## **YOU HAVE THOUSANDS OF BUSINESS PROSPECTS IN NORTHERN** CALIFORNIA.

Advertise in one of the most far-reaching business tools available anywhere: The Business Buvers' Guide from Pacific Bell.

This comprehensive new publication will list all the manufacturers, distributors, whole-

salers and selected service businesses located in the greater Bay Area. It can work effectively with your local Pacific Bell Yellow Pages ad program, by offering you these additional advantages:

1. The Business Buyers' Guide will be more widely distributed than any other regional directory, going to over 325,000 businesses in Northern California alone. 2. The Business Buyers' Guide will receive distribution to all of the FORTUNE 500 companies and to over 50,000 key purchasing agents

across the country.



**3.** The Business Buyers' Guide will be *free*, with targeted distribution to business buyers only.

4. The Business Buyers' Guide will have detailed, targeted headings, zip codes and a brand/trade name index, which will

make it one of the best organized, easiest to use buvers guides available.

So, increase your sales prospects with an advertisement in The Business Buyers' Guide. Contact your Pacific Bell sales representative today. And get ready for those phone calls from all over Northern California. And beyond.

## PACIFIC BELL

A Pacific Telesis Company