

# The best how-to book in the business.

How to find a buyer. How to find a seller. Every working day business people find out how-to in the Bell Yellow Pages. It's the #1 How-to-Run-a-Successful-Business book.\*

In many metropolitan areas there's a companion how-to book: the Business to Business Bell Yellow Pages. Its features: all the businesses other businesses need.

Get the Yellow Pages talking. **Let your fingers do the walking.**



\*Burke Market Research  
Survey of 5,000  
businesses, April, 1980.