POWER TOOLS No doubt about it, Yellow Pages<sup>M</sup> advertising is a powerful tool to have in your marketing arsenal...a tool that gives you the power of choice.

With hundreds of options to choose from, you can customize your advertising to get your customer's attention, get them interested, convince them that you have something of value, and get them to take action.

This year, customize your Power Tools and get the Power of Yellow working for you.

If you need to reach consumers at the precise moment they are ready to buy, the Power of Yellow can do it for you.

If you want your customers to find you easily, the Power of Yellow in the White Pages will make your company stand out.

If you need to talk to your customers individually and want them aware of sales and special information, The Sound of Yellow in our Talking Yellow Pages gives you the edge. Calgary - Red Deer - Lethbridge

OTHER<br/>MARKETIf your goals are far reaching and you want to advertise outside<br/>your local directory area, one call to Telus Advertising Services<br/>can open the doors to other markets.

INSIDE<br/>BACK COVER<br/>OR TABSIf you need the ultimate in high-profile placement, consider<br/>the inside back cover or Tab positions...seen by virtually every<br/>person who uses the book for any reason, every day.

LISTDIRECT

If you want to use direct marketing to get in touch with your customers in a cost-effective manner, ListDirect is the place to call for help.

REVERSE DIRECTORY

A powerful marketing tool reverses the listings found in the Calgary White Pages and gives them to you in numerical order by both phone number and by address.

**OTHER MARKET DIRECTORIES** Whether for business or pleasure, using directories from outside your area can help you get in touch with other Canadian or international markets.



The **POWER** of CHOICE



PAGES™ THE WHITE

PAGES

YELLOW

THE

THE TALKING YELLOW PAGES™

**Use Yellow Pages Index** ACCOUNTANTS—ACCOUNTANTS 000103 © TELUS Advertising Services Inc. 1997 1 £ Bassano, Cessford, Duchess, Gleichen, Hussar, Jenner, Rolling Hills And Tilley **Classified Telephone Directory** March 1, 1997 Contact TELUS Advertising Services Inc. for Yellow Pages<sup>™</sup> advertising rates and information. Toll Free 1-800-661-4260 or in Calgary (403) 530-5400 27 Flr 411 - 1 Street SE, Calgary AB, T2G 4Y5 Every precaution is taken to avoid errors and omissions in the telephone directory, but if these occur, the Company shall not be liable for damages arising from such errors or omissions. In the case of advertising, or listings for which a specific charge applies, the Company's liability shall be limited to making a refund or cancellation based on the associated monthly charges. **Accountants-Certified General** Accountants Accountants-Chartered INSTITUTE OF CHARTERED ACCOUNTANTS OF ALBERTA Cal Tol Free Carnahan & Co 604 Cassils Rd W ------Brooks 362-5292 Fax Line ------Brooks 362-0363 BEVAN HALBERT GINET ENS CHARTERED ACCOUNTANTS (See Our Display Advertisement) Murray & Associates 108 328 7 St E ------Brooks 362-2285 PROFESSIONAL SERVICES PROVIDED **ACCOUNTING & AUDITING GST, PERSONAL & CORPORATE TAXES** (See Our Display Advertisement) TRUCKIN' ON TAX SERVICE COMPUTER DATA PROCESSING SPECIALIZING IN OWNER/OPERATOR BUSINESS ADVISORY SERVICES Accountants-Certified Management ACCOUNTING & INCOME TAX **ESTATE & FINANCIAL PLANNING** 928 13 St S ----- Lethbridge 381-9099 **BUSINESS VALUATIONS** SOCIETY OF MANAGEMENT ACCOUNTANTS OF ALBERTA 1800-One Palliser Sq Calgary (No Charge 362-3472 116 2 Av W ..... Brooks 362-3472 Dial)-----1-800-332-1106 CREATIVE ADVERTISING MAKES PEOPLE WANT TO BUY -**BREAKELL & COMPANY** "YELLOW PAGES" TELL THEM Check the "YELLOW PAGES™ " 
 Brooks Professional Bidg
 362-4004

 428 2 St.W
 Brooks
 362-3845

 419 2 Av
 Brooks
 362-3845

 19 2 Av
 Bassano
 641-2551

 (No Charge Dial)
 1-800-570-4988

 (See Our Display Advertisement)
 Burns Edwards Schwab & Co

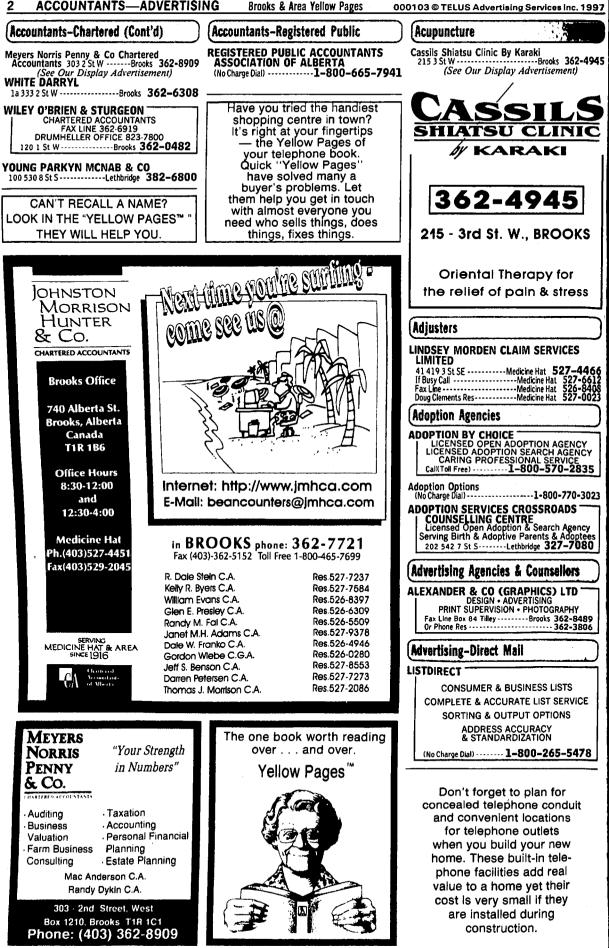
 423 4 St SE
 Medicine Hat
 527-8114

 Johnston Morrison Hunter & Co
 740 Alberta St
 Brooks
 362-7721

 (See Our Display Advertisement)
 Store Store
 Brooks
 362-7721
Brooks Professional Bldg WHERE TO BUY. for WHO sells WHAT. Looking for the right financial expert? CERTIFIED GENERAL ACCOUNTANTS (See Our Display Advertisement) Loren D Mitchell Professional Corp Call us first. We're the governing body Association Of Alberta of the CA profession and all of 1a 333 2 St W -----Brooks 362-0222 • Accounting • Auditing Alberta's 6,300 Chartered Accountants Tax Planning are registered with us. We would be • Financial & Management Consulting (CONTINUED NEXT LISTING PAGE) pleased to refer you to three chartered accounting firms in your area which can FOR REFERRALS OR INFORMATION FIND WHAT YOU WANT provide the services you need. ON THE CGA EDUCATIONAL PROGRAM CALL **Institute of Chartered** TOLL FREE SERVICES — PROFESSIONS are listed by classification. **Accountants of Alberta** 1-800-661-1078 Strength Beyond Numbers ... throughout these pages. You 1410-555 - 4th AVE. S.W., CALGARY Call toll free can find almost anything you 1-800-232-9406 need quickly and easily when you use THE YELLOW PAGES. CERTIFIED GENERAL ACCOUNTANTS CGA Fax (403) 425-8766 BREAKELL & COMPANY LET US GIVE CHARTERED ACCOUNTANTS **YOU THE** EST. 67 For all of your professional advisory services BUSINESS needs in the areas of audit, accounting, personal & corporate tax, U.S. Tax, estate & financial planning, finance, G.S.T. and business valuations think of the professionals at Breakell & Company. 428 - 2nd Street West Brooks, Alberta T1R 0E9 Phone (403) 362-4004 Fax (403) 362-3845 • Brooks • Calgary • Vancouver • Bassaro

A

**Brooks & Area Yellow Pages** 



3

A



• TELUS Yellow Pages directories produce

action...3 out of 4 people referencing the

putting your advertising message where customers are looking, call TELUS Advertising Services at 530-5400 or 1-800-661-4260.

Yellow Pages follow up with a phone call or

Customers find what they're looking for in the Yellow Pages! For more information about Service

Internet.

Yellow Pages."

Mobility.

it's all

communication

Now, in Alberta.

**VICES** 

it's all the

same name.

TELUS.

Air Conditioning Contractors (Cont'd)

Nine out of ten Albertans look for TELUS Yellow Pages<sup>™</sup> directories when they're ready to buy!

vicit

**n**for?

 TELUS Yellow Pages directories reach virtually every home, office, hotel/motel room, store and public telephone in Alberta! • 24 hours a day, 365 days a year...the

Yellow Pages never stop working.

look

 Nine out of ten adults consult TELUS Yellow Pages directories at least 76 times a year!

· Placing your advertising in the Yellow Pages is less expensive than any other medium!





## What are you looking for?

Yellow Pages Trademarks owned by Tele-Direct (Publications) Inc., used under license by TELUS Advertising Services Inc.

**Agricultural Chemicals** 

## erfuing-Directory

Icetec Cooling Systems Ltd----Brooks 793-1502 (See Our Display Advertisement) Jaaco Services Ltd TELUS ADVERTISING SERVICES INC 2121 Av W ------Brooks 362-6215 (See Our Display Advertisement) (No Charge Dial) ----1-800-661-4260 (See Our Display Advertisement) Murray's Plumbing & Heating 736 Raiway Av -----Brooks 362-3371 **Air Conditioning Contractors** WOLF MECHANICAL "LEADER OF THE PACK" SALES & SERVICE RESIDENTIAL INSTALLATIONS 1 360 Aquaduct Dr......Brooks 793-2537 Spraying Brooks Plumbing & Heating Ltd Quikway Aviation Ltd Box 1780 -------Brooks 362-5400 Brooks 362-5543 407 2 AVE Brooks 362-2362 G-OK HEATING & AIR CONDITIONING LTD Brooks 793-1100 Harvey's Plumbing & Heating (See Our Display Advertisement) Authorized Intertherm Dealer 1513 2 St W-----Brooks 362-4270 IS EACH LINE OF YOUR Shoplifting is not a lark, not a **BUSINESS UNDER** prank, and not taken lightly. THE APPROPRIATE Get Action. YELLOW PAGES" HEADING? SHOPLIFTING IS A CRIME. Use "Yellow Pages™ ." Qulkway Aviation ICETEC **|C**| Ltd. Cooling Systems | T E C | Ltd. **BOX 1780** PLUMBING BROOKS, ALTA. T1R 1C5 AIR CONDITIONING HEATING GASFITTING SHEET METAL • EXPERT REPAIR SERVICE AIR CONDITIONING AGRICULTURAL REFRIGERATION GUARANTEED WORKMANSHIP ★ SPRAYING ★ SEEDING INSTALLATION \* FERTILIZER REPAIRS • 24 HR EMERGENCY SERVICE MAINTENANCE CHARTER SERVING BROOKS AND THE COUNTY OF NEWELL 793-1502 ★ PIPELINE ★ HOTSHOTS **\*** CREW MOVEMENTS 362-6215 Brooks PAGER 1-661-3630 RES. 362-2857 FAX - 362-0207 - 212 1st Ave. W. BOX 554 - BROOKS T1R 1B5 362-5400 (24 HRS.)



1191 Av E -----Brooks 362-3113

----Brooks 362-6809

--Brooks 362-6060

Brooks Quality Drycleaning 712 2 St W

Galbraith Cleaners Ltd

bulance Service

(See Our Display Advertisement)

Brooks Anchoring-Brooks 362-0362 IDEAL ANCHOR SERVICES A DIVISION OF IDEAL OILFIELD CONST LTD Box 1473------Brooks 362-2843

(See Our Display Advertisement)

-----Brooks 362-9000

Anchors-Installations

LTD

ADMIRAL ANCHOR SERVICE

5

A

## **Animal Carcass Removal**

SOUTHERN ALBERTA PROCESSING

CO Dead Stock Removal

(No Charge Dial) ------1-800-661-1023

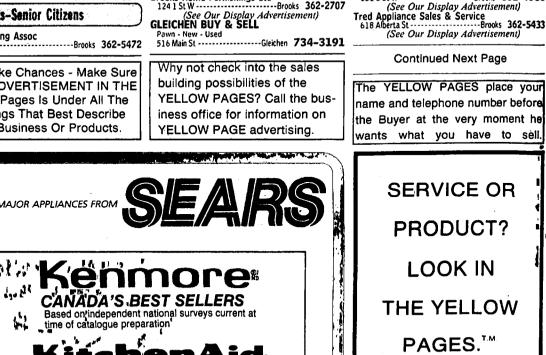
Antiques

Olde Blacksmith Shoppe The 503 2 AVE Brooks 362 (See Our Display Advertisement) ---Brooks 362-2616





Yellow Pages Is Under All The Headings That Best Describe Your Business Or Products.



62-344 LARRY & JUDY LOWES (AUTHORIZED MERCHANTS)

SEARS CATALOGUE STORE & SHOWROOM 615 - 1st St. West, Brooks



Want to save money?

П

Shop the Yellow Pagestm for estimates

000103 © TELUS Advertising Services Inc. 1997

Sears Canada Inc 6151St W ---Brooks 362-3441 (See Our Display Advertisement) TOSHACH FURNITURE & APPLIANCES

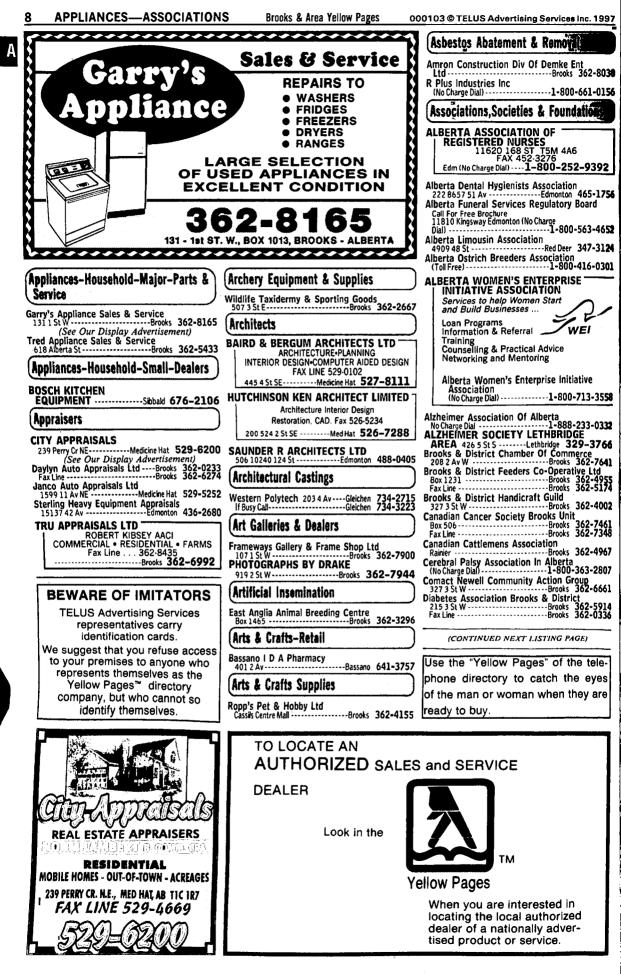
------Brooks 362-4585

(Appliances-Household-Major-Deel

(Cont'd)

652 2 St W -



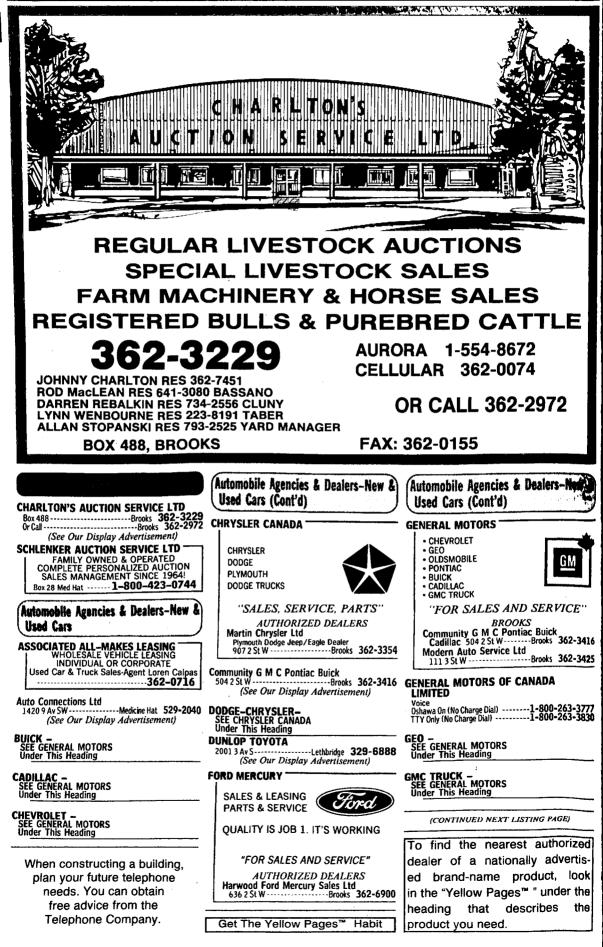




by advertising in the YELLOW PAĞES"

A

**Brooks & Area Yellow Pages** 





A

Brooks & Area Yellow Pages











**Use Yellow Pages Index** 

A



316-B - 6th STREET EAST, BROOKS

18 AUTOMOBILE-AUTOMOBILE

**Brooks & Area Yellow Pages** 







Use Yellow Pages Index





Use Yellow Pages Index





B

