

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

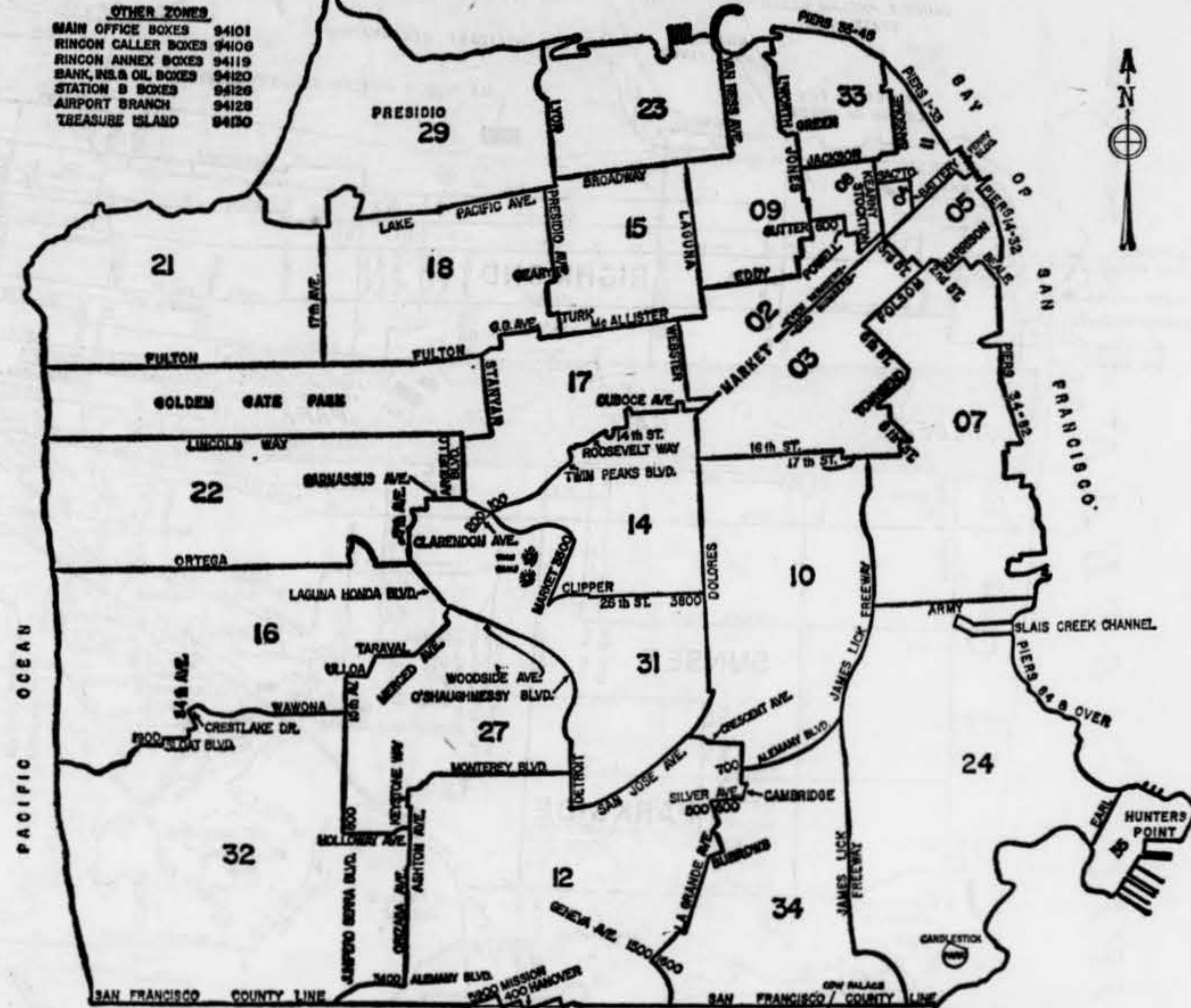
5. COMPETITIVE
BUYERS



POSTAL ZONE MAP

OF
SAN FRANCISCO DELIVERY DISTRICT
ZIP CODE PREFIX IS 941

ALL BOUNDARY STREETS ARE INCLUDED IN THE UNIT OF DELIVERY IN WHICH THE STREET NAME APPEARS.



- ZIP CODE -



San Francisco Zoned City Prefix Is 941. Add Your Postal Zone Number To Get The ZIP Code. For Example: In Zone 14, The ZIP Code Is 94114. Use It Following The City And State.