



“Music,
florists,
caterers—

*It's easy to entertain if I use
the Buyer's Guide”*

“First I look up ‘Music Business’ and find a dance orchestra. Then ‘Florists’, and place my order by telephone. Then ‘Catering Business’ and that is off my mind.

“Making arrangements for Nancy’s party is as simple as A-B-C.

“People think I am an unusual manager, but that is because I have learned to use the yellow telephone pages.”

