



WHEN THEY ARE LOOKING
FOR YOUR FIRM
BECAUSE THEY WERE...

1. **RECOMMENDED**
TO YOU
2. **INFLUENCED**
BY YOUR OTHER ADVERTISING
3. **SOLICITED**
BY YOU OR YOUR SALESMEN
4. **FORMER CUSTOMERS**

THESE BUYERS WILL FIND
YOUR FIRM IF YOU...

- ★ LIST EACH NAME BY WHICH THE FIRM IS KNOWN & ALSO THE INDIVIDUALS OR PARTNERS NAMES.
- ★ CAPITALIZE THE NAME & LIST OTHER KNOWN SPELLINGS OF THE NAME.
- ★ FEATURE YOUR ADDRESS, SHOW BUILDING NAME OR PROXIMITY TO WELL KNOWN LANDMARK.
- ★ LIST UNDER EVERY CLASSIFIED HEADING THAT PERTAINS TO YOUR BUSINESS.
- ★ DISPLAY YOUR EMBLEM OR SLOGAN.
- ★ LIST ALL OF THE TELEPHONE NUMBERS WHERE YOU CAN BE REACHED.

WHEN THEY ARE LOOKING
FOR ANY FIRM
THEY ARE THE...

1. **NEWCOMERS**
2. **EMERGENCY BUYERS**
3. **DISSATISFIED BUYERS**
4. **INFREQUENT BUYERS**
5. **COMPETITIVE BUYERS**

THESE BUYERS ARE INFLUENCED
BY...

- ★ COMPLETENESS OF SERVICE
- ★ RELIABILITY
- ★ STOCKS OF MERCHANDISE
- ★ AUTHORIZED PRODUCTS
- ★ SIZE OF FIRM
- ★ ECONOMY FEATURES
- ★ AREA SERVED

TELL THEM A COMPLETE STORY ABOUT YOUR BUSINESS AT EVERY HEADING THAT APPLIES.



How to use the **YELLOW PAGES**

The green index pages are ready reference to thousands of classified headings established to help the Buyer find the Seller. If you are in doubt about the correct classification at which you will find the product or service you desire, consult the green index where cross-references are given to assist you. Use the green index to the Yellow Pages and take the trying out of buying.

READY TO BUY?

Bakers or Brokers—Furs or Furniture—Tailors or Trailers. Just turn to the proper classification and there you will find many firms represented with listings or advertisements giving you vital information to help you in selecting a dealer.

LOOKING FOR BRAND NAMES?

Turn to the heading which best describes the product or service in which you are interested. Authorized dealers for products bearing the Trade Mark or Trade Name you have in mind, will be represented there, ready to serve you.

FORGET SOMETHING?

You remember the address but you can't quite recall the name. Look under the appropriate heading for the product or service you want, then check the addresses of the dealers listed there. You will quickly find the address and the name you had forgotten.

EVEN WHEN YOU KNOW THE NAME

The Yellow Pages help you find it faster! For example, if the dealer's name is Brown, it is much easier to look for him under the classification descriptive of his business, than to look through the long list of Browns in the White Pages.