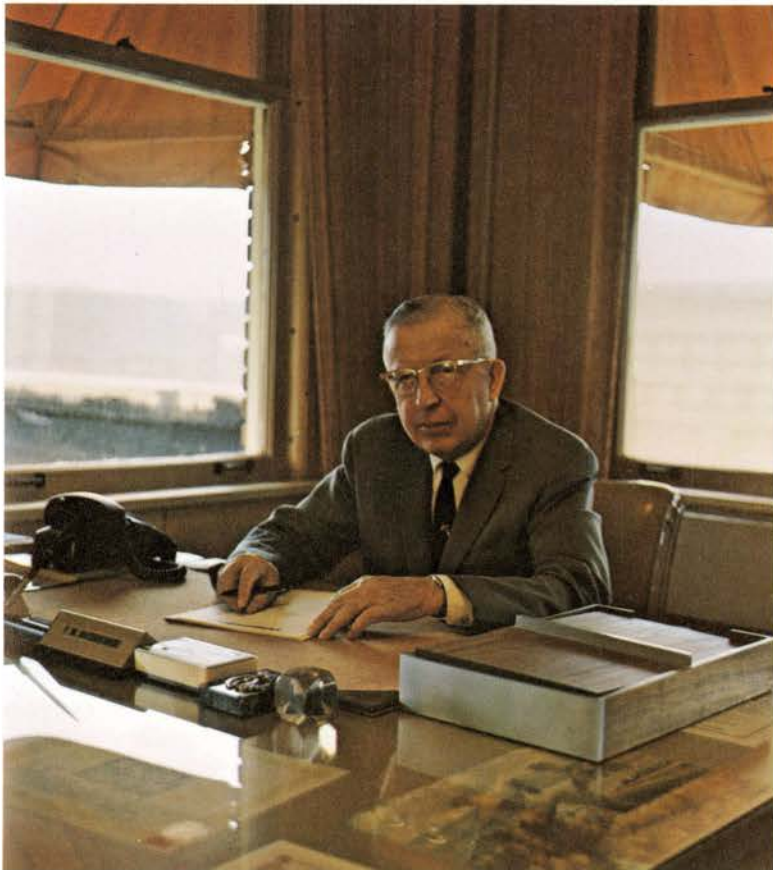
102 South Main
1200 South Main

Phone 225-5231
229-0214

DAHME CONSTRUCTION COMPANY, INC.

After many years in the construction industry, Dahme Construction Company is a familiar name in the construction business. They specialize in crane and trenching service, water and sewer systems, cable and water line trenching, feed yard cleaning and dozers, loaders and compressors for farms, businesses and industry. In an area where economic growth and development continue to spur new construction, this firm's reputation is one of unquestioned reliability.

20 - 8th Avenue, S.W.

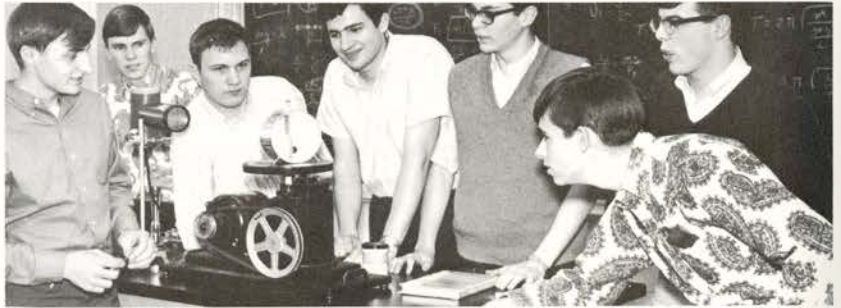


F. W. HATTERSCHEIDT AND COMPANY

For over 54 years, F. W. Hatterscheidt & Company has been serving the businesses and industries of Aberdeen. This reputable real estate and investment company specializes in commercial property and leasing of offices, apartments, stores and warehouses. The well-trained, experienced salespeople at F. W. Hatterscheidt's will assist and advise you on the perfect site for your office. They have a wide choice of the most modern office buildings in the area. So for complete service to the prospective businessman, visit the qualified realtors at F. W. Hatterscheidt.

302 Capitol Building

Phone 225-2030



An active vocational program for high school students

SCHOOLS IN STEP WITH PROGRESS



A varied sports and recreational program for both the spectator and the participant



Central High School offers a complete academic curriculum as well as vocational courses

Throughout the country, constant expansion of school facilities and improvements in teaching methods are necessary due to the unrelenting population growth. In Aberdeen, giant strides have been made through an aware and interested citizenry.

Since 1953, two new elementary schools have been added and 13 additions made to seven existing school buildings. This brought the design capacity up to 6,190 students, better than adequate for the 5,764 students enrolled last year, and immediate steps are being taken to remain one step ahead of the population explosion.

There are now one high school, two junior high schools, and nine elementary schools in the public school system. Some of the most advanced teaching methods are being utilized. Team-teaching was inaugurated this year in the junior and senior high schools. Eleven teachers have been hired to teach Remedial Reading. For exceptional children there are special education instructors for the mentally retarded, and accelerated courses for gifted students.

Aberdeen's Central High School offers a complete academic curriculum, as well as vocational courses. Some of the vocational courses are: Auto Mechanics, Electronics-Radio-TV, Machine Shop, Business Educa-





South Dakota School for the Blind

tion, Home Economics, Wood Work and Printing.

The Extra-Curricular Program at Central High School is designed to fit every student. The sports program, geared to both participant and spectator, includes football, basketball, track, golf, tennis, wrestling and bowling. Clubs include everything from Nature Study and Speech Clubs to Cheerleading and Drama. Other activities such as Student Government, Music, Speech and School Publications, keep both mind and body active.

A Vocational and Adult Education Department in the Aberdeen public schools, has proved a great success. Response among those who wanted to learn a vocation or simply develop a hobby, has brought out around 200 students each semester. A number of adults also attend academic courses for credit towards a high school diploma. The Stewart's School of Hairstyling and Cosmetology is a private vocational school offering a 2,100-hour course and has an enrollment of approximately 100 students.

Facilities in the Catholic schools include, at present, two grade schools and one high school with a total enrollment of 1,355. Almost all of the 55 members of the teaching staff have advanced degrees, and about 70 per cent of the graduates from the Catholic high school continue on in higher education.

Roncalli High School has a gymnasium and sponsors an athletic program in football, basketball, track and golf. There are also a Dramatics Department and a Speech Department which includes debate. The Catholic school system is accredited by the State Department of Education.



JOHNSON'S

For the very best in new or used car sales and service, visit Johnson's, reliable dealers of Oldsmobile, Cadillac, and Jeep. A well-rounded dealership is maintained with a complete selection of new and used (the largest in town) cars, and excellent service facilities including a large and modern body shop. The highly skilled personnel always give you prompt, courteous, personalized service with guaranteed satisfaction. Johnson's has been serving the community for over 45 years.

110 S. First Street



OLWIN ANGELL STORE

Olwin Angell, Aberdeen's most complete department store, has been serving the community for 81 years with the finest quality merchandise at reasonable prices. A wide selection of housewares, clothing, home furnishings makes this a popular one-stop shopping center. The friendly, courteous salespeople, liberal credit plans to meet every need and convenient downtown location make it a pleasure to visit Olwin Angell's. Mail and phone orders promptly filled.

321 South Main

Phone 225-7070

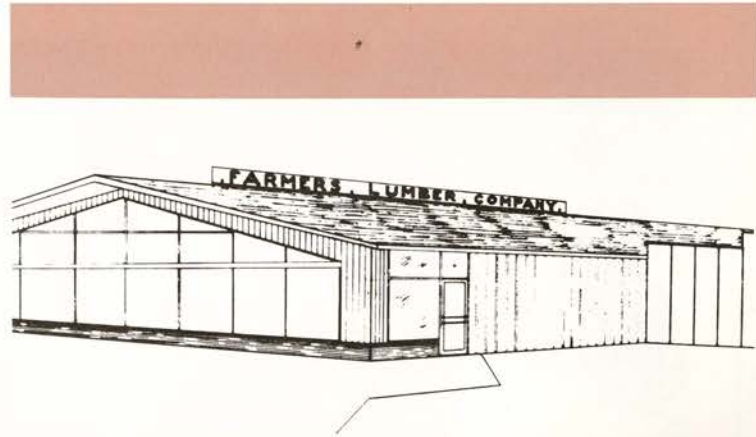


ABERDEEN SCHOOL OF COMMERCE "WHERE BUSINESS IS TAUGHT AS BUSINESS IS DONE"

Aberdeen School of Commerce uses the latest techniques and procedures to prepare you for a career in the business world. They specialize in secretarial, stenography, clerical, senior and higher accounting courses. The instructors at this accredited two-year business school are well-trained, and they take a friendly, personal interest in each student, helping to master the knowledge and skills he will eventually need. The president, D. D. Balvin, serves on the National Board of Directors of the United Business School Association.

314 South Lincoln

Phone 225-8755

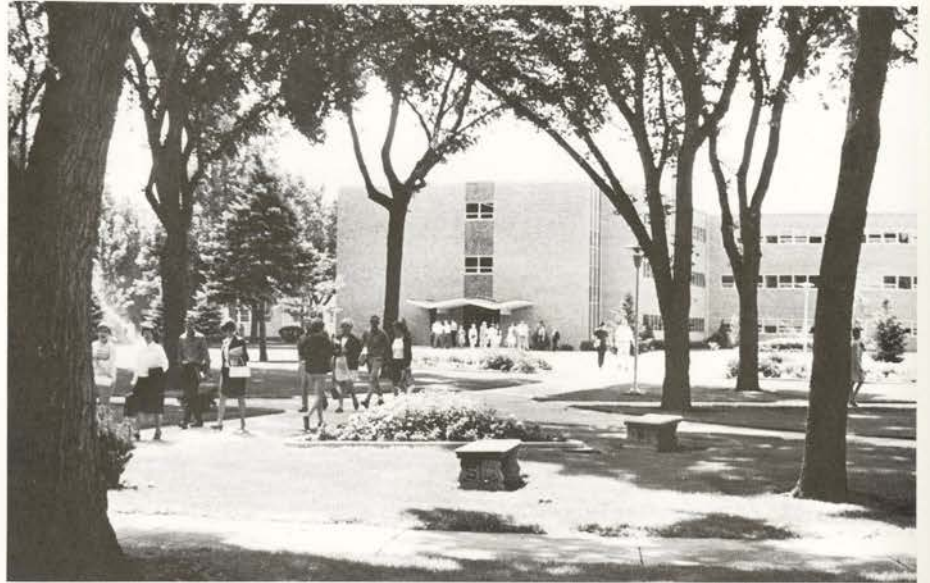


FARMERS LUMBER CO.

Since 1936, this reputable lumber company has been serving the community with a complete selection of lumber, hardware, and building materials to meet all contractors' and residential consumers' needs. For complete building-planning service, fine quality workmanship and prompt, courteous service, make Farmers Lumber Co. your home improvement center. Free delivery. Estimates at no extra cost.

1523 - 6th Ave. S.W.

Phone 225-1575



Northern State College

QUALITY COLLEGES: ABERDEEN'S PLUS



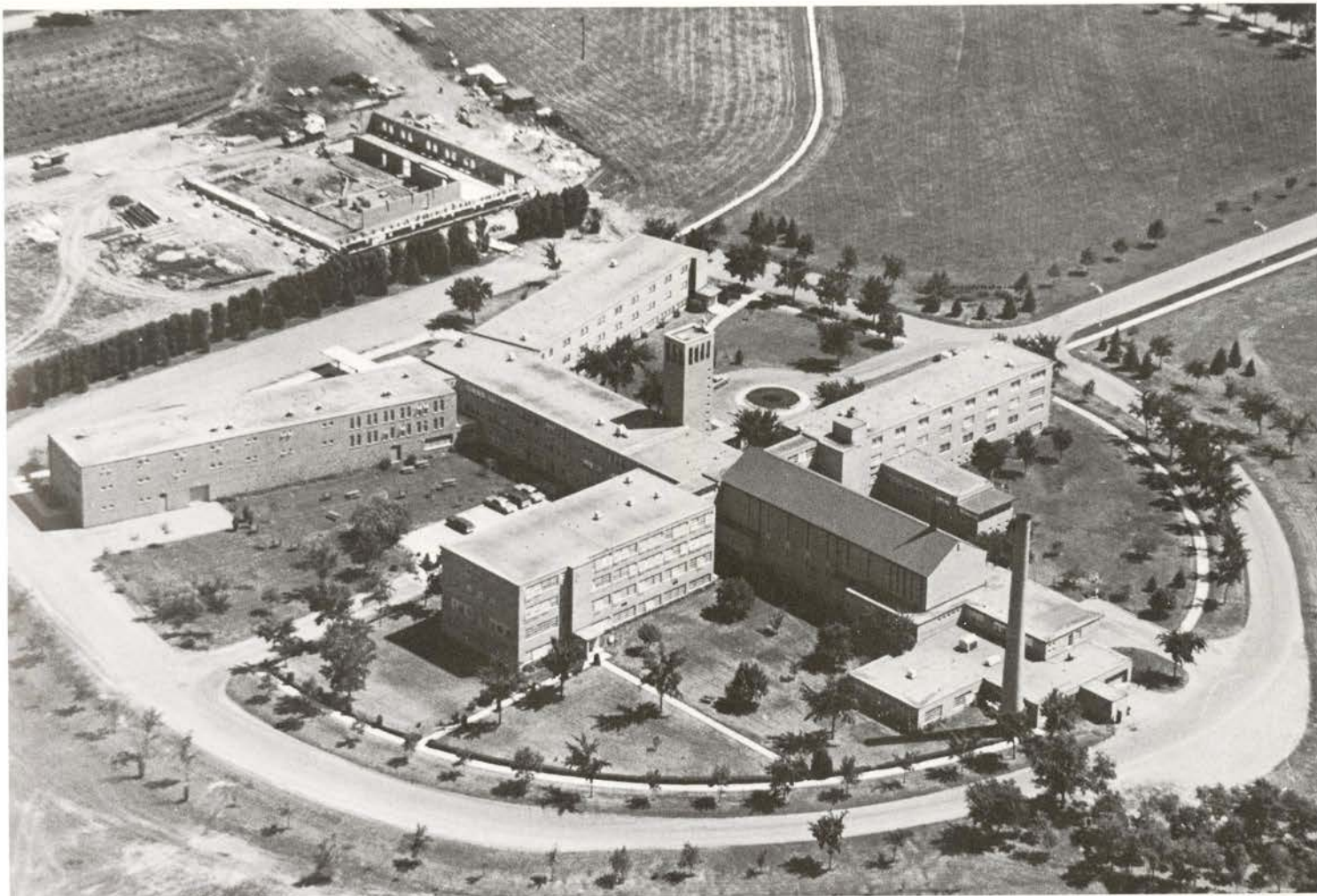
Few cities the size of Aberdeen can boast of advanced educational facilities as complete as those offered by Aberdeen's three institutes of higher learning . . . Northern State College, Presentation College, and the Aberdeen School of Commerce.

A "college town" is assured, first of all, of a built-in culture. Faculty and students are a stimulating addition to a community. Guest lecturers, programs, concerts, athletic events, theatrical presentations, soon become an integral part of the city's character.

Northern State College has now been a part of the life in Aberdeen since 1902. Today, with more than 3,000 students and 126 faculty members, it would be difficult to imagine Aberdeen without Northern.

On Northern's 45-acre campus there is constant bustle as the school hurries to accommodate twice as many students in the next ten years. Additions to the Memorial Union Building were recently completed, and a \$1.5 million classroom-auditorium building is planned. Two more dormitories to house another 800 students must be built in the near future. A new physical plant building and an addition to the library are expected to cost another \$450,000.

But the main concern, of course, is education. The degrees now offered are: Bachelor of Arts, Bachelor of



Presentation College

Science, Bachelor of Science in Education, Master of Science in Education (five years), and one- and two-year vocational programs.

Northern's extensive curriculum offers a complete academic program as well as majors in such fields as art or drama, with strong emphasis on Special Education. The major areas of Special Education are: Administration, Mentally Handicapped, Physically Handicapped, Speech Correction, Supervision, and Visually Handicapped.

In addition to its regular semester system, Northern offers a Special Education Summer Institute and also extension courses in Aberdeen and seven other South Dakota communities.

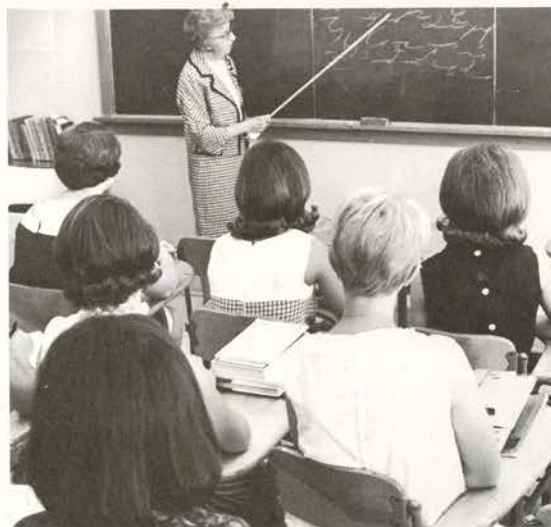
Students are attracted to Northern State College from 21 states and a number of foreign countries including Canada, Korea, and Pakistan. Students from Aberdeen can enjoy all the benefits of a quality education plus the economy of living at home.

Presentation College, a two-year Catholic college, is ultra-modern, progressive, and geared to the needs of its students. Primarily a girls' school, the entire curriculum is now co-educational. The college's curriculum is divided into eight main divisions. These divisions are: Liberal Arts, General Program, Medical Technology, Elementary Teacher Education

Program, Transfer Program (for those wishing to complete the requirements for a four-year degree), Nursing Education Program, General and Executive Secretary Programs, and Medical Secretary Program.

On Presentation College's 100-acre campus there are now 285 full or part-time students, and a capacity for many more day students. A new Nursing Education Building is being erected at a cost of \$600,000.

Business and office training is available in Aberdeen through the Aberdeen School of Commerce. An accredited, 2-year Business College, five complete courses are offered: Secretarial, Stenographic, Senior Accounting, General Clerical, and Higher Accounting. The current enrollment is 125 students.



Aberdeen School of Commerce

Northern State Chemistry Lab





ABERDEEN FEDERAL SAVINGS AND LOAN ASSOCIATION

Aberdeen Federal Savings and Loan Association, the third largest financial institution in the Aberdeen area, was established in 1934. This reputable Savings and Loan is "your headquarters for insured savings and home loans." They specialize in mortgage loans to purchase, build or refinance. Savings are insured up to \$15,000.00 by an agency of the Federal Government. Dividends are paid quarterly.

Plans are now underway for a new building to serve you better.

Member of the Federal Home Loan Bank System.

13 Second Ave. S. E.

Phone 225-8811



BROWN COUNTY CO-OP ASSN.

This consumer-owned cooperative specializes in appliance sales and service, fuel oil, bottled gas and paints. In addition to this, Brown County Co-op has complete service station facilities including an excellent repair shop for your convenience. Fast, efficient service and top-quality products are sold to you by this reputable company.

612 6th Avenue S. E.

225-1957



OFFICE EQUIPMENT COMPANY

Make Office Equipment Co., "Where Service Is Important," your headquarters for all your office furniture and machines. A complete selection of typewriters, calculators, adding, copying machines and furniture available. The service department, staffed by factory trained expert craftsmen, is the largest and most reputable in the area.

14 Third Avenue, S.W.

Phone: 225-4072



KIRKPATRICK'S JEWELRY, INC.

For over 64 years, Kirkpatrick's Jewelry has been serving the Aberdeen community with the finest selection of top-quality diamonds, watches, silverware and china. This reliable firm is known for quick, efficient service and liberal credit terms. They have a complete selection of diamond rings including the popular KEEPSAKE diamond engagement and wedding rings. Kenneth Kirkpatrick is president.

416 South Main

Phone 225-7372



BALLARD DISTRIBUTING CO.

This reliable distributing company has been serving the taverns, liquor stores, lounges and restaurants, clubs and grocery stores of the Aberdeen community for many years with the best of beers. Quick, efficient service by reliable, courteous drivers. Ballard's have the top brands, including Grain Belt, "From Perfect Brewing Water," Budweiser, "The King of Beers," and Michelob, "The Beer Going First Class."

9 North Main

Phone 225-3071



R. E. HUFFMAN CO.

"The store with the redwood front"—Office Outfitters

Everything for the office . . . business equipment, office machines, stationery, furniture . . . is available at this reputable concern. One of the oldest and largest stationery stores in northern South Dakota, the R. E. Huffman Co. has been serving business, industry, schools and government agencies for over 50 years. They feature such well-known brands as A. B. Dick, Royal, Victor, Edison, Jofco, Art Metal, Steelcase, Marble and NCR.

206 South Main Street

Phone 225-5220



PAISLEY AUTO SUPPLY

For over 30 years, Paisley Auto Supply has been serving the automotive needs of this community. They have a complete stock of tires, batteries, auto parts and other accessories on hand for immediate delivery. For excellent automotive machine shop service, see the friendly, well-qualified servicemen at Paisley Auto Supply. They offer top-quality workmanship and precision products at competitive prices. This reliable firm is the Gillette Tire Distributor. NAPA JOBBER.

6 North Main

Phone 225-4860



NARREGANG INSURANCE AGENCY, INC.

Individual and personalized service can best be obtained from an independent insurance and bond agency. This reliable firm serving the community for 32 years provides this for all your farm, commercial and city insurance needs. In addition, Narregang specializes in casualty, liability, fire and auto insurance. E. C. Rhodes is president of this reputable company.

303 Capitol Building

Phone 225-3172



HUB MUSIC AND VENDING, INC.

This reliable firm has been serving businesses and commercial establishments in Aberdeen for many years. This full service vending machine company has the largest and most complete line of coin-operated equipment. Quick, efficient service and friendly, courteous sales staff have given this concern a fine name in the business community.

114 11th Ave. S.E.

Phone 229-0760



HUB CITY IRON STORE

Hub City Iron was started in 1892 by A. T. Green, the father of P. C. Green who has been president of this land mark company since 1932.

Hub City Iron began as a machine shop and expanded into a major automotive parts supplier and manufacturer in the state of South Dakota. In 1965 P. C. Green sold the Hub City Iron Company Manufacturing Division to Safeguard Industries Inc.

Today Hub City Iron Store continues as a major automotive wholesaler in the state of South Dakota of engine parts, industrial supplies, shop equipment, machine shop and motor rebuilding service.

Phone 255-0720



HOUSEHOLD MOVING & STORAGE, INC.

For local or long distance moving, commercial or household goods storage, the efficient men at Household will give you quick, efficient service. Specialists in moving and storage, they are exclusive agents in this area for Aero Mayflower Transit Company. For crating, packing, moving of heavy machinery and unloading of cars, see the experienced movers at Household. This fine firm also has palletized vault storage in its new fireproof warehouse.

County Road 19 North of Airport

Phone 225-7900



WHITE DRUG OF ABERDEEN

Let White Drug and its competent staff of registered pharmacists fill all your prescription needs quickly and efficiently. A complete line of medicine, drugs and medical supplies is carried in stock. In addition, this fine store has the largest and the finest lines of cosmetics, candies, TV and small appliances, housewares and camera equipment in the area. Fine food is featured at White Drug Patio Cafeteria. Ample parking available for over 1,000 cars. Delivery service at all times.

Super City Shopping Center

Phone 225-6500

PROGRESSIVE MEDICAL CARE

Already recognized as a regional medical center, Aberdeen now has one major hospital, two medical clinics, a mental health center, three nursing homes, the Americana, Mother of Joseph Manor and Bethesda, and a medical office building. By May of 1969, the first stages of a new hospital will be completed and the present hospital will construct a new facility in Aberdeen in the near future.

St. Luke's Hospital now has 208 beds (expandable to 246) and 20 basins. The hospital is staffed by 32 doctors and 9 dentists, and employs 321 nursing personnel and 200 administrative and service personnel. There are 7 operating rooms, a recovery room, and a six-bed intensive care unit.

Special equipment includes a cardiac monitor for operations, both diag-

nostic and therapy radiology equipment, and an electroencephalograph, and circular beds, to name only a few.

St. Luke's is affiliated with the North Eastern Mental Health Center and supplies about 20 beds for inpatient psychiatric treatment. Many of the hospital's training programs are in conjunction with Presentation College. The hospital offers medical technology courses in anesthesia, laboratory and X-ray, and is affiliated with Presentation College in their associate degree nursing program. It also has in-service training programs for ward clerks and nurses' aids and orderlies. St. Luke's works with the Nebraska and South Dakota Heart, Cancer, and Stroke program in planning regional medical services.

A Woman's Auxiliary called the Pink Ladies, assists at the hospital by

distributing mail, operating a gift shop, and sponsoring an annual hospital ball. In addition, the Girl Scouts contribute volunteer aid at the hospital.

The Dakota-Midland Hospital is a non-profit, non-denominational hospital financed through pledges, bond issues and a first mortgage. When the first stage of its building program is completed there will be 100 beds (to be expanded to 300), and 5 operating rooms (to be expanded to 7). The new hospital will be air-conditioned, have a cardio-pulmonary laboratory, and the only Cobalt therapy available in a hospital in South Dakota.

Aberdeen has five chiropractic physicians and two clinics for veterinary medicine.



When the first stage of Dakota-Midland Hospital's building program is complete, there will be 100 beds and 5 operating rooms



Checking medication at St. Luke's Hospital



St. Luke's serves residents of the Aberdeen community effectively



ST. LUKE'S HOSPITAL



St. Luke's is a fine place to work. It offers excellent experience to students, professional and technical personnel because of its fine medical staff and modern equipment. This 208-bed general hospital conducts its own school of medical technology, x-ray technology and anesthesia. It is affiliated with Presentation College, a modern 2-year junior college in Aberdeen, South Dakota. St. Luke's Hospital provides the clinical experience for students of Presentation College in their associate degree nursing program and certified lab assistant program. The hospital also conducts an in-service training program for ward clerks, nurses aides, and orderlies. St. Luke's Hospital has fine fringe benefits, excellent working conditions and offers the opportunity to work in a progressive, educationally minded institution while enjoying the benefits of a fine community.



Antiques Museum

PARTICIPANTS IN CULTURE

Residents of a city the size of Aberdeen have an outstanding advantage over their "big city" cousins. In Aberdeen, every cultural offering is both accessible and available to each person in the city.

Aberdeen's Civic Arena has a seating capacity for 4,200 persons, and the Civic Theatre holds 1,600. Whether it is a program in the Community Concert Series, a theatrical or musical production, a political rally or an athletic contest, an Aberdeen resident can find a place.

Both Northern State College and Presentation College offer year-round programs . . . concerts, art shows, lectures, recitals, seminars . . . to satisfy the cultural appetites of every family.

Most major social and fraternal organizations have chapters in Aberdeen, and these clubs carry on extensive programs catering to the interests of its members. Last year, more than 300 families were welcomed to Aberdeen by the Welcome Wagon Newcomers and Sojourners Newcomers which helped to acquaint these people with the cultural activities in the city.

Many ladies join the Woman's Auxiliary at St. Luke's Hospital where they make new friends while brightening the lives of the patients. Other newcomers discover clubs where they



Early American exhibit at Antiques museum



Indian dancers at local celebration

can share their interests . . . such as the Aberdeen Garden Club with its Audubon lectures, or playing golf at the Country Club or the Lee Park course.

Specific interests may be pursued through evening classes at the high school or at Northern State College.

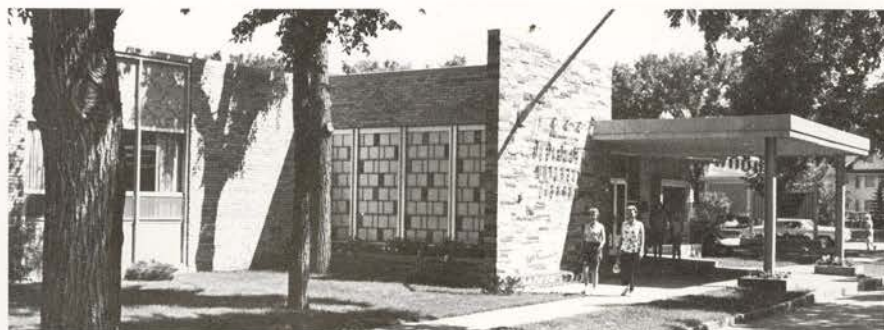
One of the year's outstanding events is the South Dakota Snow Queen Festival held during January for the past 22 years. Much more than a beauty pageant, there is a complete program with professional entertainers, as well as outstanding performers from all parts of South Dakota. Sponsored by the Jaycees with 80 per cent of the local businesses involved, more than 100 Jaycees contribute 7,500 man-hours each year to this project. Instead of watching from the sidelines, residents of Aberdeen like to "get into the act."



Aberdeen attracts top name entertainment such as The Roger Wagner Chorale



Band concert at Melgaard Park



The new Alexander Mitchell Library has a special children's section

TODAY'S LIBRARY MEETS TOMORROW'S DEMANDS

In 1964, when the Alexander Mitchell Library was inaugurated, this one-story structure occupying one-third of an acre and offering 33,500 square feet of floor space, impressed everyone with its spaciousness. This was no accident, the building was designed to accommodate a city of almost double the present population of Aberdeen, and to house a book collection of almost double the present 81,000 volumes.

Taxpayers will be happy to note that Aberdeen will not need a branch library in the foreseeable future. The two bookmobiles of the city, and the Brown County Regional Library's bookmobile, serve the area very well.

Built at a cost of \$300,000, the Alexander Mitchell Library boasts a special children's area in the basement, a micro-film library, and is decorated in part with one of the country's finest collections of Dakota Territorial Maps.

From its air-conditioned reading rooms to its 25-car parking lot, the library is designed to meet the needs of a growing community.

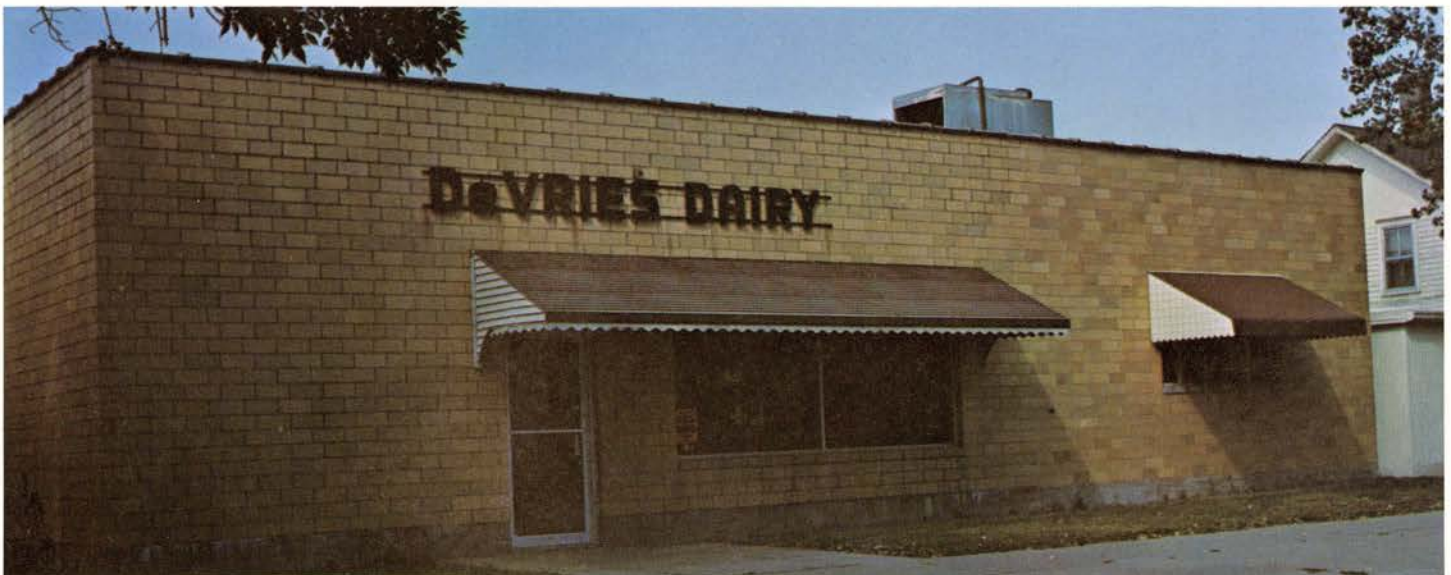


LOEL LUST CHEVROLET CO.

For the largest and most complete selection of Chevrolets, visit Loel Lust Chevrolet, Dakota Midland's volume dealer. This progressive car dealer has a complete selection of new and used cars and trucks. Their experienced salesmen have earned the reputation of giving swift, courteous service on your purchases and servicing. Loel Lust has one of the most modern-equipped service centers in a 200-mile radius. They use computerized parts inventory and accounting systems for complete and accurate records. Serving the community for 31 years.

1314 S. W. 6th Avenue

Phone 225-5900



DEVRIES DAIRY

Aberdeen's leading local dairy is DeVries, where quality milk and dairy products have become a tradition. For over 46 years, DeVries Dairy has been serving the residents and local businesses of the community with fresh, wholesome, nourishing foods. In addition to home-produced milk and milk products and eggs, they have delicious Lacey ice cream and cottage cheese, butter, sour cream, fruit juices and a complete line of frozen foods. Just phone ahead, and your order will be waiting for you.

Phone 225-8022

Northwestern Public Service Company, an investor-owned utility, serves Aberdeen with electricity and natural gas. Aberdeen is a division headquarters and the Company has 75 full-time employees living and working here.

Aberdeen has a four-way power supply from Northwestern's three electric transmission lines leading into the city and from the Company's largest steam electric generating plant which is located here. The Company also has 10 other plants supplying electric energy through its interconnected system serving 108 communities and 1700 farms in eastern South Dakota. Additional power is available through interconnection with the Bureau of Reclamation for Missouri River power, and from neighboring utilities. Northwestern Public Service Company is a charter member of Mid-Continent Area Power Planners (MAPP) and is a member of the Upper Mississippi Valley Power Pool.

Natural gas is distributed by Northwestern Public Service in Aberdeen and 23 other South Dakota communities, as well as three large Nebraska communities. The Company operates a gas peak-shaving plant in Aberdeen.

Northwestern Public Service Company has planned, invested and built to assure an adequate supply of economical electricity and natural gas for residential and industrial use for the growing future of Aberdeen.



NORTHWESTERN PUBLIC SERVICE COMPANY



KYBURZ CONSTRUCTION, INC.

In any field of endeavor, service and experience are worth their weight in gold. Kyburz Construction, Inc. combines over 50 years of building experience with youthful enthusiasm and confidence in the future growth of Aberdeen. As general contractors, they have served the Aberdeen area long and well. Because of their skill, responsibility and integrity they have become one of the most highly respected contractors in North and South Dakota.

Their fine staff stands ready to work closely with you to advise and quote you on the exact specifications for the job at hand. In the industrial, commercial, educational or institutional fields, whenever a general contractor is needed, it pays to think first of Kyburz Construction, Inc.

R. N. Kyburz, President

J. Clifton Hurlbert, Sec.-Treas.

Derald D. Hurlbert, University of Idaho, Degree Civil Engineering

Dene C. Hurlbert, University of S. D., Degree Business Administration

Hollis R. Hurlbert, University of S. D., Degree Business Administration

224 Midwest Building

Phone 225-6161



Modern new shopping center with more than adequate parking facilities

THE BUSINESS BONANZA



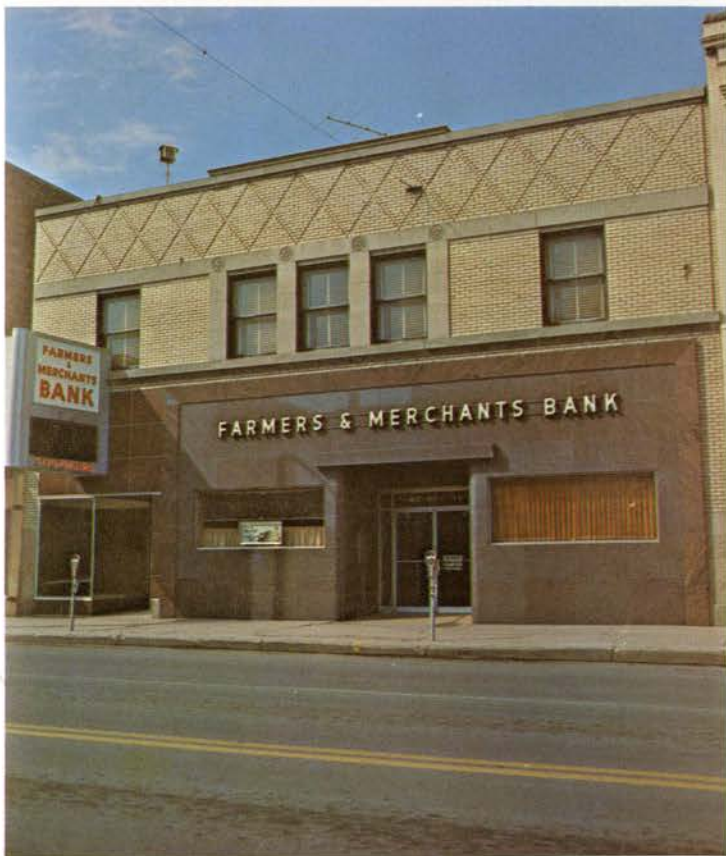
Traditionally, Aberdeen has been the trade center for a 14-county area with a population of around 150,000. With retail sales of over \$179,450,000, every factor in the business climate points towards an even brighter future.

Per household, retail sales are the highest in South Dakota. As area residents prosper, business reflects this prosperity, and the new \$200 million Oahe Irrigation Project will undoubtedly bring a fresh surge of wealth to the community. New businesses and specialty stores attract customers from the more distant reaches of the trading area. Aberdeen's first shopping center was so successful that a second is now being planned.

This new shopping center is located on 26 acres in the northwest section of the city. The center will have 100,000 square feet of shopping space surrounding an enclosed mall. In addition to a large supermarket and a variety-discount store, there will be a number of specialty shops. Parking spaces for 700 cars will be provided.

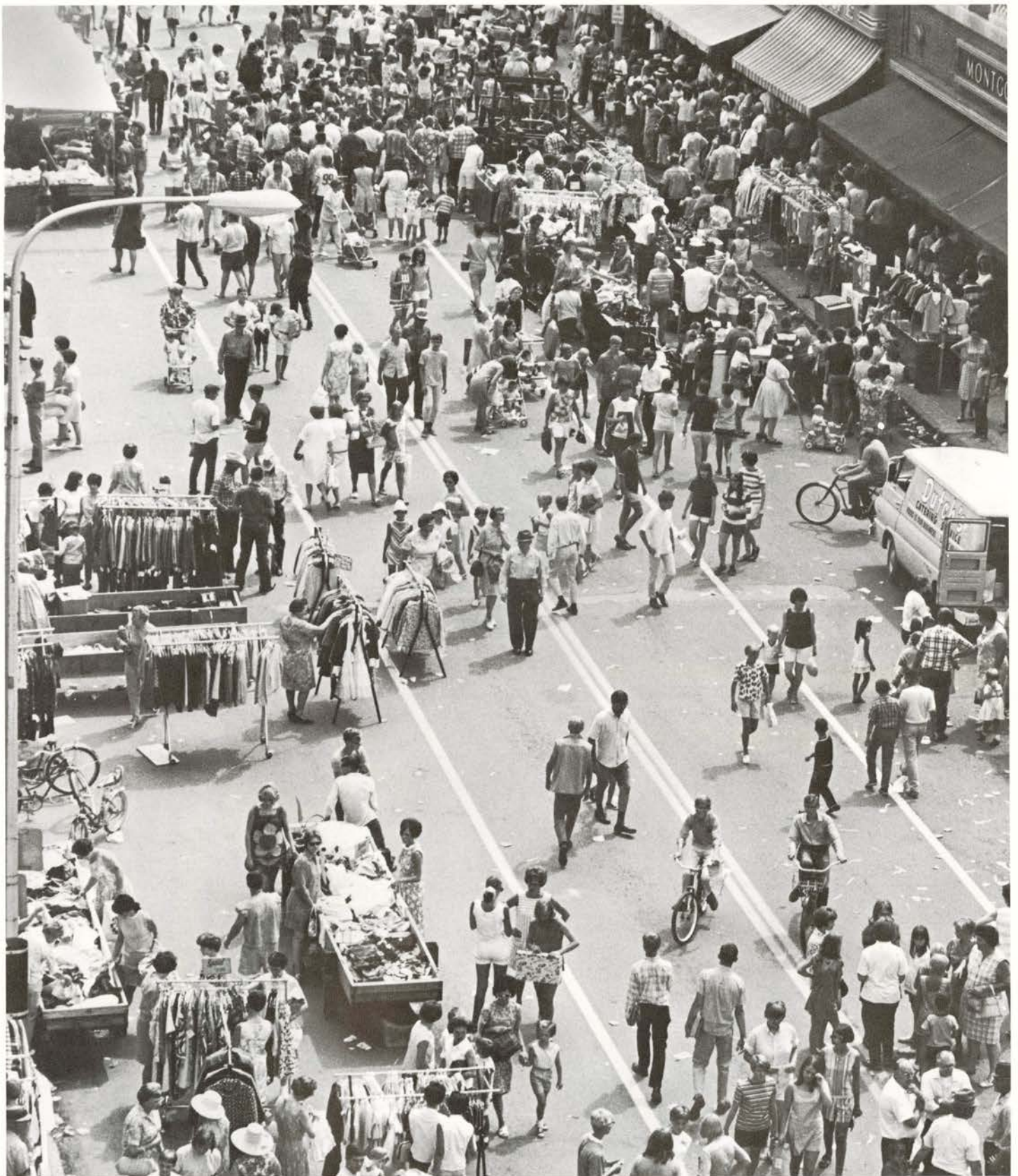
A recent study shows that Aberdeen is also destined to become an outstanding center for wholesale trade. Aberdeen is now the center of a wholesale trade area of 500,000, and the trend is to centralize all wholesaling in Aberdeen.

Excellent merchandising and customer service have combined to re-



FARMERS & MERCHANTS BANK

Aberdeen's home-owned bank is a full-service bank with full-service convenience. This reputable bank takes an interest in all its customers . . . from large industrial accounts to the youngster opening his first savings account. They feel this is the reason more and more people have been banking here since they opened their doors in 1955. Their resources total over \$13 million. Services include savings accounts, checking accounts, safe deposit boxes, U. S. Savings Bonds, Christmas Club, travelers' checks, collateral loans, automobile loans, personal loans and farm loans. Member Federal Reserve System.



"Krazy daze" shopping bonanza

tain customers in Aberdeen's downtown department stores and shops. Long a leader in the apparel field, Aberdeen's sales account for more than 65 per cent of the apparel sales in a 14-county trading area, as well as 58 per cent of the furniture and appliance sales.

Aberdeen would be on the brink of a boom were it not for the fact that the business is already booming.



BURCKHARD NORTH SIDE BAKERY

"Fresh Every Sunrise"

For the freshest and the tastiest baked goods, visit Burckhard's North Side Bakery. This reliable, family-owned business has been serving the consumers, businesses, restaurants and grocers in the community since 1908. They specialize in cakes for all occasions including birthday and wedding cakes. Special orders taken. Drive-in, free parking. For fresh-from-the-oven rolls and pastries, treat the family to some from Burckhard's.

117 North Main

Phone 225-7270



DUTCH'S CAFE DUTCH'S CATERING SERVICE

Whether you want a good home-cooked meal for your family or an elaborately catered banquet for 2500, call Dutch's before you call your friends.

This fine restaurant owner and well-known caterer gives you completely personalized service on all occasions. Dutch's has the finest equipment, facilities and friendly, courteous waitresses to make your every party, large or small, a success.

1809 6th Ave. S.E.

Phone 225-2600

DUTCH'S CATERING SERVICE

Does have opening for full and part time employees at all times . . .

If you have had Cafe Experience, see Bud Kopacky, owner, for more information.



CHEERIO LOUNGE

"You can't beat it," so you might as well join the hundreds of people who have sampled the delicious drinks and enjoyed the warm, friendly atmosphere at the Cheerio Lounge. Fast, efficient service from courteous waitresses are an added incentive for you to return again and again to this cozy little lounge. Convenient downtown location serving Aberdeen residents for over 16 years.

14 S.E. Third Ave.

Phone 225-8615

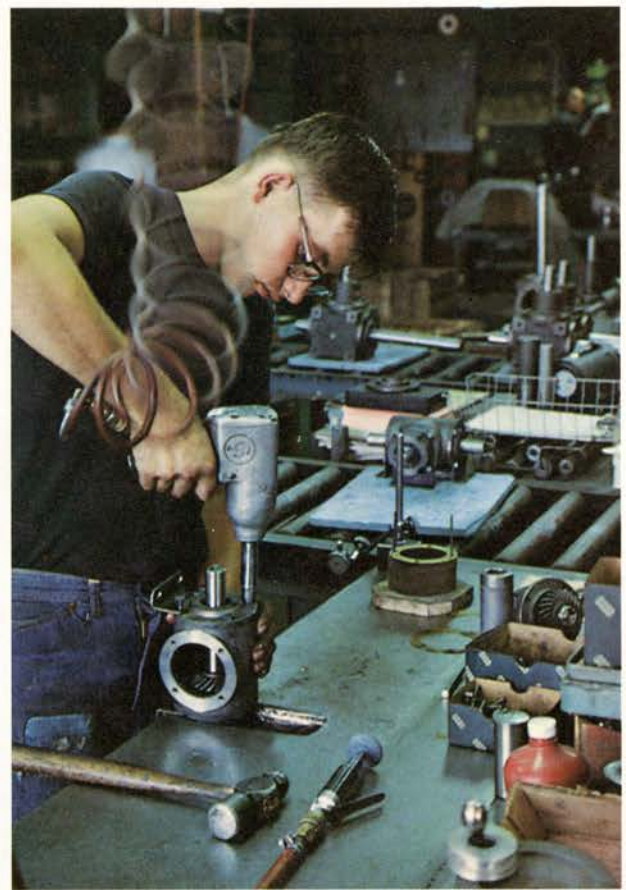
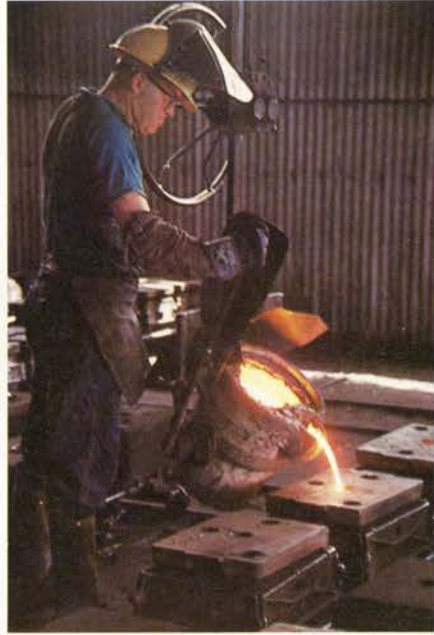


COOK'S JEWELRY

Cook's has the finest and most complete selection of jewelry, watches, diamonds, glassware, dinnerware and silver in the Aberdeen area. For quick, efficient service by highly reliable jewelers—see Cook's for all your jewelry and repair needs. This reputable concern has: Diamonds by Feature Lock • Wedding Rings by Cardinal and Art-carved • Watches by Bulova, Wyler and Omega • Silver by Wallace, Gorham, International and Lunt.

320 South Main Street

Phone 225-5981



Abundant natural and man-made resources make Aberdeen a prime industrial site

AN INVITATION TO INDUSTRY

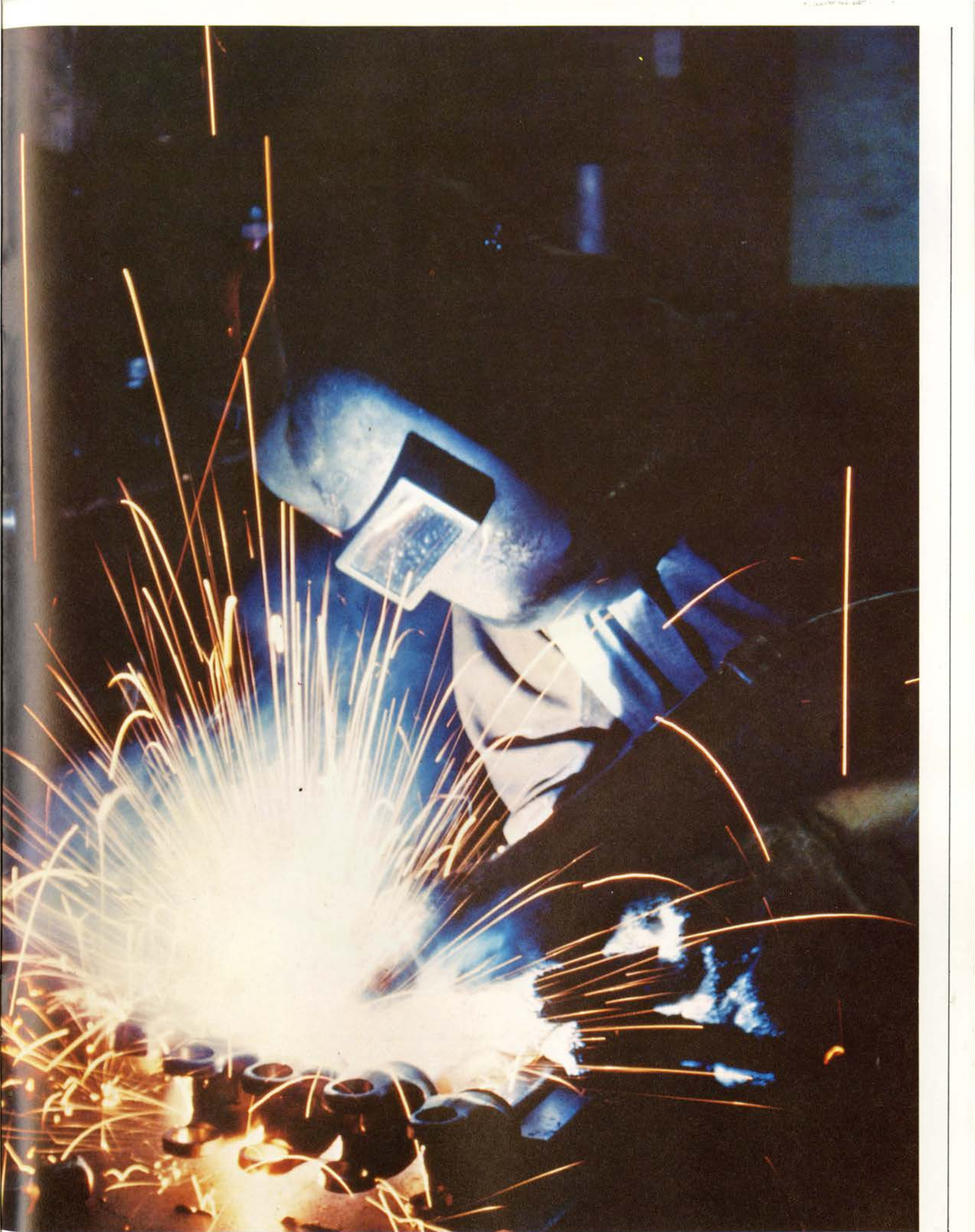


A new electronics industry recently attracted to Aberdeen

Aberdeen is geared for an industrial surge, and all is in readiness to welcome new industries. A 160 acres of Industrial Park, with sewers, plentiful water and all utilities, are ready for inspection. The Chamber of Commerce employs an industrial consultant ready to answer any questions. The advantages of locating in Aberdeen are too compelling to ignore.

With 26 manufacturing firms employing about 800 personnel, each doing an honest-day's work, Aberdeen is already well oriented to industry. The attractive labor market in Aberdeen is notable for its people of unusual dedication to their work. Outstanding shipping facilities are now in operation. Vocational skills are already taught in the schools. And, above all, Aberdeen is a good place to live.

A recent study shows that Aberdeen is ideally suited for food processing plants and metal manufacturers, electronics, plastic components, etc. Already the outstanding area in South Dakota in farm productivity and the variety of crops, the mammoth Oahe and Garrison Irrigation Project will be such a tremendous boon to Aberdeen that its benefits stagger the imagination. The area population may rise by an additional 50,000 residents in the cities. The irrigation project will create as many as 1,500 new





farms. Increased trade will amount to \$185,000,000 annually. All of this is in addition to the steady and healthy progress in both business and industry already being enjoyed in Aberdeen.

The two farm products which will receive the greatest impetus from irrigation are corn and alfalfa, which are expected to double or even triple in production, and many new crops such as snap beans, cucumbers, sweet corn and tomatoes will be introduced in commercial quantities.

Manufacturers find Aberdeen's central location ideal for receiving shipments of raw materials and distributing their finished products.

Other assets which Aberdeen can offer industry are: no individual or corporation State income tax, the Freeport Law, excellent housing, good schools and three colleges, outstanding recreational facilities, social and cultural activities for the entire family, and a community attitude which extends a warm welcome to newcomers.



Industrial and farm activity work hand-to-hand to increase Aberdeen's wealth and productivity



JORGENSEN'S MEN'S SHOP, INC.

It's a fact. The smartly dressed man is the one who shops at Jorgensen's. Since 1948, Jorgensen's fine staff of salesmen has established an excellent reputation for giving courteous personal service and demonstrating the utmost ability in individual fittings. A complete selection of name-brand clothing and accessories is carried.

417 South Main

Phone 225-0320



HUB CITY TRANSIT CO.

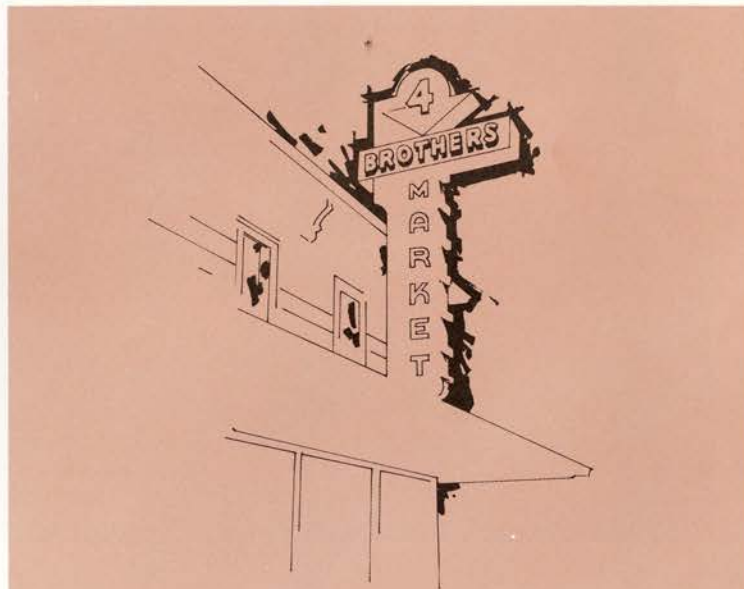
Travel the easy way . . . Travel with Travland.

The reliable Hub City Transit Co. specializes in school service for the Aberdeen community. They have 16 buses to serve schools quickly and efficiently. Transportation is provided for children within the city, as well as rural runs.

This fine system, handled by friendly, experienced bus drivers, also leases buses for trips by the schools and other civic organizations.

103 North 1st Street

Phone 225-4696



FOUR BROTHERS MARKET

Aberdeen residents gather for miles around to shop at Four Brothers Market. This fine establishment offers the freshest, most delicious fruits and vegetables for your table. In addition, Four Brothers has the highest quality meats, cut to order or self-serve. Aberdeen shoppers appreciate the quality of the merchandise, the excellent service and the reasonable prices. Free delivery. S & H Green Stamps with every purchase.

702 South Main

Phone 225-3851



SPAULDING AUTO COMPANY
"WHERE CUSTOMERS SEND THEIR FRIENDS"

Whether it's a Ford, Mercury or a Lincoln Continental that's in your future, Spaulding's is the best place in Aberdeen to buy your new car.

Wide selection and generous trade-in policy have made this reliable car dealer the best place to do your car-buying. Friendly, experienced salesmen have earned the reputation of giving you swift, courteous service on a new or used car. And, after the sale comes service. Complete service department has factory-trained mechanics who do expert body repairs. Satisfaction guaranteed.

309 South Lincoln

Phone 225-3720



SAS, INC.

Service is the backbone of any business.

SAS., distributors of home, auto, farm, and ranch supplies, is in business to serve South and North Dakota quickly and efficiently with top quality products.

This reliable concern has one of the largest inventories in North and South Dakota with twelve stores to serve you. This progressive company is growing more and more each year . . . three to five new stores are being planned for this year.

SAS has a staff of 90 customer-minded employees.

SAS, Inc. has been in business 16 years.

2221 S.E. 6th Ave.

Phone 225-0111



things go
better
with
Coke

COCA-COLA BOTTLING CO. OF ABERDEEN, INC.

"Things Go Better With Coke" is a slogan known 'round the world, for Coke tastes good just about any time of the day. At the beach, at home or on the road, the crisp taste of Coke and the other refreshing carbonated beverages of this bottling company are always welcome refreshment. This reliable firm supplies over 1500 dealers in northern South Dakota with Coca-Cola, Seven-Up, Dr. Pepper, Orange Crush, Frostie, Tab, Fresca and Canada Dry. Friendly, personalized service to the community since 1931.

221 North Main St.

Phone 225-6780



WILLIAMS PIANO COMPANY

"EVERYTHING IN MUSIC SINCE 1887"

For the most complete and reliable sales and service for pianos and organs, see Williams Piano Co. This reputable and long established concern has Hammond organs, Steinway, Sohmer and Everett pianos. Friendly, courteous service in a home-like atmosphere. Williams has full service for keeping your fine piano and organ in top condition. Rental and purchase plans tailored to meet your individual needs. Ample parking facilities.

303 6th Ave. S.E.

Phone 225-5850



"LUCKY" LAGER'S INN

Eat, drink and be merry for tomorrow you can come back again. Enjoy delicious flavor crisp fried chicken, shrimp, fish sticks, soups, sandwiches, and your favorite drinks served by friendly, courteous waitresses in a warm, home-like atmosphere. There is an antique collection and snooker tables for your enjoyment. Barber shop also conveniently located on the premises. Refrigerated wine cellar has a complete stock of the finest liquors, wines and beer.

20 S. W. Third Ave.

Phone 225-9787



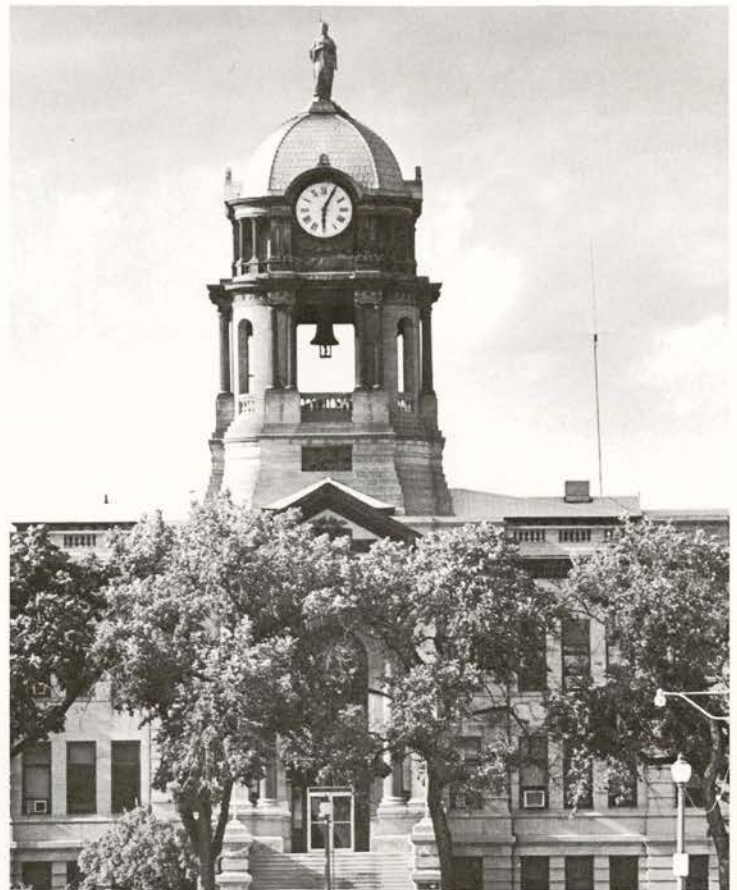
DINGER-GRAF PHOTOGRAPHERS

"Portraits are precious beyond price"

Capture life's happy moments . . . children playing, senior portraits, family gatherings, weddings . . . in lovely photographs. Cherish the memory of these special occasions with a well-lighted, expertly posed photograph from Dinger-Graf. These Masters of Photography also specialize in school pictures and commercial photography for business and industry. For quick, efficient service and top quality photographs, see the experienced man at Dinger-Graf. Mr. Graf holds the degree of Master of Photography. Mr. Dinger is the only photographer in the state having the combined Degrees of Photographic Craftsman and Master of Photography.

717 S. Main

Phone 225-3561



Aberdeen is governed by mayor-commission form of government

CITY GOVERNMENT PREPARED FOR FUTURE



Experienced, well-equipped police force protects the community

Aberdeen is governed by a mayor-commissioner form of government. The mayor and four commissioners are elected at large for five-year terms, one each year, on a non-political ballot.

Foresighted in its perspective, a City Planning Commission was set up, and the consulting firm of Leo A. Daly Company made a detailed study of Aberdeen's future prospects accompanied by recommendations for improvements and changes.

Many of the recommendations from the "Comprehensive Plan" have been adopted and others are under consideration. Aberdeen is growing in population, retail and wholesale business, and in industry, and is also becoming an increasingly important headquarters for state and federal

government offices. The \$200 million Oahe Irrigation Project will supply an additional surge in the local economy.

The Police Department, Fire Department, and Traffic Control are directed by a Public Safety Commissioner. Two fire stations now offer good fire protection because they are well located. As residential areas extend to the extreme southeast and northeast quadrants of the city, a third fire station is being considered.

Administration of Saunders Field, the Municipal Airport, is conducted by the Airport Board and City Commission. The airport contains a U. S. Weather Bureau station and a Federal Aviation Administration flight service station for the area.

The presence of county, state and national government offices in Aberdeen is a boon to the community. For example, the Health Department and the Dairy and Food Department are cooperative arrangements between city and county, and city and state governments. Other offices located in Aberdeen are the Bureau of Indian Affairs, the regional offices of the Internal Revenue Service, the State Employment Office, the Federal Courts, State Welfare Office, and the Federal Health, Education and Welfare Office, to name only a few.



Two well-equipped fire stations offer good fire protection to Aberdeen residents and businesses



CASS-CLAY CREAMERY

"For Health and Beauty, Drink Milk"

Aberdeen's finest local dairy is the Cass Clay Creamery, where quality milk and dairy products have become a tradition.

This reliable dairy specializes in the manufacture of cheddar cheese. It is sold nationally through a marketing organization.

All of Cass Clay Creamery products are processed under the supervision of a federal grader in the company's clean, modern facilities.

For the finest refreshment, taste and nutrition, try the delicious products of this fine dairy.

416 S.W. Fourth Ave.

Phone 225-5030



ANDERSON WELDING SUPPLY, INC.

The growing needs of Aberdeen's industrial complex have been attended to through the years by this reputable, locally-owned welding supplier.

Anderson Welding Supply Inc. has Linde equipment, supplies and industrial gases for all types of welding and cutting for contractors and hospitals in this area.

For top quality products and quick, efficient service, see the friendly, courteous salespeople at Anderson's.

1404 Sixth Ave. S.W.

Phone 225-4241



SODAK SIGNS, INC.

"A Business Without Signs is a Sign of No Business"

Sodak Signs, Inc., where quality is first . . . always, is a full service sign shop that specializes in plastic and neon signs, road signs, truck lettering and sign erection for business and industry.

From its modern, well-equipped warehouse, this experienced sign dealer also does the designing, constructing, installing and servicing of its signs. For top quality workmanship and quick, efficient service, make Sodak your sign headquarters.



SUPER BOWL AND RHINE LOUNGE VILLAGE BOWL AND LOUNGE

Yours for Better Bowling"

"The best in bowling for bowling at its best" is available at these fine lanes. Bowling rolls nightly at these prime spots. Leagues invited. Village Bowl has 32 of the finest lanes and Super Bowl has 12 lanes. Luxurious lounges at both locations. For your enjoyment and convenience. The Village Bowl has a pro shop and a cafeteria. Ralph Dougherty is manager at both lanes.

Super Bowl and lounge—Super City

225-6733

Village Bowl and Lounge—Highway 218 North, 225-5450



Aberdeen's bustling Municipal Airport

EXCELLENT TRANSPORTATION SERVICES

Aberdeen's bustling Municipal Airport places businessmen, industrialists and residents only minutes away from their next appointment. North Central Airlines offers eight flights per day of DC-9 Jet Service, and charter flights are handled by the Aberdeen Flying Service. The following is a table of Aberdeen-destination times in minutes including stops:

Watertown	21 minutes
Huron	26
Pierre	29
Bismark	32
Sioux Falls	35
Mitchell	50
Minot	70
MINNEAPOLIS ...	73
Sioux City	80
La Crosse	129
KANSAS CITY ...	134
Duluth	138
Madison	165
CHICAGO	219

These services are constantly being improved and augmented.

Aberdeen's transportation services via air, railroad and highways provides excellent schedules to Twin Cities, Chicago, Pacific and East Coast markets. The Milwaukee Railroad's main line service offers fast trans-

continental service. This is augmented with services of the Great Northern and Northwestern Railroad. All three lines provide piggy-back service to Aberdeen. Passenger service is offered to Minneapolis by the Milwaukee Railroad.

In addition to plane and train transportation, the Greyhound Bus Line offers modern, motorcoach service to Minneapolis and other points, and the Jack Rabbit Line connects Aberdeen with Sioux Falls, Rapid City, Watertown, Jamestown and Mobridge.

Passenger and delivery facilities are further increased by two taxi companies providing a total of 14 cabs and a parcel delivery service. Three car rental services are available, headquartered at Municipal Airport.



Excellent air, rail and highway transportation



Fine network of highways



G/M STEAK HOUSE

For delicious, char-broiled steaks, chops and hamburgers, you can't beat G/M steak house. This locally-owned, self-service restaurant has fine food and refreshing beverages that the whole family will enjoy . . . and at reasonable prices, too! Friendly, courteous personnel. You owe it to yourself to dine at G/M. Eddie G. Engle is your host.

101 S. Main

Phone 225-1636



HYMAN FREIGHTWAYS, INC.

For the finest and most dependable transportation service, call Hyman Freightways, Inc. This reputable concern has been serving Aberdeen and surrounding communities with overnight service to Minneapolis and connecting points south and east for over 35 years. Hyman's operates over 350 pieces of modern, up-to-date equipment ready to provide prompt service on L-T-L or truckload shipments.

8 North State Street

Phone 225-1060



TIFFANY LAUNDRY & DRY CLEANERS, INC.

Make Tiffany Laundry & Dry Cleaners your one-stop for all your family's cleaning and laundry services. They have a special drapery, curtain and blanket-cleaning department for your convenience. One of this reputable firm's exclusive services is fur-cleaning and Polarized storage. From their large, modern plant they have been satisfying Aberdeen's most discriminating customers for over 50 years. Free home pick-up and delivery.

14-24 Sixth Ave. S. W.

Phone 225-1520



STEEL STRUCTURES OF ABERDEEN

Steel Structures of Aberdeen is an industrial and commercial construction company that specializes in Stran Steel pre-engineered steel building systems. Stran's wide variety of building systems meets the demands of business and industry with speedy construction, modern styling and versatility to grow with expanding business and industries. Stran's flexibility lets you plan for your exact space requirement of the present, yet leaves you the option of easy future expansion plans with standard Stran components.

1420 South Dakota Street

Phone 225-9345



JOBBERS WAREHOUSE CO.

"Remember, We Move Families Not Just Furniture"

Jobbers Warehouse represents Allied Van Lines, your assurance of dependability for moving, expert packing, efficient shipping by van, rail or water and storage in a 30,000 sq. ft. modern warehouse that's temperature-controlled. Jobbers has branches in Bismarck and Jamestown, North Dakota. Twenty-seven local and long distance vans manned by experienced school-trained drivers. Jobbers handles over 1500 moves a year . . . friendly, courteous staff is dedicated to serve you better. In business since 1938.

224 1st Ave. S.E.

Phone 225-4650



MICKELSON EQUIPMENT CO.

Mickelson Equipment Co. specializes in the sales and servicing of Case and Austin Western industrial equipment for industrial and construction accounts in ¾'s of South Dakota.

This reliable firm has a complete selection of loaders, dozers, back hoes and tractors to meet almost every construction need. Mickelson's service personnel are experts in repairs of this equipment. They work in modern, fully equipped facilities.

East Highway 12

Phone 225-1824



ELKS LODGE #1046

Aberdeen Lodge is celebrating its 61st birthday this year. There are 1525 members of The Benevolent and Protective Elks. Some of the programs sponsored are a Crippled Children's Clinic, Youth Leadership and Youth Scholarship Contest, Swimming Team, Boy Scout Troop, and others. Behind all these worthwhile programs are the virtues of charity, justice, brotherly love, fidelity and Americanism.

517 S. Main

Phone 225-1703 and 225-6722



PRESENTATION COLLEGE

"Education for Time and Eternity"

Presentation College is a two-year Catholic co-educational institution, conducted by the Presentation Sisters.

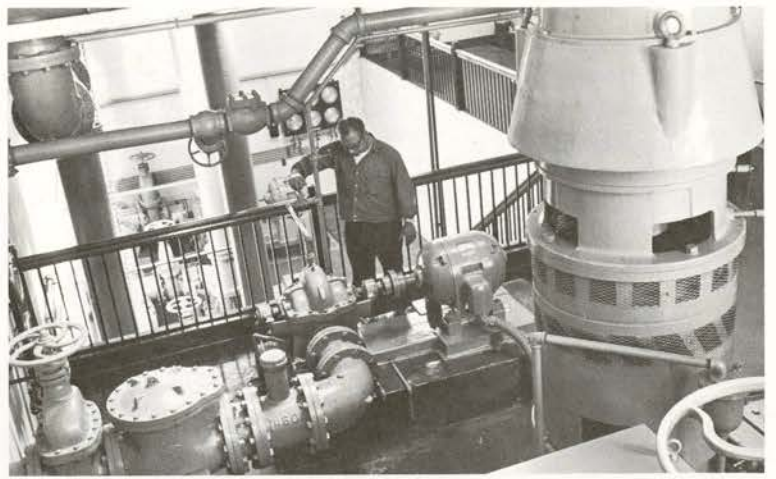
This fine college offers programs in liberal arts, general education, elementary education, business, nursing, medical technology, medical lab assistants, nursing home administration, and recreation for the aged.

Presentation College is accredited by the University of South Dakota and by the State Department of Public Instruction, and is candidate for membership in North Central Association.

1500 North Second Street

Phone 225-0420

Ample utilities for the
foreseeable future



UTILITIES: AT YOUR SERVICE

Water for Aberdeen's city-owned Public Works Department comes from four reservoirs on the Elm River and its tributaries. These reservoirs have a combined capacity of over 6.5 billion gallons. In addition, there is a 1,500,000 gallon overhead storage tank near Northern State College, and a city reservoir at the water works. Even with projected increases in population and industrial use, peak consumption will not come close to supply capacity in the next 20 years.

Electricity and gas are supplied to Aberdeen residents and industry by the Northwestern Public Service Company. The largest of the company's 10 electric generating plants is located in Aberdeen. Northwestern has interconnections with the Bureau of Reclamation through which it receives Missouri River power. The company is also a member of Mid-Continent Area Power Planners (MAPP) and the Upper Mississippi Valley Power Pool which assures in-

dustry of a constant source of power now and in the future. In addition, Northern Electric Co-op supplies power to farms and industry in the surrounding area.

Natural gas has been available in Aberdeen since 1956, and is available to large industrial users on an economical basis.

A survey of sewerage in Aberdeen shows it to be completely adequate to accommodate the foreseeable future growth of the community.



KXAB, an affiliate of NBC, serves Aberdeen's television viewers

COMMUNICATIONS CENTER FOR A VAST AREA

Aberdeen's newspapers, radio, and television stations reach out to serve a 14-county area in the Dakota Midland, making Aberdeen the "Hub City" for the 120,800 area residents.

The *Aberdeen American-News*, with an evening and Sunday circulation of about 22,000 supplies its readers with news and feature coverage comparable to a metropolitan newspaper. Its local and regional news coverage tends to mold a 14-county area into one cohesive unit, making

Aberdeen the retail sales capital of the area.

An influential agricultural publication serving the upper Midwest, is also published in Aberdeen . . . *The Dakota Farmer*.

Two television stations serve Aberdeen and the northeastern South Dakota area. One is Station KXAB, an affiliate of NBC, and the other is KDLO, an affiliate of CBS.

Two radio stations, KSDN and KABR, offer news, music and spe-



Aberdeen American-News, an evening and Sunday paper, has a circulation of over 22,000

cial programs to a broad area surrounding Aberdeen and reaching into a large segment of North Dakota.

The Northwestern Bell Telephone Company has now installed over 9,000 telephones in Aberdeen for both business and residential users, and this number is increasing at the rate of approximately 5 per cent per year.

Western Union supplies telegram and cable facilities.



McLaughlin's has been providing the Aberdeen community with better things for better living through better products . . . since 1904. This reputable firm has had the distinct pleasure of having played an important part in the growth and progress of this area, and looks ahead to bigger things in the future.

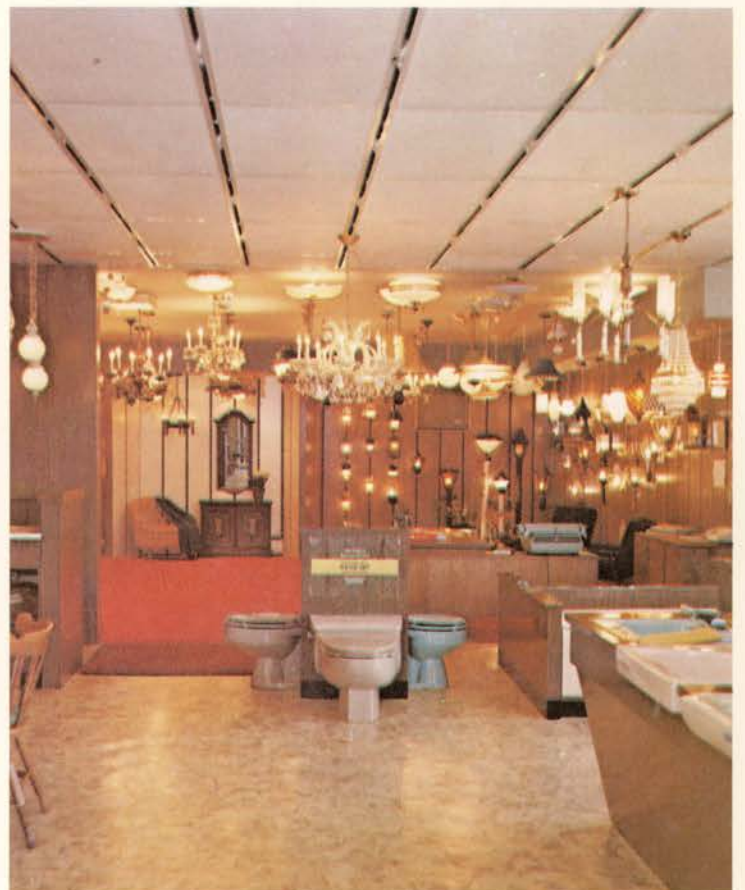
This distributor has a complete line of plumbing, heating, ventilating and air conditioning equipment; power transformers, sub-stations, metering equipment, construction and insulation materials of all kinds.

In addition to this, **McLaughlin's** has a complete selection of commercial and residential light fixtures and built-in kitchen appliances. Modern, newly decorated showroom displays, many electrical appliances, bathroom fixtures and has the largest light fixture selection in the area.

McLaughlin's is staffed by well-trained personnel, including mechanical and electrical engineers and certified residential and commercial lighting consultants. Ample free parking.

15 North Kline

Phone 225-7100





FIRST NATIONAL BANK



FIRST NATIONAL BANK OF ABERDEEN

YOUR
"YES" ADDRESS
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NOW TWO CONVENIENT LOCATIONS
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204 South First

Phone 225-2220

EAST BRANCH
2016 6th Ave. S. E.

225-5645

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