

Apex Ready Mix Concrete completes major expansion



APEX CONCRETE HEAD OFFICE, 5928 98th ST.



APEX READY MIX CONCRETE TRUCKS

...lined up at new \$250,000 plant at 17 St. between 112th - 114th Aves.

Apex Ready Mix Concrete Ltd. is marking completion of another major expansion this week at its new plant at 17th St. and 111 Ave.

The new plant is situated on an 80-acre site in the Clover Bar district which will allow the firm to continue to expand. With the extensive growth of the North East section and Sherwood Park and Fort Saskatchewan Apex Ready Mix Concrete will now be able to serve these districts more economically and more efficiently.

The \$250,000 plant is ideally located on a good supply of good fill gravel.

Apex Ready Mix Concrete Ltd. is owned and operated by Herb Friede who formed the company in December, 1965 and started out with two ready mix units and a small plant at the present location of the head office, 5928 98th St. The firm has continued to grow right from the very beginning and the main plant has undergone much remodelling and expansion and in less than five years the staff has grown to over 40 persons and there are now 16 ready mix mobile units all radio equipped and nine other excavation and service trucks included in the equipment.

Mr. Friede who was born in Germany in 1934, came to Leduc as a child and received his education there.

He worked with Sherwin Con-

An Apex Ready Mix Concrete ad feature

struction in the city as a car-penter for a year and then started out on his own building houses.

With the assistance and encouragement of prominent farmer and oilman, Joe Tober, he was able to form H. Friede.

Builders in 1955 and this firm became known as El Rancho Construction Ltd. when he branched out into apartments and warehouses. Mr. Friede had the unique gift of choosing the right men for the right job at the right time and his business mushroomed until he formed another company in 1965, Apex Ready Mix Concrete Ltd. In April, 1966 he also formed the Apex Excavation Ltd.

Mr. Friede is married and there are three girls in his family. He is an active member of the Trinity Lutheran church and a member of the Edmonton Chamber of Commerce.

General Manager for the Apex operations is Jim Ward, a graduate of the personnel management school at Casper College in Casper, Wyoming. Mr. Ward has extensive experience

and Gordon Eaton is the firm's excavation superintendent. Brian Sinto is the chief dispatcher and truck foreman. Paul Grykuliak is comptroller and Hilda Kass is the office manager.

When Mr. Friede formed Apex Ready Mix Concrete the bulk of their contracts were in the residential construction industry. They have now branched out into the commercial field and work closely with general contractors and architects in the city's booming construction industry.

At the new plant the firm is able to produce their nine specially designed mixers and their equipment now permits the firm to supply concrete in almost every kind of weather. Apex is now the largest independent ready mix concrete company in the city. They are continually studying the latest developments in the industry to keep abreast with the newest trends.

Apex Ready Mix Concrete Ltd. continues to make rigid tests on all batches of concrete leaving the plants to be sure that they continue to be leaders in the field.



HERBERT FRIEDE



JIM WARD



GORDON EATON

WE CONGRATULATE
APEX READY MIX CONCRETE
& EXCAVATION LTD.

on their expansion



PETROLEUM PRODUCTS

By

TEXACO CANADA LIMITED

Every Success to
APEX Ready Mix Concrete
& Excavation Ltd.

★ ★ ★ ★

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Installation

By



5920 - 98 STREET

**READY MIX CONCRETE
& EXCAVATION LTD.**

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Our Sincere Best Wishes to

**Apex Ready Mix Concrete
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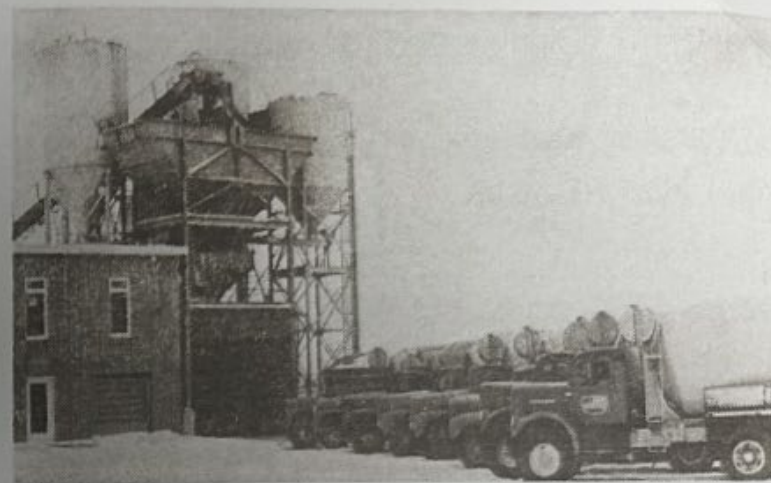
704 Cambridge Bldg.

Phone 424-7282

From this . . .



. . . to this



. . . in only 4 years!

APEX READY MIX CONCRETE & EXCAVATION LTD. have recorded a truly phenomenal growth. From a small beginning 4 years ago, with 2 units and a small plant. Apex has expanded rapidly and today marks the opening of their newly enlarged plant featuring a fleet of 16 modern, radio equipped trucks.

To keep pace with the demands of their ever-growing list of customers, Apex recently opened a branch plant at 17 Street & 111 Avenue to better serve the Northeast Edmonton, Sherwood Park and Fort Saskatchewan Areas. Expansion has also included the addition of a new **"EXCAVATION DIVISION"**.



**READY MIX CONCRETE
& EXCAVATION LTD.**

"Edmonton's largest independent Ready-Mix Co."
5920 - 98 Street

DIAL 435-3561 for fast, efficient service