

MR. ADVERTISER!

9 out of 10

buyers tell us they find it fast in the

YELLOW PAGES



THESE BUYERS

USE THE YELLOW PAGES WHEN THEY ARE LOOKING FOR YOUR FIRM BECAUSE THEY WERE...

1. RECOMMENDED TO YOU



2. INFLUENCED BY YOUR ADVERTISING



3. SOLICITED BY YOU OR YOUR SALESMEN

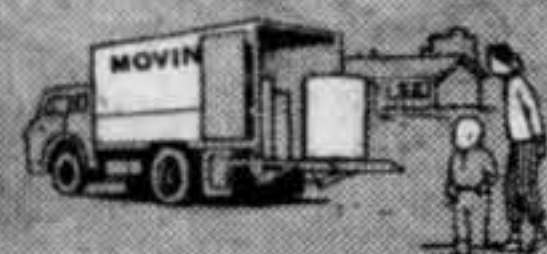


4. FORMER CUSTOMERS

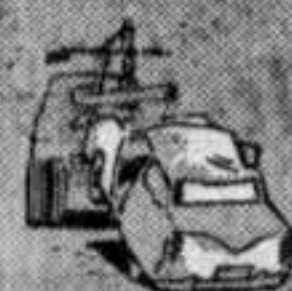


WHEN THEY ARE LOOKING FOR ANY FIRM—THEY ARE THE...

1. NEWCOMERS



2. EMERGENCY BUYERS



3. DISSATISFIED BUYERS



4. INFREQUENT BUYERS



5. COMPETITIVE BUYERS



Thanks for using your Directory instead of calling Information



Every day thousands of people call "Information" for telephone numbers that are listed in the directory.

Obviously, *you* did not or you wouldn't be reading this page, and we want to thank you for your help.

Not that we mind giving assistance. When telephone numbers are not listed, we want you to call "Information." But in most cases, the number you want *is* in the directory and easy to find.

Thanks for your cooperation.