



NEON SALES & SERVICE LTD.

neon and plastic displays,
storefront modernization,
advertising co-ordinators.

909 - 15th Street S.W.

269-4971

OVER  ALF A CENTURY OF SERVICE

H HOOK SIGNS LTD. H

HOOK SIGNS (CALGARY) LTD
CORNER 4 AVE. & 3 ST. S.E.

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- OUTDOOR ADVERTISING SPECIALISTS
- STORE FRONT SIGNS IN PLASTIC, METAL, WOOD
- EXHIBITION & INDUSTRIAL DISPLAYS
- GOLD & SILVER LEAF LETTERING
- TRUCK LETTERING
- SCREEN PROCESSING
- BAKED ENAMEL SIGNS



SIGN SERVICE

LTD.

265-5847

- TRUCK LETTERING
- REAL ESTATE
- COMMERCIAL
- CUT OUT LETTERS
- GOLD & SILVER LEAF
- BANNERS
- POSTERS
- SCREEN PROCESS
- DIE CUTTING

If No Answer Call
277-1490

A. W. (Marty) Martinson, Mgr.

1542 - 41st Avenue S.E.



PHONE
282-7798

Signs

GOLD LEAF
TRUCK LETTERING

CUT OUT LETTERS • DECALS
SILK SCREEN PROCESS
CARVED WOODEN SIGNS
OUTDOOR SIGNS
RUSTIC SIGNS

Signs—(Cont'd)

HOOK SIGNS (CALGARY) LTD
3rd St & 4th Ave. S.E. 263-2170
(See Advertisement This Page) 266-4971
Hunt H G 333 18th Ave SW 282-7798
L K Signs 96 Hartford Rd NW (See Advertisement This Page) 269-8354
L & M PLASTICS & DISPLAYS
242 40th Ave. N.E. 276-6671
Martinson Sign Service Ltd 1542 41st Ave. S.E. 265-5847
(See Advertisement This Page) 277-9057
Mimura Dan Signs Ltd 215 41st Ave. N.E. (See Advertisement This Page) 277-5955
National Neon Displays Ltd 204 40th Ave. N.E. (See Advertisement This Page) 288-6434
NEOMA NEON SIGN CO Box 6263 252-3391
NEON CONTRACTORS LTD

PLASTIC SIGNS
REVOLVING SIGNS
NEON SIGNS

2 5 2 - 3 3 9 1

5305 1st St SW 244-8934

NEON PRODUCTS OF CANADA LTD

NEON SIGNS

PLASTIC SIGNS

ROTO-VISION

1302 11th Ave SW 269-4971

NEON SALES & SERVICE LTD
909 15th St SW 269-4971
(See Advertisement This Page) 283-7172
Patey Jack Sign Agencies 5-707a 145th St NW 269-8354
Roepke Signs 807 11th Ave SW (See Advertisement This Page) 269-8354

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For 24 Hour Advertising
Visibility.
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ing Films: Durability With
Full Colour Design Flex-
ibility & New "Slideable" Controltac Brand
Adhesive.



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3 M COMPANY
12210 Jasper Ave. Edmonton 488-1134
AUTHORIZED CONVERTERS
3S-SIGNS BY SILK SCREEN LTD
812 35th St. E. 262-2802

(Continued Next Page)

NATIONAL NEON

DISPLAYS

LIMITED

NEON

PLASTIC

277-5955

204 - 40th Avenue N.E.
After Hours Call: 282-8932

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SIGNS

- ★ TRUCKS
- ★ SCREEN PROCESS
- ★ OUTDOOR SIGNS,

277-9057

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ROEPKE

Signs

269-8354

807 - 11 Ave. S.W.

Signs—(Cont'd)

Sign Shop The 1405 Macleod TrSE 264-3941
(See Advertisement This Page)

SOLARITE PLASTIC INDUSTRIES LTD
204 40AvNE. 276-1136

Stewart Signs 1725 32StSW 249-0689

TAYLOR PLASTICS LTD 735 10AvSW 266-1182

Taylor Signs 505 8StSW 262-3131
(See Advertisement This Page)

3S-SIGNS BY SILK SCREEN LTD

Specialists In
**PHOTOGRAPHIC
SCREEN
PRINTING**

812 35INE {262-2867
{262-9281

Signs—(Cont'd)

Tioga Signs Ltd 7059 Farrell RdSE 252-3366
(See Advertisement This Page)

Tri-Art Designers Ltd 4510 6aStNE 276-7741

Universal Installations & Crane Rentals Ltd
1627 48AvSW. 243-5175

(See Advertisement This Page)

Vogue Signs Ltd 1131 11StSE 265-5707

WESTERN DISPLAY SERVICE LTD
1705 Macleod TrSE. 263-4786

Wilson E Signs & Displays Ltd
412 36AvSE. 287-2363

(See Advertisement This Page)

CHEAP COASTERS

Left over linoleum or tile can be
used to make coasters for glasses.

**AVOID
WRONG NUMBERS!**

LOOK IT UP
JOT IT DOWN
DIAL CAREFULLY

Universal Installations & Crane Rentals Ltd.

Specializing in Sign Installations

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- ★ SIGN BASES
- ★ MAINTENANCE & REPAIR
- ★ ESTIMATES FREELY GIVEN
- ★ ALL WORK GUARANTEED
- ★ 24 HOUR SERVICE

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243-5175

1627 - 48th Avenue S.W.

The Sign Shop

1405 Macleod Trail S.E., Calgary, Alta.

264-3941

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- ★ BANNERS
- ★ POSTERS
- ★ WINDOW & TRUCK LETTERING
- ★ GOLD LEAF AND MEDIUM SIZED WOOD
- AND METAL SIGNS
- ★ SILK SCREEN

PROMPT DELIVERY — MODERATE PRICES



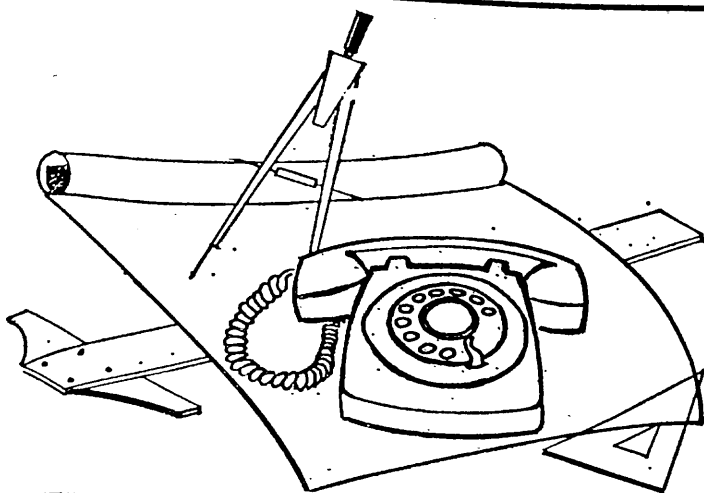
TAYLOR

SIGNS

SINCE.. 1900

505-8 ST. S.W.

262-3131



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Architects Engineers & Builders Consulting Service

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Photographic Silk Screen Printing
On All Materials

DRIVE IN TRUCK &
TRAILER LETTERING

• DECALS •

Complete Sign-Service to the Oil & Gas Industry

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"QUALITY AND SERVICE AT COMPETITIVE PRICES"

E. WILSON
SIGNS
AND DISPLAYS LTD.
412 - 36th Avenue S.E.

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- SHOW CARDS
- TRUCK LETTERING
- ART WORK

287-2363

- EXHIBITION BOOTHS
- SILK SCREEN
- DRAPE & PROP RENTAL
- SCENERY RENTAL



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3S signs by silk screen Ltd.

- PHOTOGRAPHIC SCREEN PRINTING on: paper, card, wood, metal, glass, plastic & fabrics.
- Decals for Product & Fleet Identification. Fabricators of the highest quality "3M" marking materials *Scotchlite *Sprint *Scotchcal FILM
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- Metal Name Plates • Instrument Panels
- Dial Faces • Chain Store Advertising
- Point of Sale Design & Manufacture
- Industrial Signs - Traffic, Well Site, Pipe Line, Safety
- Transit Bus Advertising - Inside or Out
- Plastic Printing, Engraving, Vacuum Forming.
- Magnetic Signs • Crests, Flags & Textile Printing
- Commercial Art Studio

* Reg. Trademarks 3M Company

812-3ST. N.E. CALGARY 61ALTA.
262-2867 • 262-9281
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Bud COWAN Ltd.
 Edmonton - Calgary - Vancouver

Originators of:



CANADA'S LARGEST SELLING TRUCK SIGNS
 Gordon Grayston P.O.Box 514—Calgary

Ph. 263-1034



Smart Girl!

She knows where to look
 for what she needs

You, too, can be smart...
 use the **YELLOW PAGES!**



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REAL ESTATE — RESIDENTIAL
 COMMERCIAL — SIGN RENTALS

24-14StNW 283-6061

Signs—Silk Screen Process

A-1 Signs 121 17AvSE 262-4054
 Bud Cowan Ltd 424 6AvSE 263-1034

(See Advertisement This Page)

Cavalier Screen Printing
 MezzFir Greyhound Bldg. . 269-6511

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DECALS

Photographic Screen Printing
 Plastic Bottles,
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 Round, Oval or Square

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(See Advertisement This Page)

Continental Signs 206-1611 23AvSW ... 245-3031

DOT SIGNS LTD 4510 6aStNE 276-7741

Edwards Al 1136 9StSE 265-2886

L K Signs 96HartfordRdNW 282-7798

Martinson Sign Service Ltd 1542 41AvSE 265-5847

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Decals (Cars & Trucks) Crests
 Posters - Banners - Real Estate Signs
 Photographic Silk Screening

1137ReaderCrNE 277-6611

ROEPKE SIGNS 807 11AvSW 269-8354

3S-SIGNS BY SILK SCREEN LTD 262-2867

812 3StNE. 262-9281

(See Advertisement This Page)

TIOGA SIGNS LTD 7059FarrellRdSE .. 252-3366

Wilson E Signs & Displays Ltd

412 36AvSE.. 287-2363

Signs—Silk Screen Processing

Supplies

SHERWIN-WILLIAMS CO OF CANADA LTD
 315 16AvNW. 277-0768

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Industrial Silica Sands Ltd
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BURGESS-MANNING COMPANY LIMITED—
 GENERAL EQUIPMENT LTD
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Edna's Capital Fabrics
 BrentwoodVillageMall. 282-6296

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 Complete Engineering and
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 All Sizes
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(Call Collect)

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Tower Silo Co

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See Plating

Silversmiths

Olson James 110 3AvW High River 652-2744

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ARN'S EQUIPMENT LTD

CALGARY'S ORIGINAL SKATE SWAP
 NEW AND USED SKATES

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Calgary Cycle Store 1504CentreStN ... 277-3438

McLaren George Distributors Ltd

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TRADE YOUR SKATES

Downtown
 319 7AvSW 263-8855

TUXEDO CYCLE & SPORTS

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262-9994

for the best

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 POSTERS - CRESTS

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 Since 1947

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208 11th Ave. S.E. Calgary 21, Alta.

Michael Jaremsko
 Manager

Ski Centres

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BANFF'S FAMILY SKI AREA
Box 40, Banff
MtNorquayRd Banff 762-3458

Lake Louise Lifts Ltd 319 7AvSW 262-9707
(See Advertisement This Page)
Mount Norquay Snow Report 915 70AvSW 253-3383
Paskapoo Ski Centre Hwy1&BeaufortRd. 288-4112
PIGEON MOUNTAIN RECREATION LTD
5thFlr 736 8AvSW. 263-6600
Sunshine Village (Banff) Ltd Banff 762-3383
(See Advertisement This Page)

Cut shopping time down—cut
searching the town — use a
short-cut, the Yellow Pages.



AND MOUNT TEMPLE

THE BIG FRIENDLY WESTERN
SKI AREA

Right on the Trans-Canada Highway

1 Gondola
2 Double Chairlifts
3 Pomas
1 T-Bar

Ski School & Shops

3 DAY LODGES

24 HOUR SNOW REPORT

CALGARY (403) 262-9707

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LTD.

LAKE LOUISE - OFFICE 2121

Whitehorn Sedan Lift 2341

(Summer & Winter)

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(BANFF) LTD.



- ★ NEW MOUNTAIN INN—90 ROOMS
- ★ CHAIRLIFT AND T-BARS
- ★ SKI SCHOOL—SKI SHOP
- ★ COMFORTABLE DAY LODGE

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Banff .. 762-3383

Ski Tow Equipment &

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POMALIFT INDUSTRIES LTD
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Ski Tows

See Ski Centres

Skiing Conditions Information

Mount Norquay Snow Report 915 70AvSW 253-3383
Ski Snow Report 2ndFlr 1330 8StSW ...264-3322
Sunshine Village (Banff) Ltd
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CALGARY'S

ONLY PROFESSIONAL SKI
SCHOOL

HappyValleyPk288-5335

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3-3828CentreStS...243-7011
205-333 17AvSW266-3464

Skin Divers' Equipment

See Divers' Equipment

Skins

See Hides, Raw Furs & Skins

Skis & Skiing Equipment

Abominable Ski Shop Ltd 225BanffAv Banff 762-2660
(See Advertisement This Page)

ALPINE HUT LTD
SouthridgeInnerVillageMall...255-0789
(See Advertisement This Page)

ARLBERG SKIS & EQUIPMENT—
ALLCOCK LAIGHT & WESTWOOD LTD
LwrFlr 1210 11AvNW244-1255

BIG CHIEF SPORTING GOODS LTD

HART SKIS GRESVIG

Alpine & Woods Clothing

(Located in the "Bay" Parkade)

230 7AvSW262-3748

Calgary Ski & Sport House Ltd The
615 17AvSW..262-5251
(See Advertisement This Page)

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COMPLETE PRO SHOP

SALES & RENTALS

HappyValleyPk288-5335

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Intersport Canada Ltd 329a 7AvSW ...265-3425

MCCOOK'S SPORTING GOODS
BrentwoodVillageMall..289-0677

Monod Sports Ltd
Harmony Bldg BanffAv..Banff 762-2343
(See Advertisement This Page)

PREMIER SPORTS (CALGARY) LTD
319 7AvSW..263-8855
(See Advertisement This Page)

Listings Of This
Classification Are Continued
On Next Page



WESTERN CANADA'S FINEST SKI & SPORTSWEAR SHOP
Everything in Ski Equipment, Clothing & Accessories From Beginner Through Expert
"The Choice of World Champions"

BRANCHES: West Vancouver, Prince George
Southridge Inner Village Mall, Calgary

255-0789

The Calgary

SKI & SPORT HOUSE LTD.

262-5251

615 - 17th AVENUE S.W.



SOHLER



HART



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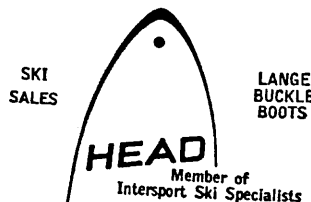


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KNEISL

Why Haul Them 200 Miles?
RENT THE BEST



At Sunshine Village {762-3383
762-2676

The Abominable Ski Shop

LTD.

762-2660 Banff
225 Banff Avenue, Banff

**CALGARY'S
SKI
HEADQUARTERS**



SKI RENTALS
EXPERT SKI REPAIRS

**PREMIER
SPORTS**

(CALGARY) LTD.

319 - 7th AVENUE, S.W. 263-8855

263-8855

Downtown
319 - 7th Avenue S.W.

Monod Sports Ltd.

Ski & Climbing
Equipment Specialists

RENTALS

Phone BANFF Collect

762-2343



SKI CELLAR
THE SPORTSMAN LTD.
1442-17th AVENUE S.W. CALGARY
SNOWBRIDGE
KANANASKIS

SKI SALES & RENTALS

“Specialists In Skis & Ski Wear For The Entire Family”

Western Canada's Largest Ski Repair Shop

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SKI SALES & SERVICE AND OFFICE
245-4311 — 244-8800
1442 - 17th AVENUE S.W.

THE SKIERS
SPORT SHOP LTD.
“Skiing is Our Only Business and We Do It Best”

• Rental
• Repair
• Information

DOWNTOWN
266-4564
329a - 7th Avenue S.W.




264-0278
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Excellent Selection of Skis - Clothing
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Firsts in International Competition Won on Kastle Skis
DEALERS FOR TONY SAILER SKIS & MANY OTHER BRANDS
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Skis & Skiing Equipment—**(Cont'd)**

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SALES - SERVICE
RENTALS

1001 1stSW269-5566

SKI CELLAR 1442 17AvSW244-8800
SKI CLOTHING & OFFICE244-8800
SKI SALES & SERVICE245-4311
Skiers Sport Shop Ltd The 329a 7AvSW 266-4564
(See Advertisement This Page)

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CROSS COUNTRY RACING & TOURING
SKI EQUIPMENT

129 61AvSE252-2554

SPORTSMAN LTD
SKI CLOTHING & OFFICE
1442 17AvSW244-8800
(See Advertisement This Page)

UPTOWN SPORTING GOODS
606 8AvSW264-0278
(See Advertisement This Page)

Western Cycle (Calgary) Ltd
1514 14StSW244-4044
(See Advertisement This Page)

WESTERN CYCLE
(CALGARY) LTD.



A Complete Line of Skiing Equipment
TRADES
244-4044

1514 - 14th Street S.W.

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Acme Slate & Tile Co Ltd
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Agincourt Ont 416-293-3664

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WOODS BAG & CANVAS CO LTD
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MnFlr FoothillsHosp.283-3231

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See Caterers also Restaurants

Snapout Forms

Continuous Forms (Alberta) Ltd
444 42AvSE287-2319
Data Business Forms Limited
6820LivingstoneDrSW242-6262

Snow Fences

See Fences

Snow Removal Contractors

A-BC Home & Building Improvement
840 3AvNW283-0694
Bestway Parking Lot Maintenance
701 14StNW283-6893

BESTWAY SNOW REMOVAL
2734 17AvSW242-2096
Darragh's Tractor Service & Landscaping
2444 43StSE272-0454

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812 46AvSE252-6348

FOOTHILLS LANDSCAPING LTD
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GRADERS - LOADERS - TRUCKS
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COMPLETE SNOW REMOVAL EQUIPMENT
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6120 1aStSW252-8251

Mumford Medland Ltd 5711 6StSE252-2201

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ELECTRIC & GAS
MODEL 14" TO 20"

**“FOR INFORMATION CALL”**

DEALERS
Planidin Bros 4636BownessRdNW288-2162

WRIGHT'S LAWN MOWER REPAIR
SERVICE 1519 9AvSE265-7945

DISTRIBUTOR
Westward Power Equipment
4209 6StSE287-1308

Snow Sleds

See Snow Vehicles

If You Have
RECENTLY MOVED

into a neighborhood and
want to find nearby stores
selling certain commodities
or services, look in the

YELLOW PAGES

... they will tell you

Snow Vehicles

ARLBERG SNOWMOBILES

AVAILABLE
ONLY AT
QUALITY DEALERS
WHERE SERVICE
BACKS EVERY
SALE



SEE MATCHING TRAILERS
CLOTHING & ACCESSORIES
"FOR INFORMATION CALL"

ALLCOCK LAIGHT & WESTWOOD LTD
Lwr Flr 1210 11AvSW..244-1255
FRANCHISED DEALER
Red Star Auto Service 1402 14StSW 244-4234

ASTRO HUSKY

SNOW-JET SALES & SERVICE
After Hours Call 282-1816

NorthmountDr&44AvNW282-8285

Barotto Sports Ltd 605 75StW262-4303
(See Advertisement This Page)

BOMBARDIER PRODUCTS—

TRACT EQUIPMENT LTD

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BOMBARDIER SKI DOO

SALES
SERVICE
PARTS

ski-doo.

"FOR INFORMATION CALL"
FACTORY REPRESENTATIVE

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DEALERS

Bow Ridge Motors LtdCochrane 468-2019

FENNING METERING SERVICE &
SUPPLY LTD 3632BurnslandRdSE 243-6800

MOTOR BIKE CITY LTD

2909RichmondRdSW..242-1191

RENFREW BA SERVICE

624 16AvNE..277-3811

BOW CYCLE & MOTOR CO LTD

SKI-DOO

SALES & SERVICE

6524BownessRdNW288-5421

BOW RIDGE MOTORS LTD

COMPLETE SKI-DOO

SALES, SERVICE & ACCESSORIES

PhoneCochrane 468-2019

Century Fiberglass Ltd 4235 16StE ...265-2381

DALES SALES

SNOJET

Authorized Dealer

SALES & SERVICE

7403MacLeodTrS253-2535

DAVE'S SMALL ENGINE REPAIRS

MOTO SKI

SALES & SERVICE

BEHIND ARN'S EQUIPMENT

340 16AvNW276-6110

FENNING METERING SERVICE & SUPPLY LTD

SKI-DOO

Sales — Service

3632BurnslandRdSE243-6800

FLEXTRAC NODWELL LTD

Manufacturers of

OFF-HIGHWAY TRACKED CARRIERS

All Depts. 287-2280 — 24 Hour Service

1201 42AvSE287-2280

FOOTHILLS BATTERY & MARINE LTD

Authorized Sales & Service

MERCURY & SKI ADDLER

SNOWMOBILES

5512 45StE252-3446

Snow Vehicles—(Cont'd)

Fyten's Tire & Machinery

Hwy2N..Bowden 224-3321

Healy Walt Motorcycle Ltd 227 10StNW 283-2788

HUTTON'S LIMITED

DISTRIBUTORS FOR BOSCH IGNITION

TILLOTSON CARBURETORS

J. L. O. ENGINES

131 11AvSW269-3725

KANE'S MOTORCYCLE SHOP LTD

Yamaha — Arctic Cat
Snowmobiles

SALES — SERVICE

119 17AvSW269-8577

MOTOR BIKE CITY LTD

CALGARY'S SKI-DOO

SALES & SERVICE CENTRE

2909RichmondRdSW242-1191

MUNDELL WARREN SKI-DOO RENTALS

24 Hour Service

Daily & Weekly

Ski-Doo Rentals

Repairs & Service

Calgary276-4105

HIDDEN LINEN

Linen table cloths which are too
shabby to spread may be easily
cut and hemmed into fine, soft
hand or tea towels.

Snow Vehicles—(Cont'd)

OMC SNOW CRUISERS

Designed and

Manufactured by

Outboard Marine

Corporation of Canada

Ltd., Peterborough, Canada. Makers of the
famous Johnson & Evinrude outboard motors.

"FOR INFORMATION CALL"

DISTRIBUTOR

PURVES RITCHIE LTD

5010 1StSE..287-2620

DEALERS

FOOTHILLS DISTRIBUTORS LTD

642 16AvNW..289-4437

Harper's Tire Service (Calgary) Ltd

130 12AvSW..262-7878

United Trailer Co Ltd

3715EdmontonTrNE..276-5511

POLARIS SNO-TRAVELER

POLARIS IS BUILT BETTER,

TO LAST LONGER...

JUST FOR THE FUN OF IT!



"FOR INFORMATION CALL"

DISTRIBUTOR

Westward Power Equipment

4209 6StSE..287-1300

Renfrew B A Service 624 16AvNE277-3811

(See Advertisement This Page)

RENN SALES (CALGARY) LTD

ALBERTA & BRITISH COLUMBIA

DISTRIBUTOR OF MOTO-SKI

3240 11StE264-0850

Get action, use Yellow Pages.

Snow Vehicles—(Cont'd)

ROCKY MOUNTAIN MOTORCYCLE SALES & SERVICE

ARCTIC CAT SNOWMOBILES

SALES - SERVICE - PARTS - TRADES

309 16AvNW277-9326

Sno-Traveler Centre Ltd 8525MacLeodTrS 252-5366

(See Advertisement This Page)

T W Industries Ltd 2704 52StSE272-5624

UNITED TRAILER CO LTD

SNOW-CRUISER & SNO-JET

Sales & Service276-5511

3715EdmontonTrNE276-5511

WESTERN CYCLE (CALGARY) LTD

"SKI-DOO" SALES & SERVICE

1514 14StSW244-4044

WILMAC EQUIPMENT RENTALS LTD

416ManitouRdSE..287-0545

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Government of Alberta (Provincial) {269-6101

Division of Alcoholism 737 13AvSW..{264-3660

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Jewish Family Service 18Av&CentreStS..264-5347

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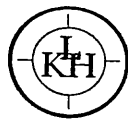
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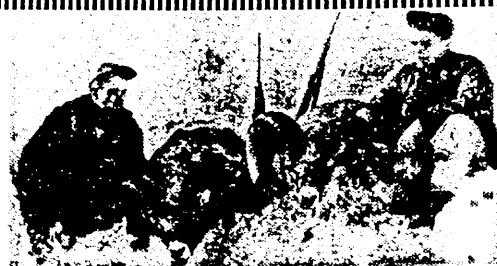
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225 10 StNW ..283-1421
(See Advertisement This Page)
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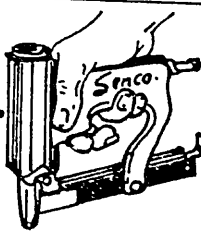
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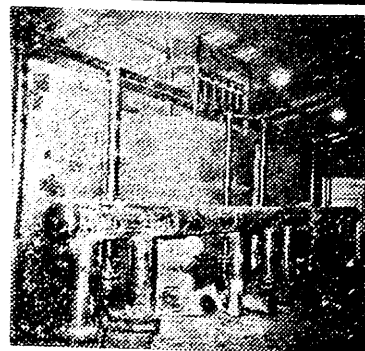
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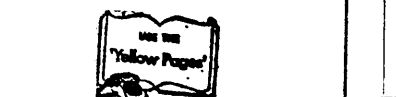
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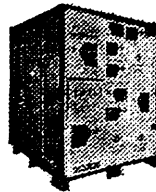
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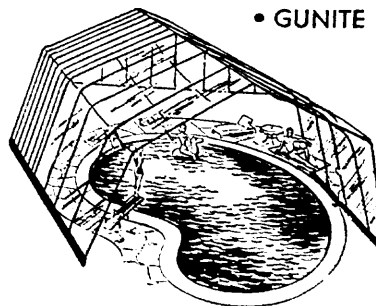
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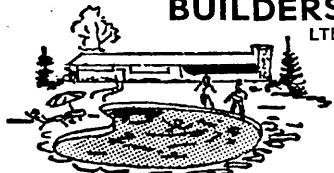
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MARDA MEN'S SHOP 2105 33AvSW ..242-2233

Tailors—(Cont'd)

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(See Advertisement This Page)

Mitchell James A 338 17AvSW262-4063
(See Advertisement This Page)

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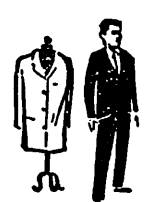
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Scott J D 7-1302 4StSW269-4863

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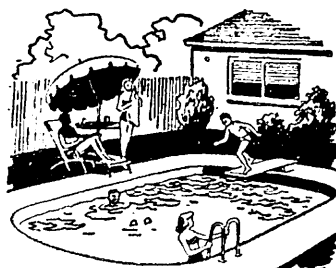
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