

Restaurants—(Cont'd)

Ticino Swiss-Italian Restaurant
 205 Wolf St Banff 762-3848
 See Our Advertisement This Classification
 Zigg's Junktion 908 Front St Canmore 678-5211

If your business is not completely represented in the **YELLOW PAGES** you may be missing your share of the business in your line.



Open: 5 p.m. to 11 p.m.

FULLY LICENSED

TICINO

Swiss-Italian Restaurant

SPECIALIZING IN
 VEAL DISHES, BEEF &
 CHEESE FONDUES,
 STEAKS

762-3848

205 WOLF STREET, BANFF

Elizabeth Scott

RETREADING

See Tire Section

REVOLVERS

See Sporting Goods Section

Riding Academies

BANFF SPRINGS CORRAL

Banff Springs Htl Banff 762-2848

BREWSTER STABLES Birch Av Banff 762-2832

Riding Academies—(Cont'd)

JOHNNY'S RIDING STABLES

John Boychuk Owner

Phone Canmore 678-4171

Martin Stables Ltd Birch Av Banff 762-3167

See Our Advertisement This Classification

SUNDANCE STABLES Birch Av Banff 762-2832

Timberline Tours Ltd Box 14 Lake Louise 522-3743

See Our Advertisement This Classification

(Continued Next Page)

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**HOUR & DAY
 FISHING & PACK TRIPS
 ARRANGED**

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762-3167

**BIRCH AVENUE
 BANFF**

Timberline Tours Ltd.



**HOUR, DAY & PACK TRIPS ARRANGED
 — SPRING SKIING —**

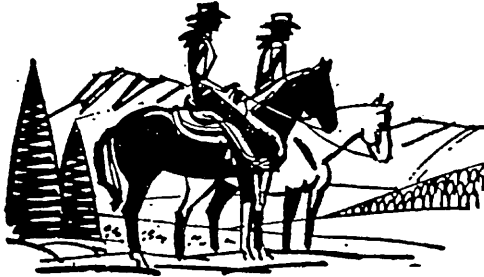
**BOX 14
 LAKE LOUISE**

522-3743

Riding Academies—(Cont'd)

Trail Rider The 132 Banff Av Banff 762-4551
WARNER MacKENZIE GUIDING & OUTFITTING LTD 132 Banff Av .. Banff 762-4551
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WARNER & MacKENZIE GUIDING & OUTFITTING LTD.



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GUIDES AVAILABLE

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762-2832
SUNDANCE STABLES

RIFLES

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- NEW ROOFS
- ASPHALT SHINGLES

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See Landscape Gardeners

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{269-6501

RUG & CARPET DEALERS

See Carpet & Rug Section

RUG CARPET & UPHOLSTERY CLEANERS

See Carpet & Rug Cleaners

RUG CLEANERS

See Carpet & Rug Cleaners

SANATORIUMS

See Hospitals, Homes & Sanatoriums

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SWEDISH QUALITY

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LASER SAW CHAIN



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See Aircraft Schools

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Call: 427-2766

Alberta

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GOVERNMENT OF ALBERTA

SCHOOLS—Driving

See Automobile Driving Instruction

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also Signs—Silk Screen Process

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See Fish Section also Restaurants

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Septic Tanks Sales & Service

Calgary Septic Tank Service

9527 Fairmount Dr SE Calgary 255-0828

See Our Advertisement This Classification

CALGARY WILBERT VAULT LTD

MANUFACTURERS OF

**CONCRETE
SEPTIC TANKS**

330a 40 Av NE Calgary 277-7845

Listings Of This
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Yellow Pages.

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Rundle Mountain Esso Canmore 678-5613
 See Our Advertisement This Classification
TAVENDER MAINTENANCE SERVICES LTD
 2404 Edmonton Tr NE Calgary 274-1476

Calgary Septic Tank Service

FOR FARMS, HOMES, MOTELS,
 FILLING STATIONS & SCHOOLS

SEPTIC TANKS — CESS POOLS

CONTRACT PRICES AVAILABLE

"OUR AIM IS TO SATISFY"

Manager, A. EBEL

Not Affiliated With Any Other Firm

255-0828

9527 Fairmount Dr. S.E., Calgary

Canmore

*Septic
 Tank
 Service*

678-5613

RESIDENCE
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 CANMORE

CUSHION NEEDED

A rug cushion is most important on rough or uneven floors, door sills with their hill-and-dale profile and on edges of stair treads which receive the brunt of stairway traffic.

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 Bill's Garage 731 Exit Rd Canmore 678-5055
 Canmore Gulf Service Centre 1 St Canmore 678-5644
 Canmore Service Station Front St Canmore 678-5100
 Cascade Esso Service Station
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FAIRVIEW ESSO SERVICE

Esso Products — Atlas Tires

Propane — Towing

Dave Smyth, Prop.

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Seebe Exshaw 673-3844

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TEXACO PRODUCTS

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W. E. Bezanson

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Trans Canada Hwy Canmore 678-5788

Harvie Heights Texaco Harvie Hgts Canmore 678-5566

Heart Mountain Service Centre Exshaw 673-3577

Hercules Towing Industrial Bldg Banff 762-4415

See Our Advertisement This Classification

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**GULF PRODUCTS
 LIGHT MECHANICAL &
 TUNE-UP SERVICE
 TIRE SPECIALISTS**

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Cor Wolf & Lynx St Banff 762-2514

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RADIO DISPATCHED

FULLY INSURED
 FOR LOCAL & LONG
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 BOOSTING & WINCHING
 FENCED VEHICLE &
 TRAILER STORAGE

BANFF

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"We'll Move The World To Help You"

INDUSTRIAL PARK, BOX 1698

Service Stations—(Cont'd)

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"WHERE TO BUY IT"

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Banff Av & Marmot St Banff 762-3341

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MINOR REPAIRS

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Esso Products

★ ATLAS TIRES

★ 24 HOUR SERVICE

★ 24 HOUR TOWING

★ LICENSED MECHANIC

762-2452 • 762-3566

212 BANFF AVENUE

Service Stations—(Cont'd)

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24 Hour Service

Pigeon Mountain Canmore 678-5600

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COMPLETE CAR CARE

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Deadmans Flats Canmore 678-5377

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TRANS CANADA SHELL SERVICE Canmore 678-5431

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See Septic Tanks Sales & Service

SEWAGE TREATMENT EQUIPMENT

See Septic Tanks Sales & Service

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Commercial - Industrial - Residential

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For those who like only a slight hint of garlic in salads, toss a clove of garlic into a bottle of vinegar. A delightful home-made garlic vinegar is on hand for salad dressings without messy preparation from garlic buds.

Help your customers find YOU
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MIDAS MUFFLER SHOPS



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 West 25 St & 17 Av SW Calgary 246-1134
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 ABSORBER GUARANTEE — VALID
 AT MIDAS MUFFLER SHOPS COAST
 TO COAST IN CANADA & U.S.A.

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Louie's Shoe Store
 Brewster Industries Bldg Banff 762-2607

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**WOMEN'S & CHILDREN'S
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 Brewster Industries Bldg Banff 762-2607
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Banff Cablecars on Mt. Norquay

"Banff's Most Scenic View"

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 Souvenir & Gift Shop

Mt Norquay Rd Banff 762-4421

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 COMPANY LTD** Mountain Av Banff 762-2523
Banff Taxi & Sightseeing
 229 Banff Av Banff 762-4444
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Sightseeing Tours & Attractions—

(Cont'd)

Brewster Transport Company Ltd
 All Depts
 304 Caribou St Banff 762-2241
 See Our Advertisement This Classification
Columbia Icefield Snowmobile Tours
 Dial "0" & ask for Columbia Icefield Toll Station
HOWIE BUILDER GUIDE SERVICES
 11-326 Beaver St Banff 762-2438
 Listings Of This
 Classification Are Continued
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When seconds count, you can count on
 the **YELLOW PAGES**.

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**BREWSTER TRANSPORT
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**Daily Tours In Vista-Dome
 Coaches. Driver Lectured.**

Banff - Lake Louise - Jasper
 Columbia Icefield - Emerald Lake

**CALGARY AIRPORT
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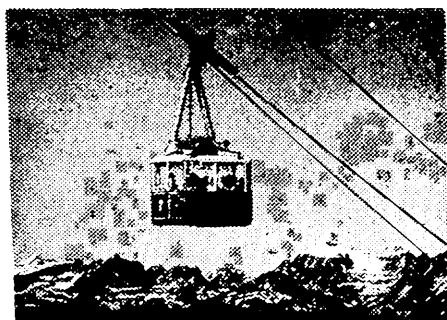
**Banff 762-2241
 Lake Louise 522-3787
 Jasper 852-3332**

**BANFF TAXI &
 SIGHTSEEING
 762-4444**

Chauffeur Service Available

229 Banff Avenue, Banff

Box 808



The View From

JASPER SKY TRAM

IS ONE OF THE WORLD'S
MOST SPECTACULAR

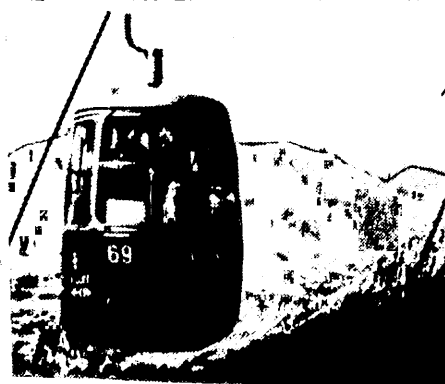
Travel to the Summit
of Whistlers Mountain
In The Comfort of
a 30 Passenger Car

852-3093

JASPER SKY TRAM LTD.

P.O. Box 418

Jasper, Alberta



LAKE LOUISE

SKI AREA

2 MILE GONDOLA LIFT
ENCLOSED CARS

Spectacular View of Continental Divide
Starts Next to Trans Canada Highway

BANFF CUSTOMERS DIRECT LINE
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522-3555

LAKE LOUISE

Sightseeing Tours & Attractions—

(Cont'd)

Jasper Sky Tram Ltd

Jasper Banff Hwy Jasper 852-3093

See Our Advertisement This Classification

Lake Louise Ski Area Lake Louise 522-3555

See Our Advertisement This Classification

Legion Taxi 229 Banff Av Banff 762-3353

Minnewanka Tours Ltd Box 194 Banff 762-3473

See Our Advertisement This Classification

Mountain Taxi & Tours Ltd

229 Banff Av Banff 762-3351

See Our Advertisement This Classification

(Continued Next Page)

MINNEWANKA TOURS LTD.

90 MINUTE CRUISE
THROUGH THE
DEVIL'S GAP
ON

BEAUTIFUL
LAKE MINNEWANKA

7 SCENIC MILES
FROM BANFF

Special Group Rates

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BOX 194, BANFF



TOURS & TAXI SERVICE

• 11 Passenger Tour Buses

• Calgary Airport Service

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YOHO VALLEY — NUM-TI-JAH LODGE
COLUMBIA ICEFIELDS — JASPER

BANFF - 762-3351

229 Banff Ave., Banff — Box 888
MOUNTAIN TAXI & TOURS LTD.

Sightseeing Tours & Attractions—**(Cont'd)****Rocky Mountain Raft Tours**

Box 1771 Banff 762-3632

See Our Advertisement This Classification

Timberline Tours Ltd Box 14 Lake Louise 522-3743

ROCKY MOUNTAIN
RAFT TOURS
Daily River Trips
 Guided Tours of Canada's
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 YOUR CHOICE OF LENGTH
 LOCATION AND TYPE
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JASPER
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KOOTENAY
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SPECIAL GROUP SERVICE
AND RATES
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BOX 1771, BANFF

Signs—(Cont'd)Thunderbird Signs 421 Cougar St. Banff 762-2929
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THUNDERBIRD Signs
 421 Cougar St. Banff
 MARY ZEVIK — PROP.
 Show Cards Truck Lettering
 Routed Signs Silk Screening
 Gold & Silver Leaf
762-2929 BANFF

Signs—Silk Screen Process**THUNDERBIRD SIGNS** 421 Cougar St Banff 762-2929**SKI-BOBS**

See Snow Vehicles

Ski Centres**BANFF CABLELIFTS LTD**

MT. NORQUAY
"BANFF'S FAMILY SKI AREA"
 Mt Norquay Rd Banff 762-4421
 Caribou Helicopter Skiing Banff 762-4171
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 You can expect more preparation
 and waste from carrots that are
 forked, gnarled or rough.

Signs**Gord's Cleaning Service**

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Neon Sales & Service Ltd

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neon and plastic displays
 storefront modernization
 advertising co-ordinators

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276-6666

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Caribou
 helicopter skiing

PLEASE TELEPHONE**762-4171**

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SKI WEEKS — DAILY TOURS
DEEP POWDER ONLY



ONE OF THE LARGEST SKI AREAS
IN CANADA

3200 VERTICAL FEET
NINE LIFTS

THREE LODGES
LICENSED DINING

SKI SCHOOL — SKI SHOP
SKI RENTAL

BANFF CUSTOMERS DIRECT LINE
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24 HOUR SNOW REPORT

762-2757

LAKE LOUISE SKI AREA

522-3555

LAKE LOUISE

Ski Centres—(Cont'd)

Lake Louise Ski Area Lake Louise 522-3555
Banff Customers Direct Line (No Charge)
Dial 762-2097
24 Hour Snow Report Banff 762-2757
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NEXT TIME MAKE IT TO
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Jasper-Banff Hwy Jasper 852-3816

Mountain Canada 342 Otter St Banff 762-2114
SUNSHINE VILLAGE Banff 762-3383
WIEGELE HELICOPTER SKIING ... Banff 762-4171

Ski & Mountain Climbing Tours

BUGABOO HELICOPTER SKIING LIMITED

217 Bear St Banff 762-4531

BUGABOO LODGE 217 Bear St Banff 762-4531

Canadian Mountain Holidays Ltd

217 Bear St Banff 762-4531

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BUGABOOS, CARIBOOS, MONASHEES
- **SKI TOURING**
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NORTHERN SELKIRKS
- **MOUNTAIN CLIMBING SCHOOLS**
- **MOUNTAIN GUIDE SERVICE**
- **FAMILY MOUNTAIN HOLIDAYS**
- **YOUNG EXPLORERS CAMPS**

217 BEAR STREET, BANFF

P.O. BOX 1660, BANFF, ALBERTA — T0L 0C0

762-4531

Ski & Mountain Climbing Tours—**(Cont'd)****CANADIAN SCHOOL OF MOUNTAINEERING LTD**

SUMMER & WINTER MOUNTAINEERING
COURSES & CAMPS
FOR INDIVIDUALS & GROUPS
SPECIAL CROSS COUNTRY & SKI
MOUNTAINEERING COURSES
Box 1552

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CARIBOO LODGE 217 Bear St Banff 762-4531

HELI-SKIING CARIBOOS LIMITED

217 Bear St Banff 762-4531

HIGH HORIZONS

**MOUNTAINEERING COURSES
& CAMPS**

BACKPACKING PROGRAMS
MOUNTAIN GUIDING SERVICES
ADULT - TEENS - JUNIORS

Box 1166 Banff 762-2868

MONASHEE HELICOPTER SKIING LIMITED

217 Bear St Banff 762-4531

Mountain Canada 342 Otter St Banff 762-2114

See Our Advertisement This Classification

MOUNTAIN CANADA

MOUNTAINEERING SCHOOL BANFF LTD.
PURCELL HELICOPTER SKIING LTD.



- HELICOPTER SKIING
- X-COUNTRY
- SKI TOURING
- GUIDE SERVICE
- MOUNTAINEERING SCHOOL

PETER SCHLUNEGGER/RUDI GERTSCH

BOX 543, BANFF

TELEPHONE

762-2114

Ski & Mountain Climbing Tours—**(Cont'd)**

Mountaineering School Banff Ltd

342 Otter St Banff 762-2114

Purcell Helicopter Skiing Ltd

342 Otter St Banff 762-2114

SKI TOWS

See Ski Centres

Skiing Equipment—Rental

Abominable Ski Rental Shop Ltd

229 Banff Av Banff 762-2905

(Continued Next Page)

**QUIK
RENT-A-SKI**

OVERNIGHT SERVICE

- SKI SURFACING
- BOOT CANTING
- EQUIPMENT REPAIRS
- BINDING TUNE
- WAXING
- EQUIPMENT SALES

Mike Wiegale Ski Pro Shop

OPEN DAILY 7:00 a.m. - 9:00 p.m.

TELEPHONE

762-4262

BANFF, ALBERTA



- EQUIPMENT RENTAL
- 24 HOURS REPAIR SERVICE
- COMPLETE SERVICE FOR THE SKIER

C.M.H. Ski Service & Rentals

762-2666

132 BANFF AVENUE, BANFF

**Canadian Mountain Holidays
Ski Service & Rentals**

SPECIAL WEEKLY RATES

Box 827 Banff

Skiing Equipment—Rental—(Cont'd)

Abominable Ski Shop Ltd
137 Banff Av Banff 762-2660
Sunshine Village Banff 762-2676

BANFF CABLELIFTS LTD

MT. NORQUAY SKI SHOP

Full Range of Alpine Rentals
Adults & Children

Mt Norquay Rd Banff 762-4421

C M H Ski Service & Rentals
132 Banff Av Banff 762-2666
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MONOD SPORTS LTD

Harmony Bldg Banff Av Banff 762-2343

MOUNTAIN MAGIC

Sports Specialists

206 Banff Av Banff 762-2664

Quik Rent A Ski Banff 762-4262

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Skiing Instruction

Lake Louise Ski School Lake Louise 522-3780

Wiegele Mike Ski School Ltd

Box 35 Lake Louise 522-3801

Skis & Skiing Equipment

Abominable Ski Shop Ltd
137 Banff Av Banff 762-2660

BANFF CABLELIFTS LTD

MT. NORQUAY SKI SHOP

FULL RANGE OF ALPINE RENTALS
ADULTS & CHILDREN
K2 SKIS - ROFFE CLOTHING
& ACCESSORIES

Mt Norquay Rd Banff 762-4421

Monod Sports Ltd
Harmony Bldg Banff Av Banff 762-2343

MOUNTAIN MAGIC

Sports Specialists

206 Banff Av Banff 762-2664

QUIK RENT A SKI Banff 762-4262

Spoke 'N Edge 214 Banff Av Banff 762-2854

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A rumpus room phone is wonderful for
the whole family.



BANFF SKI REPAIR SPECIALISTS

- SKIS
- BICYCLE RENTALS & REPAIRS

"DON'T LET MAJOR OR MINOR REPAIRS
SLOW YOU DOWN IN THE CANADIAN ROCKIES"

214 BANFF AVE. **762-2854**
BANFF

SMORGASBORD

See Caterers, also Restaurants

SNOW FENCES

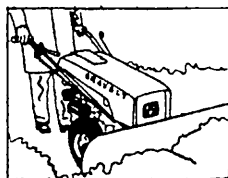
See Fences

Snow Removal Equipment

Arn's Equipment Ltd
340 16 Av NW Calgary 277-4335
See Our Advertisement This Classification
Jarett Construction (Banff) Ltd
Box 882 Banff 762-2717

ARN'S EQUIPMENT Ltd.

GRAVELY TRACTORS TORO SNOW BLOWERS



SNOW REMOVAL EQUIPMENT

- 48" Snow Plow Blade
- 2 Stage Snow Blowers

277-4335

340 - 16th Ave. N.W., Calgary

SNOW SLEDS

See Snow Vehicles

Snow Vehicles

Renfrew Sports Ltd
326 Meridian Rd NE Calgary 272-6444
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ski-doo

272-6444 • 272-6425
EVERYTHING FOR SNOWMOBILES

HONDA MOTORCYCLE

Exclusive Can-Am Dealer
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See Landscape Gardeners

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Raven The 130 Banff Av Banff 762-3166

Totem Souvenirs 215 Banff Av Banff 762-3913

See Our Advertisement This Classification



Totem Souvenirs

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LTD Radium Hot Springs BC 604-347-9628

HARMONY GIFT SHOP

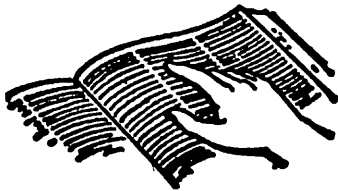
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SPORTS CAR EQUIPMENT

See Automobile Parts & Supplies Section

Sportswear—Retail

Spence's Sportswear Ltd 115 Banff Av Banff 762-2811

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See Painters & Paperhangers

STAMPS—Rubber

See Rubber Stamps

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Stereophonic & High Fidelity Equipment

—(Cont'd)

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See Fur Storage

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STOVE OIL See Gasoline & Oil Bulk Stations

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also Plaster Supplies

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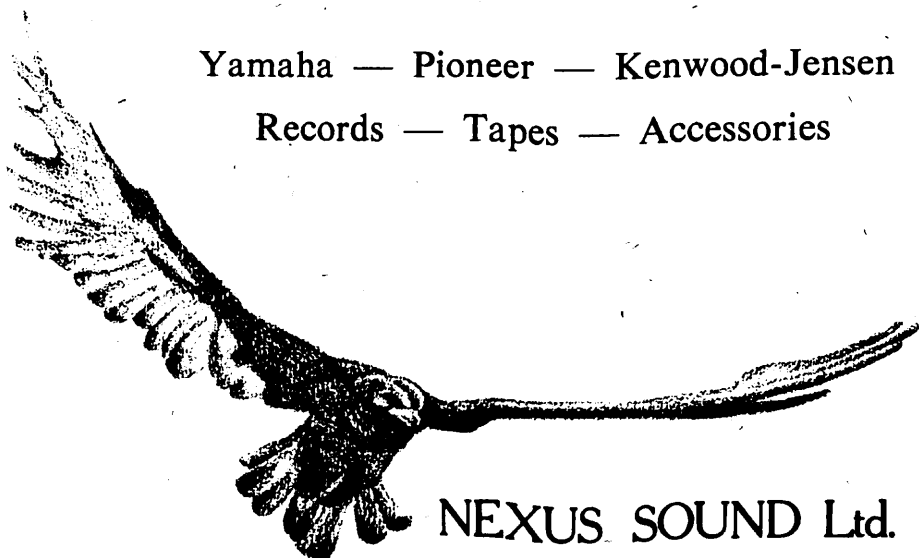
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Legion Taxi 229 Banff Av Banff 762-3353

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- CHANGE-UP TO "X"
- GREATER SAFETY;
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Foremost In Radial Steel

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261-8616

1300 6 Av SW Calgary 263-8510

Chamber of Commerce 93 Banff Av .. Banff 762-3777

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AMA

TOWING SERVICES

Parts & Service

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City Wide Towing Ltd Calgary 246-9450

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Phone Lake Louise 522-3777

Hercules Towing Industrial Bldg Banff 762-4415

See Our Advertisement This Classification

LAKE LOUISE SHELL

24 HOUR TOWING

5 2 2 - 3 7 5 5

Phone Lake Louise 522-3755

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See Our Advertisement This Classification

Pigeon Mountain Husky Car-Truck Stop

24 Hour Service

Pigeon Mountain Canmore 678-5600

A rumpus room phone is wonderful for
the whole family.

Towing Service—(Cont'd)

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AMA TOWING

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THREE SISTERS ESSO
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OFFICE 678-4222

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Classification Are Continued

On Next Page

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LTD.



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Calgary

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— LICENSED MECHANIC

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BANFF

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Towing Service

762-3522

Box 2099 Banff 762-3522

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See Alphabetical Section Under Respective Names

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Vanguard Trailers Ltd

9639 Macleod Tr S Calgary 253-0488

See Our Advertisement This Classification



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OPEN 9-9 WEEKDAYS

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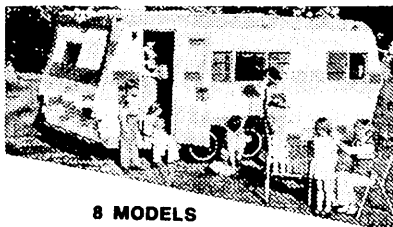
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TRANSMISSIONS

See Automobile Transmission Sales & Service

TRANSPORTATION COMPANIES

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CALGARY



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Brentwood Village Mall Calgary 289-4413

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Fodo L Agency Ltd Main St Canmore 678-5890

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See Florists—Retail—Plants—Horticultural

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See Signs

Truck Lines

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"GET'S IT THERE FASTER"

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DAILY SERVICE TO
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286-4100 — 286-2084

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See Automobile Painters

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TRUCK TERMINALS

See Cartage & Express, also Truck Lines

TRUCKING—Liquid & Bulk

See Truck Lines

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U-DRIVE

See Automobile Renting & Leasing

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UNDERWATER INSPECTION SERVICE - See Diving

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1908 - 37th STREET S.W.

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See Appraisers

VANS—Surf

See Trailers—Camping & Travel

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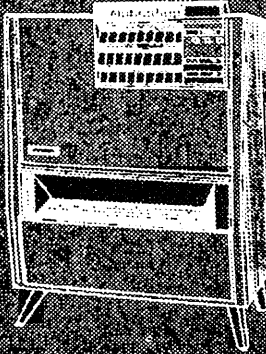
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Rocky Mountain Vending

342 Muskrat St Banff 762-2766

See Our Advertisement This Classification

BANFF VENDING Sales & Service



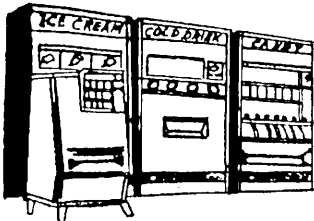
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Canned Drink
Sundries
Vending
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24 HOUR SERVICE

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Dr J A Stone

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4204 4 St NW Calgary 277-0135

VILLAGES & TOWNS

See Alphabetical Section Under Respective Names

VIOLINS

See Music & Musical Instruments

VISUAL CARE

See Physicians & Surgeons

VULCANIZING See Tires—Repairing

WALKIE TALKIE

See Radio Communication, Equipment & Systems

Wallpaper & Wallcoverings—

Wholesale & Mfg

Crown Wallpaper Co Calgary—Call Long Distance
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Banff Depot Ltd Industrial Compound Banff 762-2588

WEED SPRAY See Chemicals

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Calgary

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265-4075

265-4570

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LINDE & LINCOLN

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CALGARY

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243-7746

762-2514

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See Western Wear

Wigs & Toupees

Ivan's Kut Ltd 2033 26 Av SW Calgary 245-2333

See Our Advertisement This Classification

Mount Royal Beauty Salon

138 Banff Av Banff 762-2003

Newman's Hairpiece & Hairstyling Studio

For Men 1-340 7 Av SW Calgary 269-2056

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WINDOW GLASS

See Glass—Auto Plate & Window

Windows—Wood

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102-1235 17 Av SW Calgary 245-5322

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See Typewriters & Supplies

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See Automobile Wreckers

WROUGHT IRON WORK


See Ornamental Metal Work

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See Advertising Directory



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hairpieces

by

Ivan

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IVAN'S KUT LTD., 2033 - 26 AVENUE S.W., CALGARY,

245-2333



When you want the name of some

**ARTICLE, DEALER OR
SERVICE**

The quickest, surest way to locate
whatever you need is to look in the

YELLOW PAGES

MR. BUSINESSMAN:



Do You Know That TWO GROUPS OF **ACTION Buyers** USE THE **YELLOW PAGES**

BUYERS LOOKING FOR YOU . . . BUYERS LOOKING FOR ANYONE . . .

1. Recommended.
2. Influenced by Your Other Advertising.
3. Solicited by You or Your Salesman.
4. Passers-by Who Were Impressed by Your Place of Business.
5. Your Former Customers

This group of Buyers May Experience Difficulty in Finding You. Here's How to Direct Them to You . . .

1. Represent your firm under all headings pertaining to your business.
2. Buyers may remember only your address. Help them find you—Feature your location prominently and provide specific directional information.
3. Give prominence to your slogan. Slogans are sometimes remembered and firm names forgotten.
4. If your firm is known by more than one name, list each name.
5. If your firm name has an unusual spelling, feature it prominently. (Crandall can be spelled either with a "K" or a "C").

1. Newcomers to a Community.
2. Emergency Buyers.
3. Dissatisfied Buyers.
4. Buyers with an infrequent Need for Your Product or Service.
5. Competitive Bid Buyers.
6. Transients.

In Choosing an Advertiser to do Business with, these Buyers are Influenced by.

1. Reliability.
Years in Business, Experience, Etc.
2. Authorized Sales and Service.
Brand Names.
3. Scope of Services—
Range and Variety.
4. Complete Details of Services.
Delivery, "Open 24 Hours," etc.
5. Illustrations and Emblems.
6. Location.

TO REACH BOTH GROUPS
PLAN A PROGRAM NOW
IN THE ACTION MEDIUM . . .



Call your Yellow Pages representative to plan your program.
You'll find him in these Yellow Pages under "Advertising—Directory."