



**THESE YELLOW PAGE BUYERS . . .**  
**USE THE YELLOW PAGES BECAUSE 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 PASSERS-BY WHO WERE IMPRESSED BY YOUR PLACE OF BUSINESS
- 5 FORMER CUSTOMERS

• **THESE BUYERS WILL FIND YOUR FIRM EASILY . . .**

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

**LOOKING FOR ANY FIRM  
 BECAUSE THEY ARE . . .**

- 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.