

WARRANT DISTRICTS FOR THE COUNTY OF LOS ANGELES

THERE'S ONLY ONE
REASON TO INVEST
MONEY . . .
TO MAKE MORE!
INVEST IN A
"YELLOW PAGE" AD

Water Well Drilling & Service (Cont'd)

GREENE FARMS DRILLING LTD
Domestic Water Wells
Asask Sask 1-306-968-2703
JODEN DRILLING & SERVICING CO
LTD 214 Carry Dr SE—Medicine Hat 529-2258

If you have goods for sale, the
YELLOW PAGES
provide purchasers one of the
quickest ways to find your
goods. You are invited to call
our nearest Business Office for
detailed information on adver-
tising in the YELLOW PAGES.

Water Well Drilling & Service (Cont'd)

M & M Drilling Co Ltd
Box 152 Strathmore 934-4271
(See Our Display Advertisement)
RISLING DRILLING—Medicine Hat 526-0490
(See Our Display Advertisement)
3 Drilling Ltd—Medicine Hat 529-6751
(See Our Display Advertisement)

For emergencies or
everyday use...
YELLOW PAGES
of your telephone directory
are a quick, handy guide
to products, services
and repairs.

Water Well Supplies

Russelsteel A Division Of Fedmet Inc
5724 40 St SE—Calgary 279-6600
(See Our Display Advertisement)



a division of Fedmet Inc.

**WATER WELL
STEEL
&
PLASTIC CASING**
COMPLETE LINE OF PUMPS & SUPPLIES
G.S.W. DISTRIBUTOR
(NO CHARGE DIAL)
1-800-242-8471

279-6600

5724 - 40th ST. S.E.

Mailing: Box 68, Calgary T2P 2G9

Waterslides

Riverside Waterslide
1401 Power House Rd SW—Medicine Hat 529-6218
(See Our Display Advertisement)



1401 POWER HOUSE RD. S.W.
MEDICINE HAT
(Located Just Off Trans Canada Highway)

Wedding Announcements

Bow Island Printing
141 5 Av W—Bow Island 545-2628

HOLMES PRINTING

"THE IMAGE MAKERS"
1577 Dunmore Rd
SE—Medicine Hat 526-5937

Modern Press
569 2 St SE—Medicine Hat 526-5300

PRESTIGE SPECIALTY ADVERTISING
WEDDINGS - ANNIVERSARIES - GRADUATIONS
QUICK SERVICE & SPECIAL DISCOUNTS
6 303 Southridge Dr
SE—Medicine Hat 526-4404

PRIME PRINTING INC

COUNT ON THE PROFESSIONALS
ONE TO FOUR WEEK DELIVERY
566 18 St SW—Medicine Hat 526-8446

PRINT STOP THE

Invitations-Response Cards-Formals
Napkins-Matches-Accessories-Etc.
501c N Railway St
SE—Medicine Hat 527-7965

"YELLOW PAGES" DIRECTORY
ALWAYS WITHIN YOUR REACH.

Wedding Supplies & Services

B J The Clown
1039 Kingsway Av SE—Medicine Hat 529-6650
(See Our Display Advertisement)
Bernhart Mobile Catering
Hwy 3 & Centre St—Bow Island 545-2397
Beryl's Bloomers
104 1501 Dunmore Rd SE—Medicine Hat 526-0897
Busy Bobbin Professional Alterations
953 S Railway St SE—Medicine Hat 526-0505
City Bakery 317 6 Av SE—Medicine Hat 527-2800
Costea's Music & Video
554 3 St SE—Medicine Hat 527-1982
(See Our Display Advertisement)
Dianne's Country Crafts
908 S Railway St SE—Medicine Hat 526-2646
Flannigan Music—Medicine Hat 526-0457
FLOWERS BY LYNETT
920 1 St SW—Medicine Hat 526-3447

(CONTINUED NEXT LISTING PAGE)



**B.J.
THE CLOWN**
Geoff & Carol Shoemith

Wedding Decorating Specialists

- ★ Decorations
- ★ Invitations
- ★ Balloons
- ★ Full Color Selection

1039 Kingsway Ave. S.E.,
Medicine Hat, Alta. T1A 2X7
(Kingsway Shell Building)

529-6650

Costea's
music & video



WEDDING VIDEOS
RECORDED DANCE MUSIC
HOME MOVIES TO VIDEOS
LAZER COLOR COPIES

527-1982

554 - 3rd STREET S.E., MEDICINE HAT
FAX LINE: 528-3254

AQUA-BORING LTD.
SPECIALIZING IN:
LARGE DIAMETER WATER WELLS
UP TO 120' & 30"
GALVANIZED OR PLASTIC CASING
OPERATOR: BOB CRAFT
SYLVAN LAKE
TOM IZO
887-2178
★ LICENSED FOR ALBERTA & SASK.

A.M.A.
DRILLING
A DIV. OF HILL & PARSONS
WATER WELLS LTD.
SPECIALIZING IN INDUSTRIAL
& DOMESTIC WATER WELLS
BOX 32, SITE 4, RR 1, RED DEER T4N 5E1
347-7704
Test holes dry augered to 150'
Large diameter bored wells. Sand well.
Drilled Wells
Water samples analyzed. Pump sales &
service pump testing. Dewatering wells.
Foundation piling. Ratholes.
Soil testing.

RISLING DRILLING

- Water Well Drilling
- Water Analysis
- Trenching
- Servicing & Completions
- Electro Logging
- Augered Test Holes

Shop **526-0490**
After Hours
TERRY, Res. 526-0631
MEDICINE HAT

**M & M
Drilling Co. Ltd.**

- COMMERCIAL & DOMESTIC
WATER WELLS
- CORING
- EXPLORATION
- PUMP INSTALLATIONS
- MEMBER ALBERTA WATER
WELL ASSOCIATION
- WATER PURIFICATION
SYSTEMS

934-4271
BOX 152, STRATHMORE
ALBERTA

3 DRILLING LTD.
**INDUSTRIAL - DOMESTIC
MUNICIPAL WATERWELLS**

- H₂O/Air Rotary Drills
- Electro Logging
- Pump & Flow Testing
- Coring & Exploration
- Complete Pump &
System Insulation
- Competitive Rates

Kevin Meyer
529-6751
MEDICINE HAT
MANYBERRIES RES.
868-2160

**FUN TIME RENTALS &
BRIDAL CONSULTING**

- INVITATIONS & DECORATIONS
- BEVERAGE FOUNTAINS
- ARCHWAYS & CANDLEABRAS
- DISHES & STEAMWARE
- TABLES, CHAIRS & TENTS

PHONE EILEEN AT
527-3434
740 GERSHAW DR. S.W.
MEDICINE HAT

Wedding Supplies & Services (Cont'd)

Flowers By Sears — Medicine Hat 529-0933
 Forever Yours — Medicine Hat 526-6968
 Southview Mall — Medicine Hat 526-6968
 Fun Time Rentals & Bridal Consulting
 740 Gershaw Dr SW — Medicine Hat 527-3434
 (See Our Display Advertisement)
 Gladys Fancy Dresses
 639 2 St SE — Medicine Hat 527-9650

IMPACT PHOTOGRAPHY

WEDDING SPECIALISTS

628 2 St SE — Medicine Hat 527-5799

Luxury Limousine
 1002a Allowance Av SE — Medicine Hat 528-2266
 Magic Moments Wedding Rentals & Sales
 314 S Railway St SE — Medicine Hat 526-4520
 (See Our Display Advertisement)

McBride's Bakery
 1791 Dunmore Rd SE — Medicine Hat 527-6811

MCMaster's Photo & FramingPROFESSIONAL QUALITY
AT REASONABLE RATES106 1221 Kingsway Av
SE — Medicine Hat 527-5599

Medicine Hat Exhibition & Stampede
 Stampede Pk — Medicine Hat 527-1234
 Midnight Blue Music — Medicine Hat 526-0923
 Night Magic Music — Medicine Hat 527-8731
 Perfect Party
 104 1601 Dunmore Rd SE — Medicine Hat 527-9009
 (See Our Display Advertisement)

Remember, to the caller there is no such thing as an unimportant telephone call. Otherwise, he wouldn't have taken the time and trouble to call you in the first place.

Wedding Supplies & Services (Cont'd)

Perola Party Goods Inc
 18701 6 Av SW — Medicine Hat 529-1110
 Plant Mart
 833 Kingsway Av SE — Medicine Hat 527-9200
 Pyramid Entertainment D J
 Service — Medicine Hat 527-2502
 Redcliff Greenhouses Ltd
 404 4 St SW — Redcliff 548-3931
ROSEY FLORIST LTD
 552 2 St SE — Medicine Hat 526-3534
 Sounds Unlimited Inc — Medicine Hat 528-2583
 Sweet Alternatives
 116 3215 Dunmore Rd SE — Medicine Hat 529-0072
THERESA MARIE'S FASHION ACCESSORIES
 517 3 St SE — Medicine Hat 526-0444

Find It Fast In The "Yellow Pages"

**Timothy James VIDEO PRODUCTIONS**

- PROFESSIONAL EDITING SUITE
- KNOW THE DIFFERENCE BETWEEN A PROFESSIONAL & THE REST

CALL TO VIEW OUR DEMO

527-3632105, 921 Smelter Ave. S.E.
MEDICINE HAT T1A 3N6**Wedding Supplies & Services (Cont'd)**

Thomas Photography
 424 7 Av SE — Redcliff 548-3485
 Timothy James Video Productions
 105 921 Smelter Av SE — Medicine Hat 527-3632
 (See Our Display Advertisement)
VALLEY DALE GREENHOUSE & FLORISTS LTD
 1 St & Trans Canada
 Hwy — Medicine Hat 527-8874
WEDDINGS IN TYME
 Gowns & Accessories For The Bride,
 Bridesmaids, Mother Of Bride & Graduate
 Belgium Chocolate Favors
 104 1221 Kingsway Av SE — Mchd 529-6935

Weed Control

Ace Vegetation Control Service Ltd
 Nisku (No Charge Dial) — 1-800-282-6917
 (See Our Display Advertisement)
 Midland Vegetation Control Inc
 Bay 9 4275 78 Av SE — Calgary 236-9119
 Pro-Grass Landscaping & Maintenance
 552 8 St NE — Medicine Hat 527-8899
WEED MASTER LAWN CARE SPECIALISTS
 Oilfield & Industrial Vegetation Control
 3 Year Warranty
 Box 696 — Medicine Hat 526-0031

ACE VEGETATION CONTROL SERVICE LTD.
WEED CONTROL
 - BROADLEAF - ANNUAL
 - THREE SEASON CONTROL
 - AQUATIC
 - CONSULTING PLANNING
 BRUSH MOWING
 RECLAMATION SERVICES
1-800-282-6917
 (NO CHARGE DIAL)
 NISKU

Weight Control Services

Diet Center 8 444 2 St SE — Medicine Hat 526-5200
 (See Our Display Advertisement)
LIFESTYLES PURE & DELIGHTFUL
 (No Charge Dial) — 1-800-563-7873
 Nutri-System Weight Loss Centres
 668 Kingsway Av SE — Medicine Hat 527-6655
 (See Our Display Advertisement)

CONSULT THE YELLOW PAGES

Weight Control Services (Cont'd)

SLIM 2000
 107 266 4 St SW — Medicine Hat 526-1211
 Sunrider 613 6 St SE — Redcliff 548-6885
WEIGHT WATCHERS OF ALBERTA LTD (No Charge Dial) — 1-800-272-8888

OVER 1,700 CENTRES WORLDWIDE

nutri/system weight loss centres**NUTRI/SYSTEM'S COMPREHENSIVE WEIGHT LOSS PROGRAM INCLUDES:**

- SAFE & EFFECTIVE WEIGHT LOSS
- DELICIOUS NUTRITIONALLY BALANCED MEALS
- NUTRITIONAL SUPERVISION
- MAINTENANCE FOR CONTINUED SUCCESS
- NO CALORIE COUNTING

CALL NOW AND BEGIN TO LOSE!

527-6655668 KINGSWAY AVE. S.E.
MEDICINE HAT**Welding****ACCU-WELD SERVICES**

PORTABLE — CUSTOM — GENERAL
 STAINLESS — ALUMINUM — MAGNESIUM
 RAILINGS — TRAILERS
 Medicine Hat 528-3238

Al's Welding & Mechanical Services Ltd
 114 3 St NE — Redcliff 548-3485
 (See Our Display Advertisement)

Barry's Welding 1986 — Medicine Hat 529-2200
 (See Our Display Advertisement)

Big D Welding Ltd
 148 Primrose Dr SE — Medicine Hat 526-6000

Call Long Distance (Charge May Apply) & Ask For
 Medicine Hat Mobile XJ5-2600

Bromley Mechanical Services (1985) Ltd
 802 17 St SW — Medicine Hat 526-3111
 (See Our Display Advertisement)

C B Portable Welding
 18 978 1 St SW — Medicine Hat 529-5000
 (See Our Display Advertisement)

Collard Welding Ltd
 406 6 Av SE — Redcliff 548-3334
 (See Our Display Advertisement)

D & K MOBILE WELDING
 Box 131 — Manyberries 868-2440

Down Under Welding
 Call Long Distance (Charge May Apply) & Ask For
 Redcliff Mobile XJ2-8888

Dynamic Welding Crafts Ltd
 2217 10 Av SW — Medicine Hat 527-7300

Fax Line — Medicine Hat 529-6500
 (See Our Display Advertisement)

Farm & Industrial Welding
 737 15 St SW — Medicine Hat 527-5000
 (See Our Display Advertisement)

FORTRESS FABRICATIONS
 STRUCTURAL STEEL • ORNAMENTAL IRON
 SECURITY & GENERAL
 CHARGE MAY APPLY 1-551-7477
 2 822 Smelter Av SE — Rdclf 528-3091

GARRY'S WELDING LTD
 24 HOUR PORTABLE
 GENERAL - OILFIELD - B PRESSURE
 Medicine Hat Mobile XJ4-6670
 Box 643 — Medicine Hat 527-8261

Glen's Welding Ltd — Medicine Hat 526-7300
 (See Our Display Advertisement)

Gord's Portable Welding
 33 Castelan Cr SE — Medicine Hat 529-2440
 (See Our Display Advertisement)

(CONTINUED NEXT LISTING PAGE)

The YELLOW PAGES place your name and telephone number before the Buyer at the very moment he wants what you have to sell.

Perfect PARTY

LARGEST SELECTION OF WEDDING & PARTY SUPPLIES

- * WEDDING INVITATIONS
- * WEDDING SUPPLIES
- * BALLOONS & PARTY FAVOURS
- * PARTY SUPPLIES FOR ALL OCCASIONS
- * BIRTHDAY ENSEMBLES
- * ANNIVERSARIES
- * SEASONAL DECORATIONS
- * STREAMERS, TABLEWARE & BELLS IN 20 COLORS

104-1601 DUNMORE ROAD S.E.
MEDICINE HAT, ALBERTA T1A 1Z8**527-9009****MAGIC MOMENTS WEDDING RENTALS & SALES**

"EVERYTHING FOR A BEAUTIFUL WEDDING"

FROM INVITATIONS TO DECORATIONS

526-4520

314 S. RAILWAY ST. S.E., MEDICINE HAT

THE POWER TO CHANGE YOUR LIFE

EXCLUSIVELY
You
 AT DIET CENTER

* Personalized Computer Plan
Designed For Each Dieter

FREE CONSULTATIONS

#8, 444- 2nd Street S.E. Medicine Hat

Diet Center
 DIET CENTER

The weight-loss professionals

REAL FOOD
REAL FLEXIBILITY
REAL SUPPORT
REAL RESULTS

526-5200

AL'S WELDING & MECHANICAL SERVICES LTD.

Accredited Welder Testing Agency

Development of Quality Control Programs & Welding Procedures

- PRESSURE VESSELS & PIPING TO A.S.M.E.
- BOILER & PRESSURE VESSEL REPAIRS
- STAINLESS STEEL & ALUMINUM WELDING
- PORTABLE & SHOP WELDING

SHOP

548-3600

114 - 3rd STREET N.E. REDCLIFF

CELLULAR 529-7565



FARM & INDUSTRIAL WELDING

DENNIS DULLE

T.I.G. & M.I.G. WELDING

PORTABLE & SHOP

527-5033

FAX 527-5033

527-6777 Residence

737 - 15th STREET S.W., MEDICINE HAT

BARRY'S WELDING

1986



Mailing Address:
Box 42,
Dunmore
T0J 1A0

ORNAMENTAL IRON
STEEL FENCE POSTS
STRUCTURAL STEEL & ERECTING
B-PRESSURE
PORTABLE WELDING
ALUMINUM TIG WELDING
TRAILER MANUFACTURING
GENERAL REPAIRS
BARRY GUTFRIEND

529-2286

MEDICINE HAT

C B PORTABLE WELDING

- "B" PRESSURE - PIPELINE
- OILFIELD MAINTENANCE
- STRUCTURAL STEEL FABRICATION
- FARM & INDUSTRIAL WELDING
- GENERAL PORTABLE WELDING

"24 HOUR SERVICE"

COLIN BRAATEN

529-5032

18, 978 - 1st ST. S.W. MEDICINE HAT

BROMLEY

MECHANICAL SERVICES (1985) LTD.

- GENERAL WELDING & REPAIRS
- PRESSURE VESSELS & PIPING TO A.S.M.E.
- STEEL FABRICATION
- METER RUN SALES
- U-STAMP CERTIFICATION

526-3142

MAILING: BOX 404 T1A 7G2
802 - 17th ST. S.W., MED. HAT

Collard Welding Ltd.

- OILFIELD & GENERAL WELDING



- B PRESSURE
- STEEL & PIPE FABRICATION

24 HOUR SERVICE

548-3365

REDCLIFF MOBILE XJ5-0545
406 - 6th AVE. S.E., REDCLIFF

Dynamic WELDING

527-7272

FAX LINE 529-6526

CRAFTS LTD.

- CUSTOM FABRICATION & REPAIR
- COMPLETE SHOP FACILITIES
- B PRESSURE WELDING
- ORNAMENTAL IRON WORK
- PORTABLE UNITS
- TRAILER MANUFACTURING D.O.T. APPROVED
- TRAILER HITCHES
- ALUMINUM WELDING
- MANLIFT RENTAL

2217 - 10th AVE. S.W., MEDICINE HAT, ALTA.

Shopping?



Let your fingers do the walking

....in the Yellow Pages™

Gord's Portable Welding

- GENERAL MAINTENANCE
- STRUCTURAL STEEL
- B-PRESSURE & OILFIELD

529-2652

MED. HAT MOBILE XJ5-3786
33 CASTELANI CRES. S.E.

Glen's Welding Ltd.



PORTABLE & SHOP WELDING
OILFIELD & GENERAL WELDING
B-PRESSURE - PIPELINE
ALUMINUM WELDING
PIPE FABRICATION
BACKHOE SERVICE

Serving Medicine Hat & Surrounding Area

24 HR. SERVICE

526-7383

MOBILE XJ5-2469
BOX 226, MEDICINE HAT T1A 7E9

HRANCOWELDING SERVICES 1991 LTD.
— SERVING MEDICINE HAT &
SURROUNDING AREAS —

- OILFIELD PIPE FABRICATION
- BOILER REPAIRS
- PRESSURE WELDING
- STAINLESS
- STRUCTURAL STEEL
- TRAILER MANUFACTURING
- CUSTOM DESIGNING & MANUFACTURING
- WHITE METAL & ALUMINUM

- DESIGN & MANUFACTURING OF PRESSURE VESSELS & PIPING
- CERTIFIED QUALITY CONTROL
- SHOP & PORTABLE WELDING —

MAILING ADDRESS:
1860 - 21st Ave. S.E.
Medicine Hat T1A 3Y3
Fax 526-1509**527-4190**
24 HOUR SERVICE1355 BRIER PARK CR. N.W.
MEDICINE HAT**LONGJOHN'S
PORTABLE WELDING
LTD.**HEAVY EQUIPMENT
REPAIR
GENERAL & OILFIELD
WELDING
24 HOUR SERVICE**527-6027**

MEDICINE HAT, ALTA.

Welding (Cont'd)**HANTELMAW WELDING LTD.**B PRESSURE • PIPELINE FABRICATION
PORTABLE & PIPELINE INSPECTION
506 Aberdeen St
SE — Medicine Hat 526-9625**HARV'S FARM SERVICE**B Pressure & General
Portable Welding

Box 1123 — Redcliff 548-6672

Hranco Welding Services 1991 Ltd
1355 Brier Park Cr NW — Medicine Hat 527-4190Fax Line — Medicine Hat 526-1509
(See Our Display Advertisement)Hydraco Industries Ltd
2319 10 Av SW — Medicine Hat 526-2244Jacobs Welding Ltd
214 Connaught Dr SW — Medicine Hat 527-3825

(See Our Display Advertisement)

**JOHNSON & WEIR WELDING &
MACHINING LTD**PORTABLE • GENERAL • CUSTOM
501 B Ave — Bow Island 545-2505Kurt's Iron Works Ltd
728 16 St SW — Medicine Hat 527-2844

(See Our Display Advertisement)

Longjohn's Portable Welding
Ltd — Medicine Hat 527-6027

(See Our Display Advertisement)

MACPHEAT'S PIPING & VESSELS
88 East Glen Place SE — Medicine Hat 529-2400Metallic Design Ltd
74 Cooper Rd SE — Medicine Hat 529-9714

(See Our Display Advertisement)

Mik Welding Ltd — Medicine Hat 527-7260

(See Our Display Advertisement)

Oilfield & Industrial Welding
498 St NE — Medicine Hat 529-6444

(See Our Display Advertisement)

Peridot Welding Services
3114 St SE — Medicine Hat 526-1187PRAIRIE WELDING SERVICE
17 Sandford Cr SE — Medicine Hat 527-2999Randy's Welding
2822 Smelter Av SE — Medicine Hat 528-3091Rick's Welding
674 17 St SW — Medicine Hat 529-9353

(See Our Display Advertisement)

Risling Welding Ltd — Medicine Hat 526-0491

Schneider's Welding
8131 St W — Bow Island 545-2944SCHULER FARM
SUPPLY — Schuler 839-3734Stock Welding Ltd
Box 74 — Medicine Hat 527-0294

(See Our Display Advertisement)

3-D Steel Fabricators Ltd
738 15 St SW — Medicine Hat 527-6700

(See Our Display Advertisement)

Don't Take Chances - Make Sure
YOUR ADVERTISEMENT IN THE
"YELLOW PAGES" Is Under All
The Headings That Best Describe
Your Business Or Products.**RW
RICK'S WELDING**

- ALL SHOP WELDING & REPAIRS (BIG & SMALL)
- PORTABLE UNITS
- ORNAMENTAL WORK & RAILINGS
- TRAILER HITCH INSTALLATIONS & FABRICATIONS
- TRAILER FABRICATION
- SPIRAL STAIRCASES
- MISCELLANEOUS STEELS

RES. 527-9099
674 - 17th STREET S.W., MEDICINE HATFREE
ESTIMATES**529-9353****STEEL FABRICATORS LTD.**

- C W B CERTIFIED DIV.
2.1 STRUCTURAL STEEL
- SHOP & PORTABLE UNITS
- CUSTOM DESIGN & FABRICATION
- GENERAL REPAIR
- ORNAMENTAL

527-6700

FAX: 528-2175 738 - 15th ST. S.W., MEDICINE HAT

**METALLIC DESIGN
LTD.**

T.I.G. & M.I.G.

- CUSTOM FABRICATION
- PRESSURE • STAINLESS
- ALUMINUM
- PORTABLE

**529-9714**

John A. Friesen

74 COOPER RD. S.E.
MEDICINE HAT T1B 1K4

WELDING LTD.
B Pressure Pipeline
M.I.G. & General

Mik Unger

527-7260CELLULAR: 529-7007
MEDICINE HAT

- CERTIFIED QUALITY CONTROL
- CERTIFIED WELD PROCEDURES
- PRESSURE PIPING TO A.S.M.E.

**OILFIELD &
INDUSTRIAL WELDING**COMPRESSOR & BATTERY CONSTRUCTION
PIPELINE FABRICATION & MAINTENANCE
WELL-HEAD FABRICATION
GAS PLANT MAINTENANCE
GENERAL FABRICATION & REPAIR**SHOP & PORTABLE
24 HOUR SERVICE**SHOP — **548-6928** RedcliffAFTER HRS. — **529-6948**

MOBILE XJ2-3884

49 - 8th ST. N.E., MEDICINE HAT

**JACOBS WELDING
LTD.**

- ★ TIG WELDING
- ★ FABRICATION
- ★ PIPE LINE
- ★ "B" PRESSURE
- ★ PORTABLE PRESS
WORK

527-3825
MOBILE XJ7-3432214 CONNAUGHT DR. S.W.
MEDICINE HAT**KURT'S IRON WORKS
LTD.***"C W B Certified"*
Structural and Miscellaneous
Steel Fabricators and Erectors
Portable WeldingReinforcing Steel Fabricators
Iron Railings
Trailer Hitches
Metal Roof Decking
Picker Truck**527-2844**FAX 529-0131
728 - 16th STREET S.W.
MEDICINE HAT T1A 4X2**STOCK WELDING
LTD.**

- PORTABLE & SHOP
- PIPELINE
- B-PRESSURE
- GENERAL

2 Miles South Off 41A

527-0294CELLULAR 529-7728
BOX 74, MEDICINE HAT

Welding Equipment—Repairing

Ango Electric Ltd
528 Cleveland Cr SE — Calgary 287-0422
(See Our Display Advertisement)

Telephone service is a friendly service. The people who operate and maintain it take a genuine satisfaction in serving you pleasantly and well. People who use the telephone a great deal find that friendliness is an instinctive habit. The telephone helps folks to know each other better.

ANGO ELECTRIC LTD.

LINCOLN — GENERAC — I.C.G.
AIRC — CENTURY — ESAB
WARRANTY PARTS & SERVICE
ENGINES — GENERATORS — MOTORS
REPAIRS — ALL MAKES

ENGINES:
• BRIGGS & STRATTON • KAWASAKI
• KOHLER • WISCONSIN

CALGARY
FAX: 243-1825
287-0422
528 CLEVELAND CR. S.E.

**Welding Equipment—Repairing
(Cont'd)**

Kristian Electric Ltd
4215 64 Ave SE — Calgary 292-9111
(See Our Display Advertisement)
**WESTERN CANADA WELDING
PRODUCTS LIMITED**
874 15 St SW — Medicine Hat 527-8511

KRISTIAN ELECTRIC LTD.

FOR PARTS & SERVICE CALL
CANADA'S #1 AUTHORIZED **HOBART**
PARTS & SERVICE DEPOT

• Ackland • Canox • Hobart • Airco
• Palco • Powerco • Thermo Dynamics • ESAB
• Welding Equipment • Hypertherm

SIX FACTORY CERTIFIED SERVICE
ENGINEERS ON STAFF
ALSO — REPAIRS TO ALL MAKES OF
WELDING EQUIPMENT

Operating in Calgary over 29 Years

FAX 292-9100

292-9111

4215 - 64th AVE. S.E., CALGARY

Welding Equipment & Supplies

Hat Salvage & Steel Ltd
1248 S Railway St SE — Medicine Hat 527-1860
(See Our Display Advertisement)

**MILLER ARC WELDING
EQUIPMENT —**
DISTRIBUTORS
**WESTERN CANADA WELDING PRODUCTS
LIMITED** 874 15 St SW — Medicine Hat 527-8511

Welders Supplies Inc
850 17 St SW — Medicine Hat 527-8015
(See Our Display Advertisement)
Western Canada Welding Products Limited
874 15 St SW — Medicine Hat 527-8511
(See Our Display Advertisement)

Don't forget to plan for
concealed telephone conduit
and convenient locations
for telephone outlets
when you build your new
home. These built-in tele-
phone facilities add real
value to a home yet their
cost is very small if they
are installed during
construction.



WESTERN CANADA
WELDING PRODUCTS LTD.

**SERVICING
SOUTHERN ALBERTA
FOR 42 YEARS**

MEDICINE HAT
527-8511
874 - 15th ST. S.W.

LETHBRIDGE
328-3023
3602 - 8th AVE. N.

- WELDING REPAIRS • GAS EQUIPMENT REPAIRS
- INDUSTRIAL & MEDICAL GASES & EQUIPMENT
- MILLER WELDERS & ACCESSORIES
- COMPLETE LINE OF ELECTRODES
& WELDING WIRES
- MAKITA POWER TOOLS
- HARD SURFACING WIRES
& ELECTRODES



LIQUID AIR™
LIQUID AIR DISTRIBUTOR



People don't just
read the Yellow
Pages™



They
take
action!

**SHOP
BY
PHONE**



you'll love the results



WELDERS SUPPLIES INC.

PRAXAIR

527-8015

850 17th St. S.W.
Fax: 529-6472

Medicine Hat

OTHER LOCATIONS

- Calgary
- Edmonton
- Ft. McMurray
- Ft. St. John, B.C.
- Grande Prairie
- Hay River, N.W.T.
- High Level
- Hinton
- Lethbridge
- Peace River
- Red Deer
- Slave Lake
- Whitecourt

A full line of Praxair Gases —
Industrial, Medical, and Specialty
gas mixtures.

Supplier of welding safety equipment.
Oxy-acetylene welding and cutting
equipment, manual and automatic
arc welders, Mig and Tig equipment.
Also L-Tec, Hobart, Lincoln and
Thermadyne welding equipment.

HAT SALVAGE & STEEL LTD.

CANOX

INDUSTRIAL & MEDICAL
GASES
WELDING
EQUIPMENT & SUPPLIES

527-1860

527-3800

1240 S. RAILWAY STREET S.E. MEDICINE HAT
FAX 527-1512

Western Wear

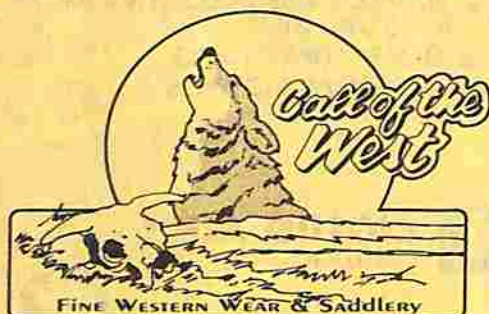
Call Of The West
157 Medicine Hat Mall—Medicine Hat 526-5587
(See Our Display Advertisement)

Cavan Lake Ranchwear Ltd
524 3 St SE—Medicine Hat 529-6213
(See Our Display Advertisement)

FARMER STOCKMAN SUPPLY LTD
WESTERN BOOTS FOR THE WHOLE FAMILY
LEE & LEVI JEANS
KARMA & ROPER WESTERN SHIRTS
655 2 St SE—Medicine Hat 527-2320

HUTCHINGS & SHARP CLOTHING LTD
623 3 St SE—Medicine Hat 526-2064
(See Our Display Advertisement)
Jesse James Western Wear
Southview Mall—Medicine Hat 528-2229
(See Our Display Advertisement)

Every Hello Is A Good Buy



157 MEDICINE HAT MALL

- Designer Fashions With Western Flair
- Jewellery
- Best Boot Selection
- Tack

526-5587

CAVAN LAKE
Ranchwear Ltd.
QUALITY LADIES'
MEN'S & CHILDREN'S
WESTERN FASHIONS
AT RELIABLE PRICES
"Make Cavan Lake Ranchwear
The End Of Your Shopping Trail"
529-6213

524 - 3rd STREET S.E., MEDICINE HAT

Wheel Chairs

Medicine Hat Battery Distributors Ltd
926 16 St SW—Medicine Hat 527-5300

Whirlpool Baths—Equipment & Supplies

MEDICINE HAT MARBLE PRODUCTS LTD
55 Southwest Dr SW—Medicine Hat 527-2971

Wicker Products

Addy's Silk Plants & Florists
101 1899 Dunmore Rd SE—Medicine Hat 529-9021
POWER HOUSE GREENHOUSES LTD
1502 Powerhouse Rd SW—Medicine Hat 527-8235

Wigs & Hairpieces

Heights Barber Salon
78b 8 St NW—Medicine Hat 527-5858
2nd Look Studios
110 Southview Mall—Medicine Hat 526-4332

Winches

DANCO EQUIPMENT LTD
BRADEN, RAMSEY, TULSA, WARN
MECHANICAL, ELECTRIC, HYDRAULIC
WINCHES
PTO's and Drive Line
Sales & Service
334 53 Av SE Calgary
(No Charge Dial) **1-800-352-8291**

Windmills

WIND POWER INC
SALES - INSTALLATION - SERVICE
SINGLE UNITS &
WIND FARM DEVELOPMENT
Box 609—Pincher Creek **627-2923**

Window Cleaners

ALBERTA SPECIALTY SERVICES—Medicine Hat 529-0853
Custom Window Cleaners & Janitorial
Services 250 13 St SE—Medicine Hat 527-4000
Dependable Cleaning Service
130 12 St NE—Medicine Hat 527-4300

GENII CLEANING SERVICE
RESIDENTIAL ★ COMMERCIAL
WINDOW CLEANING ★ JANITOR SERVICE
INSURED & BONDED
—Medicine Hat 526-3353

Hary's Janitorial Service
12 Red Oak Blvd SE—Medicine Hat 526-0000
Maid For You—Medicine Hat 529-2000

Window Security Grills

Custom Security Window Bars—Medicine Hat 527-1100

Window Shades

C J Window Dressings
1174 16 St NE—Medicine Hat 526-3000

Windows—Insulating

A-1 Glass & Gas Ltd
809 4 St E—Bow Island 545-2000
INDAL BUILDING PRODUCTS
1887 6 Av SW—Medicine Hat 526-2500

Windows—Metal

Better Homes—Medicine Hat 529-5000
Capital Glass Ltd
616 Kingsway SE—Medicine Hat 527-3331
(See Our Display Advertisement)
Classic Doors & Windows
103 921 Smelter Av—Medicine Hat 526-5000

(CONTINUED NEXT LISTING PAGE)

"Yellow Pages" Save You Steps

**"CANADA'S FINEST WESTERN STORE"**

- ★ SOPHISTICATED WESTERN STYLE SUITS & SPORT COATS
- ★ LARGEST SELECTION OF SHIRTS INCLUDING OVERSIZES & TALL
- ★ BOOTS — HATS — OUTERWEAR FOR THE WHOLE FAMILY

526-2064

623 - 3rd STREET S.E., MEDICINE HAT

Capital GLASS
LTD.

SPECIALIZING IN:

TANCO
WINDOWS & DOORS INC

- REPLACEMENT WINDOWS
- WOOD PATIO DOORS
- METAL CLAD WINDOWS
- STEEL INSULATED DOORS
- WOOD DOORS
- SKYLIGHTS

FREE ESTIMATES ON REMODELLING

527-3331

616 KINGSWAY S.E., MEDICINE HAT

JESSE JAMES
WESTERN WEAR

"TOP QUALITY CLOTHING"

LARGE SELECTION OF BOOTS & HATS

★ BELTS ★ BUCKLES ★ SHIRTS ★ JEANS

WESTERN STYLE CLOTHING
TO FIT THE WHOLE GANG!

Hrs: Mon.-Fri. - 9:30 a.m. - 9:00 p.m.
Saturday - 9:30 a.m. - 5:30 p.m.
Sun. & Hol. - 12:00 p.m. - 4:00 p.m.

528-2229

SOUTHVIEW MALL, MEDICINE HAT

**Harry's Window Capping****Specializing In:**

- Window Installation ● Window Capping
- Doors, decks & patio covers
- Siding - Soffit - Fascia
- Maintenance Free Windows
- Top Quality Workmanship
- Top Quality Materials
- Beautify your home while increasing it's value

Medicine Hat

**529-1908**

Windows—Metal (Cont'd)

Harry's Window
Capping — Medicine Hat 529-1908
(See Our Display Advertisement)

L & M Aluminum Products Ltd
517c N Railway St SE — Medicine Hat 527-5331
(See Our Display Advertisement)

Medicine Hat Steel & Aluminum 1976 Ltd
1162 Bridge St SE — Medicine Hat 527-3706
(See Our Display Advertisement)

OVERHEAD DOOR & THE DOOR STORE
1028 Allowance Av SE — Medicine Hat 526-1626

South Country Glass Ltd
2 645 S Railway St SE — Medicine Hat 529-1890
(See Our Display Advertisement)

Tom's Exteriors — Redcliff 548-3991

WINDOW CENTRE THE
849 16 St SW — Medicine Hat 529-6318
(See Our Display Advertisement)

Directory Advertising Pays

MEDICINE HAT STEEL & ALUMINUM 1976 LTD.**DEALER FOR:
INDAL BUILDING PRODUCTS****FREE ESTIMATES**

WOOD • VINYL • CLAD WINDOWS
ENTRY SYSTEMS • PATIO DOORS
• WINDOW CAPPING
• OVERHEAD DOORS

527-37061162 BRIDGE ST. S.E.
MEDICINE HAT**THE WINDOW CENTRE**DIVISION OF S & S
ALUMINUM SERVICES LTD.

- BAY & BOW WINDOWS
- PATIO COVERS
- PATIO DOORS
- STEEL INSULATED DOORS
- ROLLSHUTTERS
- SKY & WALL LITES
- ALUMINUM WINDOWS
- VINYL WINDOWS
- P.V.C. TILT WINDOWS
- VINYL & ALUMINUM SIDING
- BLINDS

**529-6318**

SHOWROOM LOCATION

849 - 16th ST. S.W.

MEDICINE HAT**Windows—Repairing**

Elmer & Harold's Glass
702 15 St SW — Medicine Hat 526-9493

Scotty's Glass
21 Gray Cr NW — Medicine Hat 526-3602

Windshield Clinic
50 3 St NE — Medicine Hat 527-9556

Windows—Vinyl

Alcan Building Products
(No Charge Dial) — 1-800-465-5858
(See Our Display Advertisement)

PEERLESS BUILDING PRODUCTS
5311 Woodman Av SE — Medicine Hat 527-5700

SEARS CANADA INC
Medicine Hat Mall — Medicine Hat 529-1155

**QUALITY YOU
COUNT ON FROM A
NAME YOU TRUST**

Alcan Building Products
Aluminum & PVC Windows
Patio, Entry & Storm Doors
Aluminum & Vinyl Siding
Soffit, Fascia & Eavestroughing

For your nearest Alcan Premium
Renovator, call no charge dial:

1-800-465-5858**Windows—Wood**

C J SERVICES
1460 5 Av NE — Medicine Hat 529-6939

Gas City Home Centre
1001 Broadway Av NE — Redcliff 548-7700

INDAL BUILDING PRODUCTS

"THE WINDOW PEOPLE"

AN ALBERTA MANUFACTURER

**WINDOWS - DOORS
SKYLIGHTS**

Indal Building Products
1887 6 Av SW — Medicine Hat 526-2520
Fax Line — Medicine Hat 526-2510

KULPE A LUMBER SALES (1978) LTD
DIST. FOR INDAL BUILDING PRODUCTS
WINDOWS OF ALL TYPES
GARDEN DOORS - ENTRANCE DOORS
877 16 St SW — Medicine Hat 527-2655

(CONTINUED NEXT LISTING PAGE)

Every employee of the telephone company carries an identification card. We suggest that you refuse access to your premises to anyone who represents himself as from the telephone company, but who cannot so identify himself.

Think it over,
the decision
becomes clear...

**L & M ALUMINUM PRODUCTS LTD.**

- SEALED UNITS
- METAL WINDOWS
- MIRRORS
- SCREEN REPAIRS
- WINDSHIELDS
- PLATE GLASS
- WOOD WINDOWS
- GLASS REPAIRS
- AWNINGS
- STORE FRONTS
- PVC WINDOWS

AFTER HOURS RES.: 529-5891
RES.: 529-2517

527-5331

517c N. RAILWAY STREET S.E., MEDICINE HAT



"GLASS FOR EVERY PURPOSE"

24 HOUR EMERGENCY SERVICE**529-1890**FAX
529-0706#2-645 SOUTH RAILWAY ST. S.E.
MEDICINE HAT T1A 2V8ADOLF LEIS MGR.
RES. 527-7761

- RENOVATIONS
- PATIO DOORS
- SOLAR CONTROL FILMS
- DOORS & STORM DOORS
- NEW CONSTRUCTION
- SKYLIGHTS
- SEALED UNITS
- PLEXIGLASS
- AUTOMATIC DOOR OPERATORS
- TREMCO CONSTRUCTION SEALANTS

Windows—Wood (Cont'd)**LOEWEN WINDOWS**

Since 1905
Committed to Quality
Complete Line of Window &
Door Units



"FOR INFORMATION CALL"

GAS CITY HOME CENTRE

1001 Broadway Av NE—Redcliff 548-7700

HEAD OFFICE

LOEWEN WINDOWS

100 3103 14 Av NE (No Charge
Dial) 1-800-563-9367

**MEDICINE HAT STEEL & ALUMINUM
1976 LTD**

1162 Bridge St SE—Medicine Hat 527-3706
Overhead Door & The Door Store

1028 Allowance Av SE—Medicine Hat 526-1626

Tanco Windows & Doors Inc

326n 1 St W—Magrath 758-3233
(See Our Display Advertisement)

WILLMAR WINDOW CENTRE

WINDOWS & DOOR SYSTEMS
WOOD - METAL CLAD - PVC
HEAT MIRROR GLAZING
WITH XUV

AUTHORIZED DEALERS
Revelstoke Home Centres Ltd
3010 Dunmore Rd SE—Medicine Hat 526-2125

Windsor Plywood
545 17 St SW—Medicine Hat 526-6854
(See Our Display Advertisement)

Get Action, Use Yellow Pages

**Wine Producers' & Beer Making
Equipment & Supplies**

Easy Brew
3b 929 S Railway St SE—Medicine Hat 527-8944
(See Our Display Advertisement)

EASY BREW
EQUIPMENT & SUPPLIES

★ WINES
★ BEERS
★ LIQUEURS

3B, 929 S. RAILWAY ST. S.E.
MEDICINE HAT

527-8944

Wine — Retail

Wine Seller The
135 Carry Dr SE—Medicine Hat 527-9463

Wire

ALLIED WIRE & CABLE LTD
4503 1 St SE Calgary (No Charge
Dial) 1-800-665-5267

TEXCAN CABLES LIMITED
2315 30 Av NE Calgary (No Charge
Dial) 1-800-382-8590

Let Your Fingers Do The Walking

Wire Rope**A & B STEEL & ALUMINUM (1979)
LTD**

FULL SELECTION OF
WIRE ROPE & SLINGS
1229 30 St SW—Med Hat 529-1100

**BLUE STRAND WIRE ROPE—
MANUFACTURERS**

WIRE ROPE INDUSTRIES LTD
4073 Ogden Rd SE—Calgary 265-1541

Women's Specialty Shops

Anna's Innovative Designs
318 S Railway St SE—Medicine Hat 526-2095
Pennington's Large Size Shops
108 3292 Dunmore Rd SE—Medicine Hat 526-1609

Wood Preserving

Dunmore Wood Preservers
Ltd—Medicine Hat 527-8730

Wood Workers

Finley Woodcraft
829 10 St SE—Medicine Hat 527-7023

REDI ENTERPRISES

CEDAR & CHILDREN'S FURNITURE
PLANTERS
CUSTOM CASES
860 Allowance Av SE—Md Ht 526-5742

**Woodworking Machinery &
Equipment**

Akhurst Machinery Ltd
9615 63 Av—Edmonton 435-3936

Woollen Goods

CUSTOM WOOLEN MILLS LTD
Pure Virgin Wool, Comforters, Batts
Knitting Wools, Custom Services
WHOLESALE & RETAIL
RR 1—Carstairs 337-2221

Work Clothing—Retail

Mark's Work Wearhouse
3196 Dunmore Rd SE—Medicine Hat 529-9560
WORK WORLD
Medicine Hat Mall—Medicine Hat 529-9626

**Work Clothing — Wholesale &
Manufacturers**

Nitikman Arthur J
65 81 Garry St—Winnipeg Man 1-204-943-8934

Writers

One Voice
Communications—Medicine Hat 528-3538
Writers Guild Of Alberta
10523 100 Av—Edmonton 426-5892
(No Charge Dial) 1-800-665-5354

X-Rays—Industrial

All West X-Ray Ltd—Redcliff 548-7324
(See Our Display Advertisement)
International Radiography & Inspection
Services
Bay 1 4451 61 Av SE—Calgary 279-6112

**PORTA-RAY INSPECTION SERVICES
LTD****RADIOGRAPHY
INSPECTION****PIPELINES—REFINERIES**

MEDICINE HAT MOBILE XJ6-6624
24 HOUR ANSWERING SERVICE
TIA 767

Box 817—Medicine Hat 527-0717

ROSS RADIOGRAPHIC SERVICES

Box 1443—Brooks 362-6500

**ALL WEST
X-RAY LTD.**

NDT Services
Pipeline Crawlers
(NO CHARGE DIAL) ALBERTA
1-800-442-8721

MEDICINE HAT—REDCLIFF
548-7324

RED DEER 340-1377
NORTH BATTLEFORD, SASK.
(306) 446-0242

BROOKS 362-5757
BROOKS FAX 362-4138

MAILING ADDRESS
BOX 1948, BROOKS
ALTA. T1R 1C8

Yard Goods—Retail

FANNY'S FABRICS
Fabrics & Crafts
Patterns & Notions
1667 Dunmore Rd SE—Med Hat 527-9733

Yarn—Retail

FIBERWORKS YARN & NEEDLECRAFTS
A WIDE SELECTION
OF YARN INCLUDING
PINGOIN • PATONS
AND OTHER LINES
IF WE DON'T CARRY IT,
WE CAN ORDER IT.
LESSONS, CLASSES & WORKSHOPS
435 3 St SE—Medicine Hat 529-0663

Zippers

CRANE'S ZIPPERS
621 Spencer St SE—M Hat 526-3544
SHOE CLINIC THE
1795 Dunmore Rd SE—Medicine Hat 527-3844

SINCE
1946
SEALED
GLASS
SKY
LIGHTS

TANCO
WINDOWS & DOORS INC.

METAL - WOOD - P.V.C.

FAXLINE 758-6206

758-3404

758-3484 or 758-3233
326N - 1st ST. W., MAGRATH

PATIO - GARDEN
ENTRANCE DOORS
STANDARD OR CUSTOM
PRODUCTS
FREE ESTIMATES

**Windsor
Plywood**



ALL WEATHER
WINDOWS

COMPLETE SELECTION OF
WINDOWS, STEEL INSULATED
DOORS, GARDEN & FRENCH
DOORS

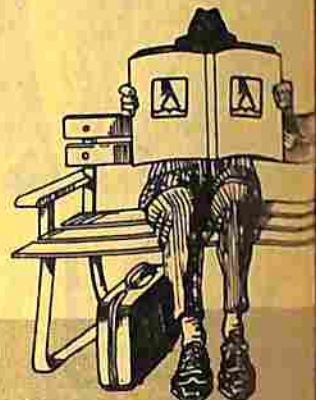
FAX: 526-7762

526-6854

545 - 17th ST. S.W.
MEDICINE HAT

Get into a
best seller...

... THE
Yellow Pages™

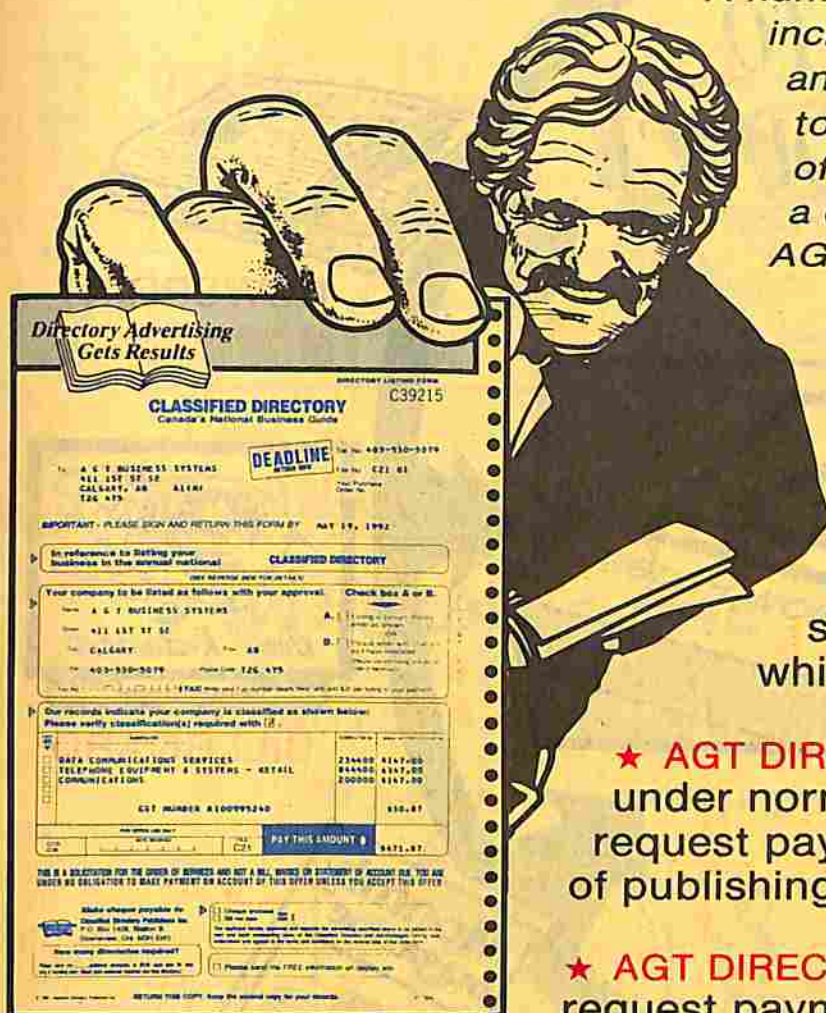


BEWARE OF IMITATORS

- 1 INTRA CANADA TELECOMMUNICATIONS
- 2 CLASSIFIED DIRECTORY PUBLISHERS
- 3 DIRECTORY PUBLISHERS OF CANADA

A number of directory firms including those named above annually send out mailings to Alberta businesses. Some of these firms actually include a cut-out of an ad taken out of AGT Directory Yellow Pages directories.

These firms are in no way associated with AGT Ltd. or the directories published by AGT Directory. Some of the ways you can detect the imitators are:



★ AGT DIRECTORY DOES NOT
send out a solicitation form
which resembles an invoice.

★ AGT DIRECTORY DOES NOT
under normal circumstances,
request payment in advance
of publishing.

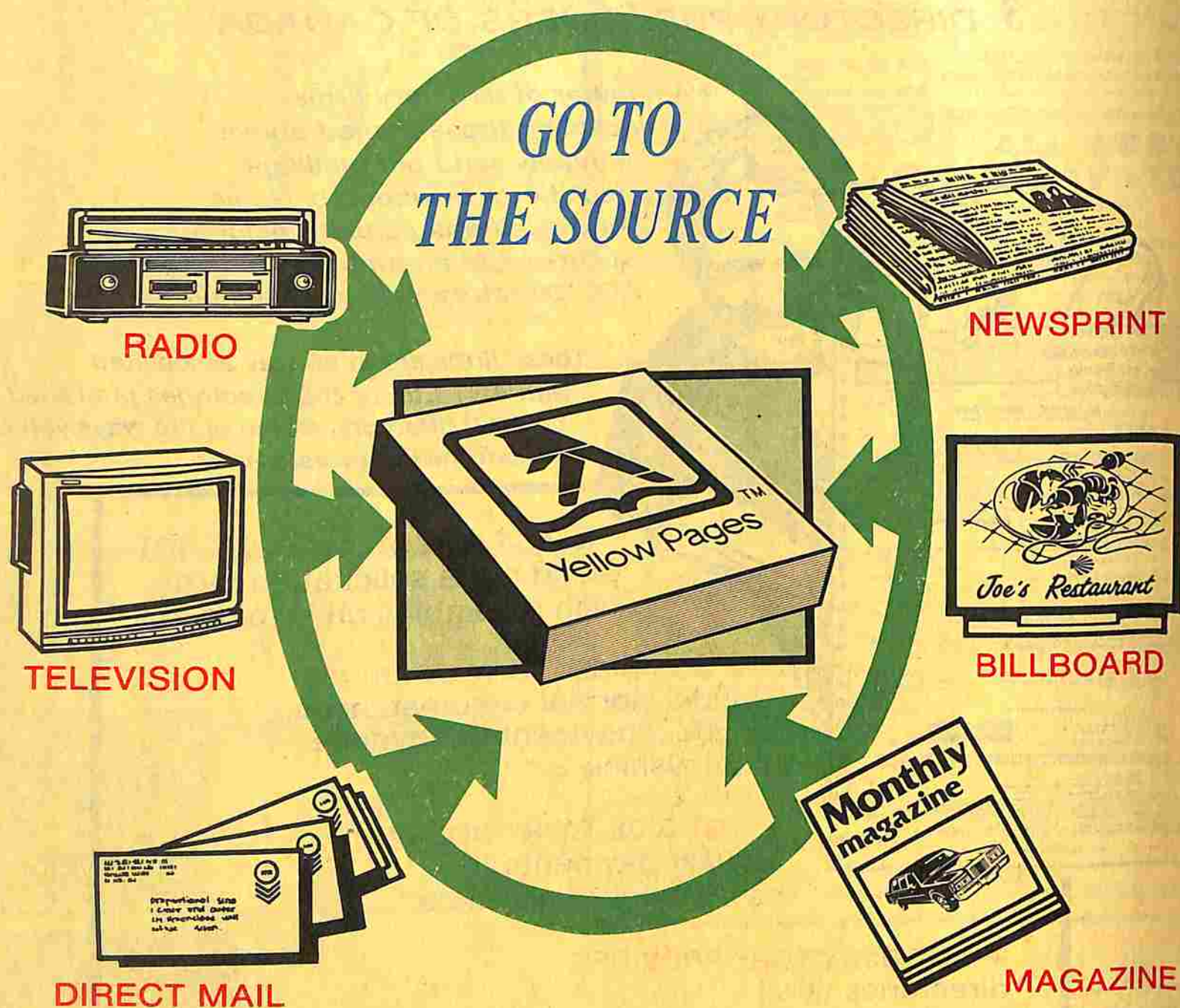
★ AGT DIRECTORY DOES NOT request payments to be sent out of province.

★ AGT DIRECTORY PROVIDES directories to all telephone subscribers, not just those who advertise.

*Caution should be exercised and material read carefully.
If in doubt, please call Yellow Pages Customer Service
1-530-5440. If outside Calgary, call 1-800-661-4260.*

DON'T GO AROUND IN CIRCLES

WHEN YOUR CUSTOMER IS READY TO BUY



Where Buyers Look For Sellers



TM

WHAT'S A GOOD ADVERTISING MEDIUM?

THERE ARE **5** BASIC REQUIREMENTS FOR AN EFFECTIVE ADVERTISING MEDIUM...

1 HIGH CIRCULATION

Reaches virtually every home, office, store & public telephone.

2 USAGE

Consulted by 9 out of 10 adults at least 34 times per year.

3 PERMANENCE

Available 24 hours a day, 365 days a year.

4 ECONOMY

Much less expensive than any other medium.

5 FOLLOW-UP ACTION

Produces action with over 90% of references followed up with a phone call, visit or letter.



WHO USES THE YELLOW PAGES™?

THERE ARE TWO GROUPS OF BUYERS WHO USE THE YELLOW PAGES™...

Buyers looking for your firm ...



RECOMMENDED CUSTOMERS



CUSTOMERS REACHED BY ADVERTISING



SOLICITED CUSTOMERS



PASSERS BY



FORMER CUSTOMERS

Buyers looking for any firm ...



NEWCOMERS & TRAVELLERS



INFREQUENT BUYERS



DISSATISFIED BUYERS



EMERGENCY BUYERS



COMPARISON SHOPPERS

State your similarities. Emphasize your differences.

MEMORIES ARE MIGHTY SHORT!

Remember

We know by tests conducted by Dr. Walter Dill Scott, president emeritus of North-Western University in Chicago, Illinois, that memories are mighty short!

If you should personally hand a copy of an advertisement promoting the merits of your wares or services to 1,000 people . . .

1 day later **25%** would have forgotten
2 days later **50%** would not remember
4 days later **85%** would have forgotten
7 days later **97%** would not recall

Out of sight.



Out of mind.

TM

HOW MANY OF YOUR CUSTOMERS DO YOU LOSE WHEN THEY ARE READY TO BUY?

34%

of YELLOW PAGESTM users could recall an instance when they looked up a specific business but CONTACTED A DIFFERENT ONE.

WHY?

Because of a competitor's
YELLOW PAGESTM ad

**SELL YOURSELF IN
THE ONE AND ONLY
YELLOW PAGESTM**

**BE THERE . . .
BE DOMINANT . . .
GIVE COMPLETE INFORMATION . . .
EMPHASIZE YOUR STRENGTHS**

4 WAYS TO A BETTER AD

CATCH THE BUYER WHEN THEY ARE SCANNING

☒ Size ☒ Color ☒ Border

INTEREST THE BUYER SO THEY REVIEW

☒ Illustrations ☒ Logos

☒ Slogans ☒ Headlines

CONVINCE THE BUYER WHEN THEY READ

☒ Completeness Of Service

☒ Reliability ☒ Specialization

☒ Authorized Sales & Service

PROMPT BUYER ACTION

☒ Convenience / Information
(eg: Free Parking, Open Late, Credit Cards)

☒ Map / Location

☒ Invitation To Action

BUYERS NEED THIS INFORMATION

RELIABILITY

- Size Of Firm ● Licenses
- Certifications ● Guarantees
- Years Of Service
- Experience

SPECIALIZATION

- Special Services
- Special Products
- Competitive Advantage

COMPLETENESS OF SERVICE

- Type, Scope, Variety
- Cost & Quality Of Service Of Product
- Availability
- Inventory ● Capacity
- Catalogues Or Brochures ● Financing
- Credit Cards ● Cheque Cashing
- Pick-up & Delivery ● Hours ● Parking
- Facsimile Number ● Discounts

AUTHORIZED SALES AND SERVICE

- Brand Names ● Trade Marks
- Manufacturer ● Dealer
- Distribution
- Factory Service Depot

LOCATION

- Nearest Intersection
- Landmarks
- Shopping Centre Name
- Map

ILLUSTRATIONS

- Picture Of Owner, Premises Or Product
- Company Name Or Logo
- Sign
- Graphics Related To Services Offered

PIZZA HOUSE

& STEAK HOUSE

RESTAURANT & LOUNGE

GOOD FOOD, GOOD ATMOSPHERE

SATELLITE
BIG T.V.
IN OUR LOUNGE

LUNCH
or DINNER

- DINE IN
- TAKE OUT
- OR HAVE US
DELIVER

- ★ RIBS
- ★ CHICKEN
- ★ SEAFOOD
- ★ FRESH CRUST PIZZA
- ★ CHARCOAL BROILED ALBERTA BEEF STEAKS

PARTY
ORDER
DISCOUNTS



2 LOCATIONS TO SERVE YOU

RESTAURANT & DELIVERY HOURS:

MON - THUR 11:00 AM - 2 AM

FRI - SAT 11:00 AM - 3 AM

SUNDAY 11:00 AM - MIDNIGHT

234 SOUTH DR. (SOUTH LOCATION)
KITTY KORNER TO FIREHALL

RESTAURANT
& DELIVERY

555-5000

LOUNGE

555-5500

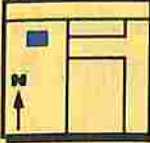
12 345 AVE. (NORTH LOCATION)

RESTAURANT
& DELIVERY

555-5550

LOUNGE

550-0000

WHICH FIRM WOULD YOU CALL?



IF YOU HAD TIME TO CALL ONLY ONE
OF THESE THREE FIRMS FOR INFORMATION,
WHICH ONE WOULD YOU CALL?

1

JASMINE FLORIST
143 Garden.....555-5000

2

JASMINE FLORIST

WEDDINGS-FLORAL TRIBUTES
GREEN PLANTS-GIFT BASKETS
"F.T.D." SERVICE
TELEPHONE ORDERS ACCEPTED
VISA-MASTERCARD CHARGE
000-0000
143 Flower.....555-5000

3

**JASMINE
Florist**

"Flowers for any Occasion"

SPECIALIZING IN
WEDDING ARRANGEMENTS
UNIQUE DESIGNS
SILK & DRIED FLOWERS
ALSO AVAILABLE

YOUR ADDRESS
ANY TOWN
IN ALBERTA

Call
555-5000
CITY WIDE DELIVERY





ACROSS FROM SOUTHMALL



ACCEPTED
BY PHONE





Their fingers are walking. Is your ad talking?

MOVE UP . . .

REGULAR LISTING:

JASMINE FLORIST
143 Garden.....000-0000

With effective copy
and an attractive
illustration, this ad
is expected to produce

13 times

the results obtained
by the regular listing

Quarter Column

Double Quarter Column

This ad is expected
to produce

64 times

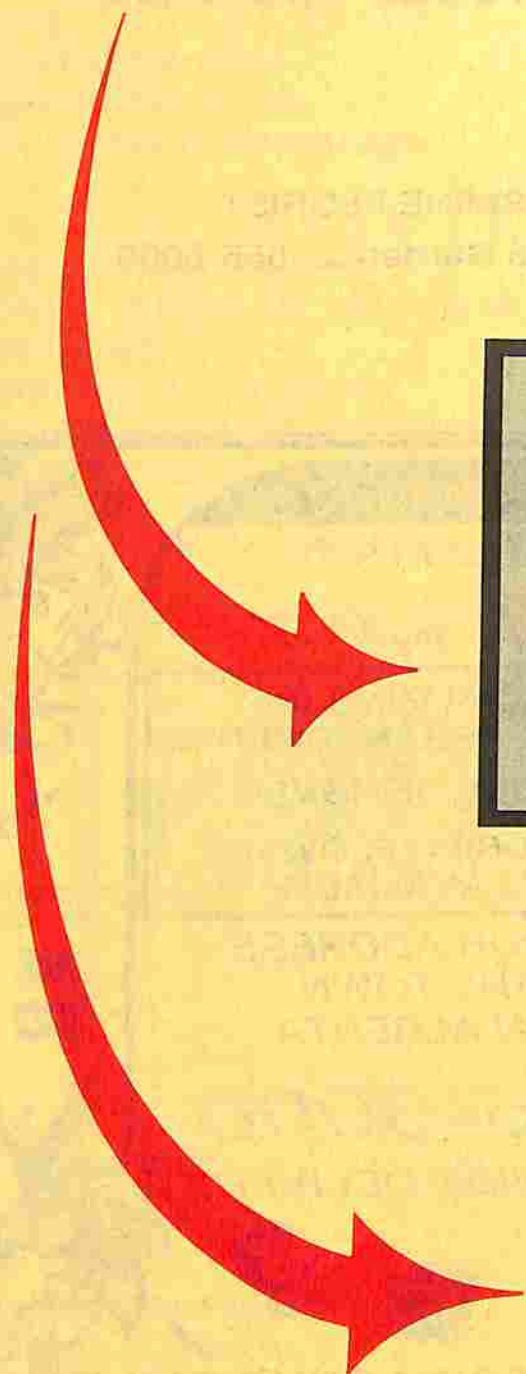
the results obtained
by the regular listing

Double Half Column

This ad is expected
to produce

193 times

the results obtained
by the regular listing



... AND SAVE

Quarter Column

Though only twice the size of the Quarter Column, with effective copy & an attractive illustration,

this ad is expected to produce
5 times
the results obtained by the Quarter Column.

This ad is expected to produce
15 times
the results obtained by the Quarter Column.

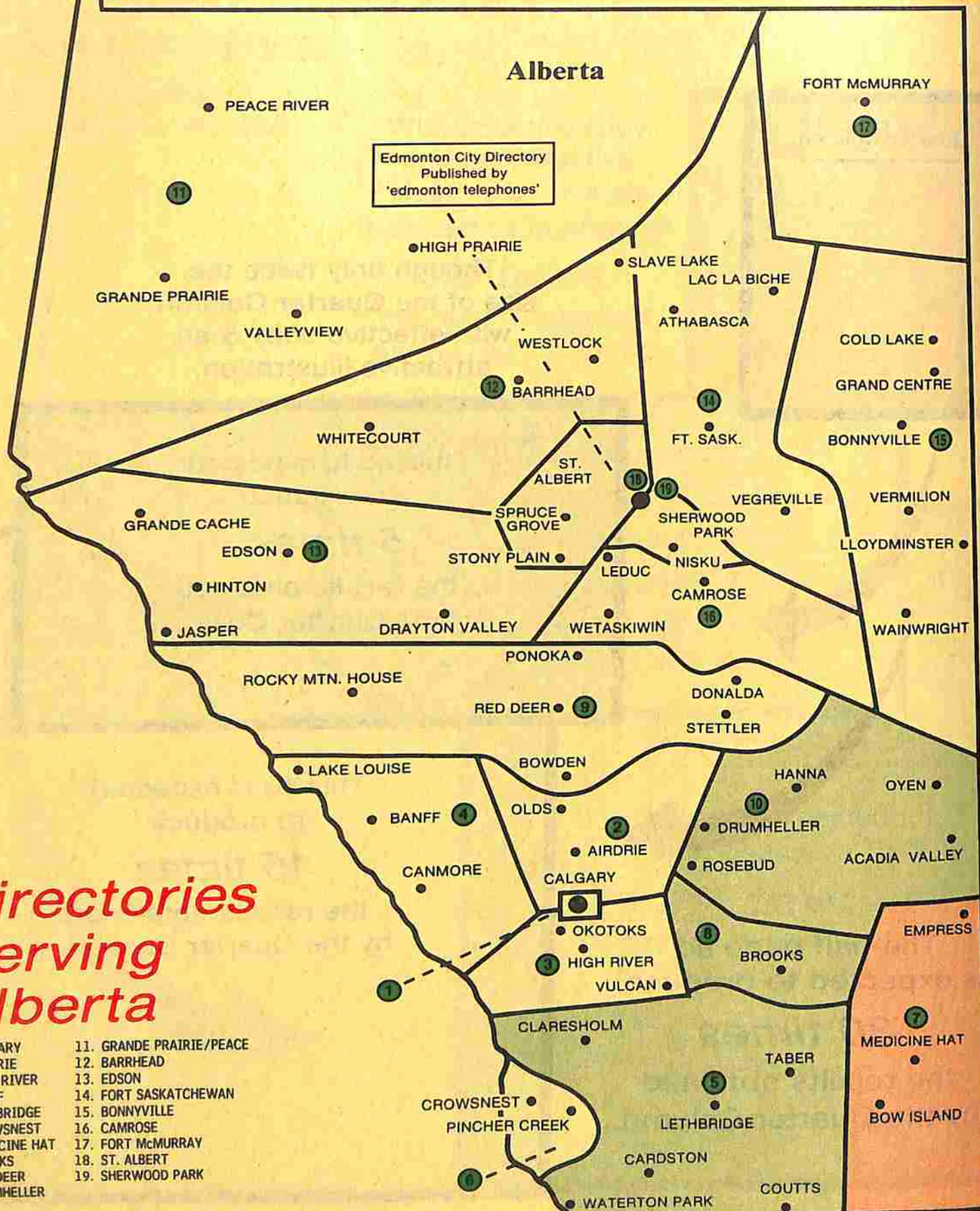


The half page ad is expected to produce
30 times
the results obtained by the Quarter Column.

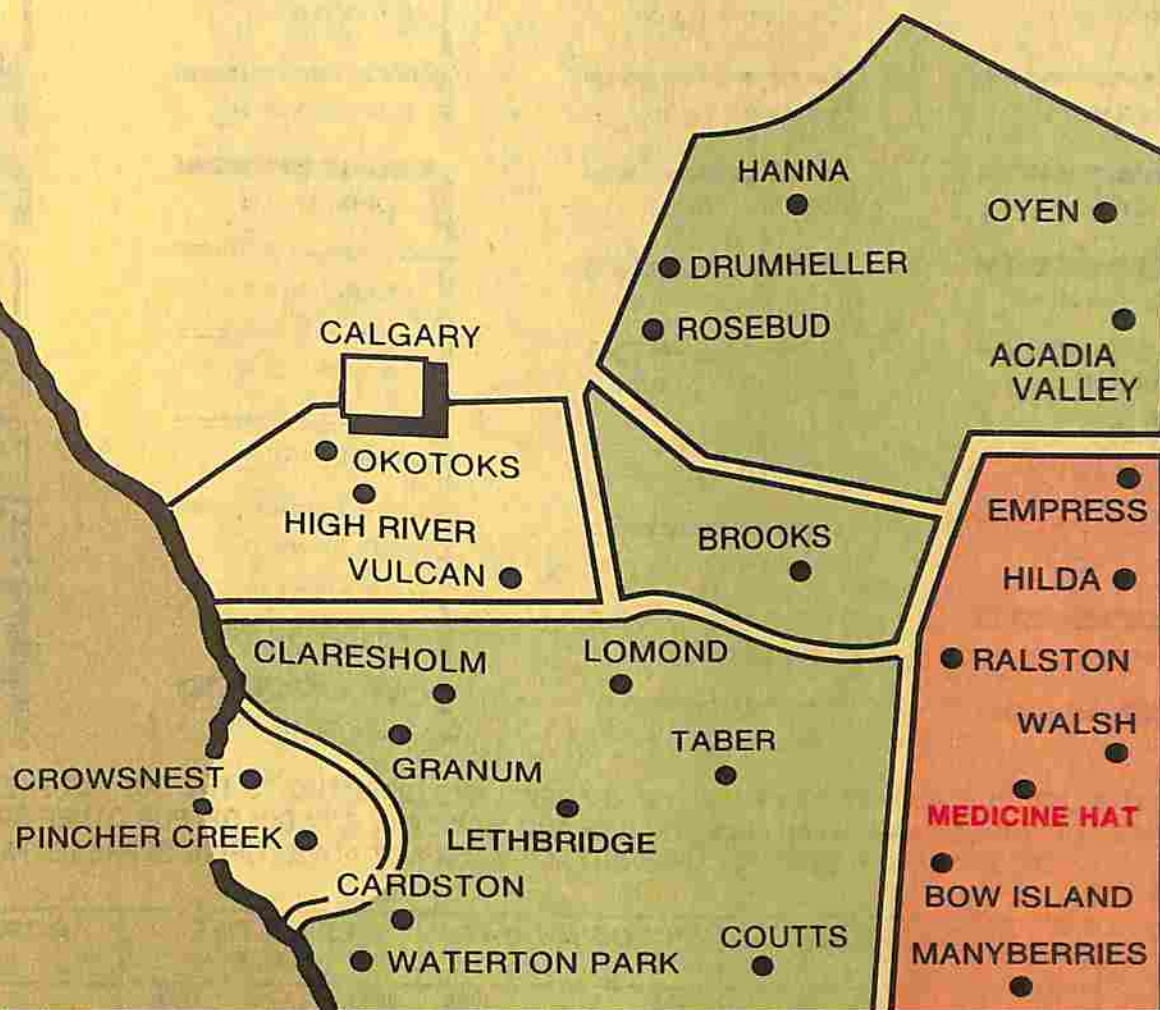
COVER YOUR . . .

Directories Serving Alberta

- | | |
|-----------------|--------------------------|
| 1. CALGARY | 11. GRANDE PRAIRIE/PEACE |
| 2. AIRDRIE | 12. BARRHEAD |
| 3. HIGH RIVER | 13. EDSON |
| 4. BANFF | 14. FORT SASKATCHEWAN |
| 5. LETHBRIDGE | 15. BONNYVILLE |
| 6. CROWSNEST | 16. CAMROSE |
| 7. MEDICINE HAT | 17. FORT McMURRAY |
| 8. BROOKS | 18. ST. ALBERT |
| 9. RED DEER | 19. SHERWOOD PARK |
| 10. DRUMHELLER | |



MARKET...



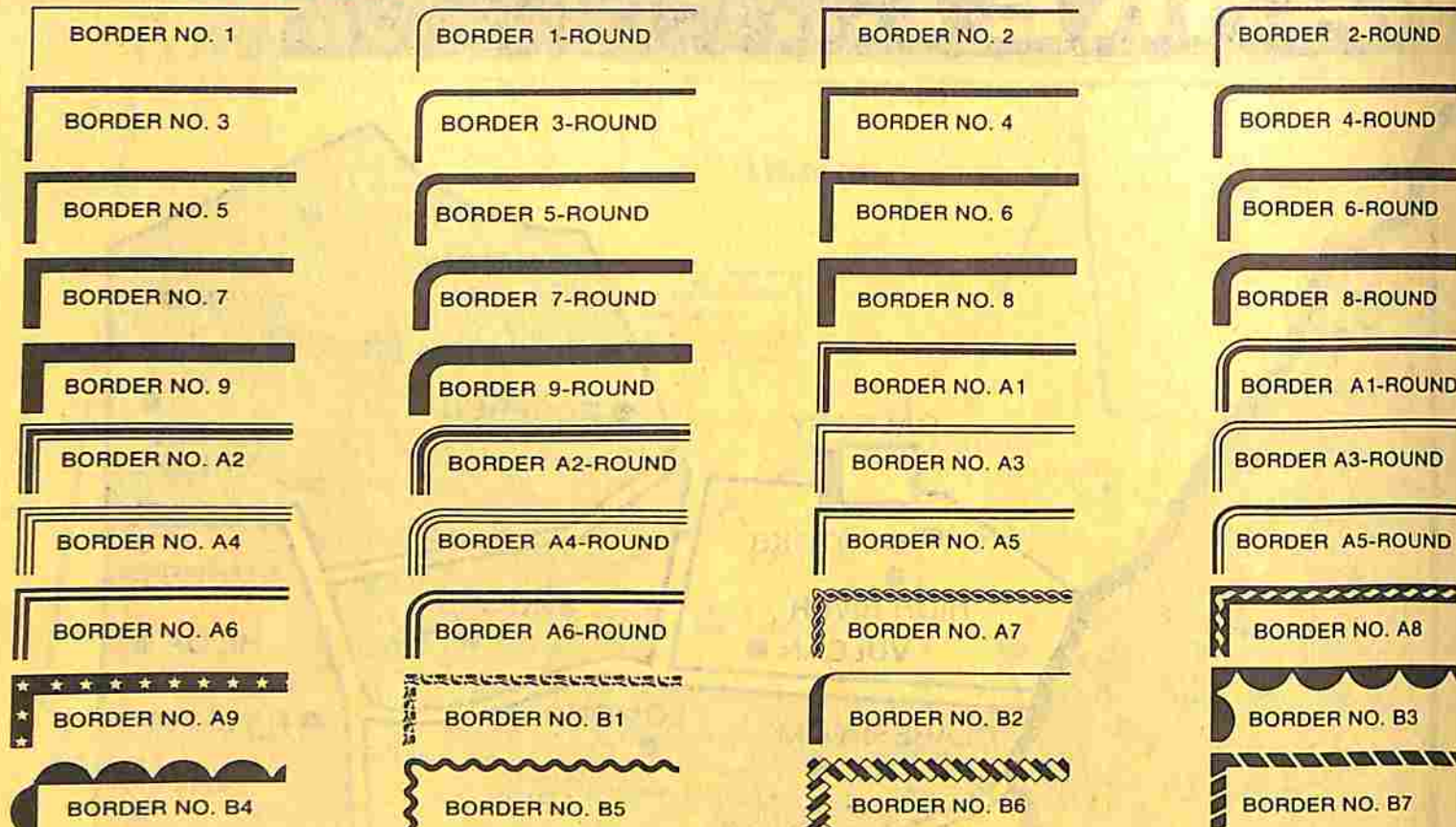
*Your **YELLOW PAGES**™ Representatives are professionals trained to provide you with the best advertising program available. Ask how colour can provide you with better results.*

*For information on the power of **YELLOW PAGES**™ Advertising, call **TOLL FREE:**
1-800-661-4260*

***CALGARY OFFICE: 530-5400**
Fax Sales Line: 530-5422*

***Mailing Address: 411 - 1st Street S.E.**
Calgary, Alberta T2G 4Y5*

Borders

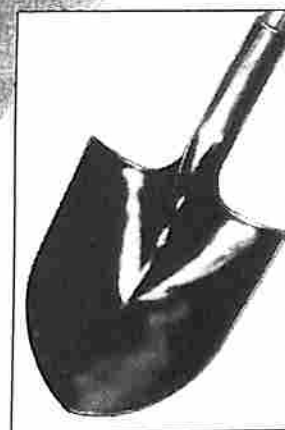
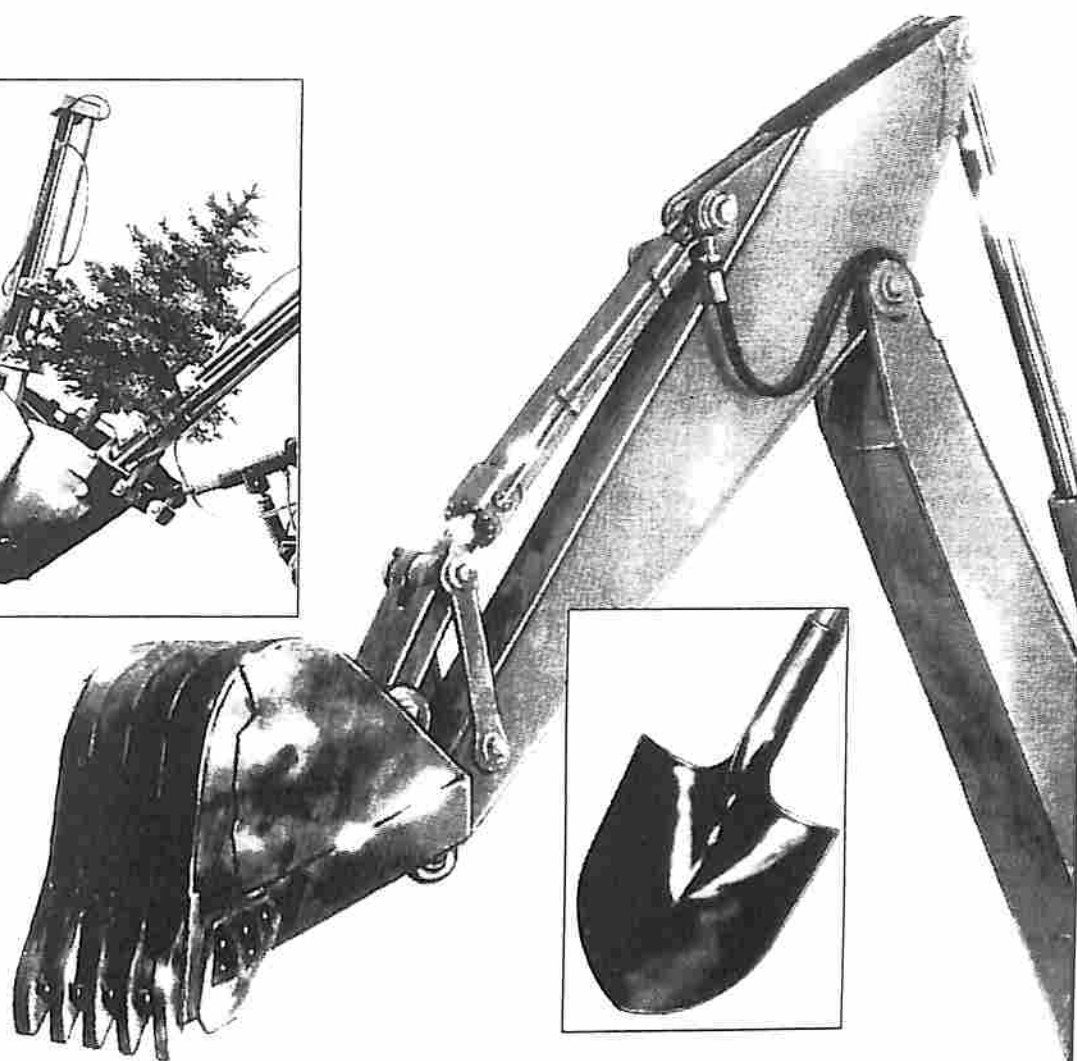
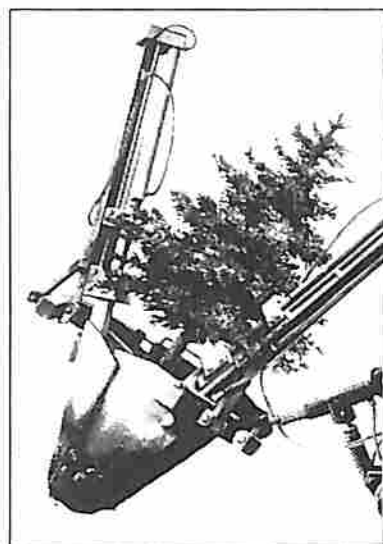
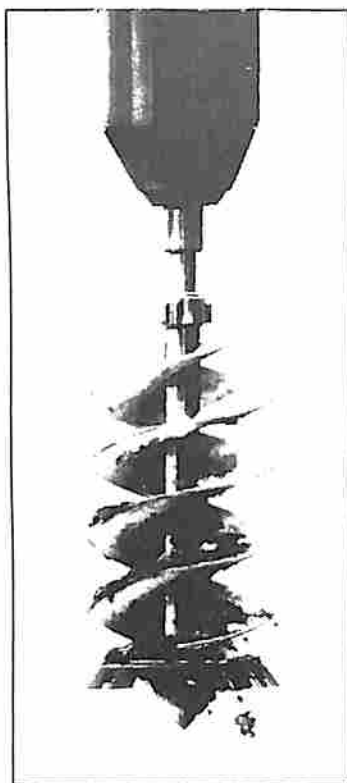


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	DIRECTORY	**CLOSING DATE		EFFECTIVE DATE		*COPIES
		1993	1994	1993	1994	
1.	CALGARY (White & Yellow)	MAY	JUNE	SEPT	SEPT	617,000
2.	AIRDRIE	JUNE	JULY	SEPT	SEPT	48,000
3.	HIGH RIVER	JUNE	JULY	SEPT	SEPT	30,000
4.	BANFF	JUNE	JAN	SEPT	MAR	27,000
5.	LETHBRIDGE	NOV	DEC	FEB	FEB	115,500
6.	CROWSNEST	NOV	DEC	FEB	FEB	15,000
7.	MEDICINE HAT	NOV	DEC	FEB	FEB	57,500
8.	BROOKS	DEC	NOV	FEB	FEB	21,500
9.	RED DEER	AUG	AUG	OCT	OCT	138,500
10.	DRUMHELLER	AUG	AUG	OCT	OCT	19,000
11.	GRANDE PRAIRIE/PEACE	SEPT	OCT	DEC	DEC	95,000
12.	BARRHEAD	JUNE	OCT	OCT	DEC	43,000
13.	EDSON	JUNE	OCT	OCT	DEC	47,000
14.	FORT SASKATCHEWAN	MAR	FEB	JUNE	APR	59,000
15.	BONNYVILLE	MAR	FEB	JUNE	APR	78,000
16.	CAMROSE	DEC	JAN	MAR	MAR	74,000
17.	FORT McMURRAY	OCT	NOV	DEC	JAN	34,500
18.	ST. ALBERT	SEPT	SEPT	NOV	NOV	65,000
19.	SHERWOOD PARK	SEPT	SEPT	NOV	NOV	40,500
	EDMONTON	SEPTEMBER		MARCH		575,000

* THESE ITEMS ARE SUBJECT TO CHANGE

** For actual close dates of each directory please contact your Advertising Representative



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