

THE YELLOW PAGES

When you are looking for a specific type of business or service, but you don't know the name of one – use the YELLOW PAGES. The yellow pages contain a list of businesses and individuals listed according to products or services. In large cities the Yellow Pages may be a separate book. Listings are in alphabetical order. Some companies may also purchase an advertisement as well as a listing. Businesspeople feel that this type of advertising helps bring in business.

Here are some tips for using the Yellow Pages:

1. CLASSIFICATION will help locate the type of business or service you are looking for.

Automobile Air Conditioning Equipment
Automobile Body Repairing & Painting
Automobile Dealers – New Cars
Automobile Dealers – Used Cars
and so on

2. If you are looking for a specific brand of product, look for the DISTRIBUTOR of the BRAND under the classification.

Automobile Dealers – New Cars (Classification)
Cadillac Sales & Service (Brand)
Acme Cadillac Sales (Distributor)
Chevrolet Authorized Sales & Service
Parkway Chevrolet Sales
Rogers Chevrolet, Inc.
Thompson Chevrolet Dealer

2. Advertisements give additional information. Advertisements may contain pictures, details about the product or service, hours the business is open, location of the business and other pertinent information.

3. Cross references show other headings for listing a product or service.

Camping Trailers – see Trailers – Camping and Travel
Druggists – see Pharmacists
Hair Pieces and Wigs – see Wigs and Toupees

Teacher Tips-Occupational Experience-EBD/Academic
THINGS TO DO

Using the Yellow Pages, find answers to the following problems by suggesting the name of a person or business to call. Give the phone number.

1. You have decided to install a burglar alarm in your business.

Who would you call? _____

Phone number? _____

2. You are working in the maintenance department of a large firm. The boss has asked you to check on renting some extra chairs for an upcoming sales meeting.

Who would you call? _____

Phone number? _____

3. The boss's wife has asked that you take her precious poodle to get it clipped.

Who would you call? _____

Phone number? _____

4. You need to go to the doctor.

Who would you call? _____

Phone number? _____

5. You want to rent a tuxedo.

Who would you call? _____

Phone number? _____

6. You want to rent a uniform to wear to your new job as a flight attendant.

Who would you call? _____

Phone number? _____

7. Your windshield is cracked and you'd like to have it replaced.

Who would you call? _____

Phone number? _____

Teacher Tips-Occupational Experience-EBD/Academic
THINGS TO DO

Most telephone companies find that it is necessary to use abbreviations in order to save space in the directory listings.

Below are some abbreviations which are a part of the address of a business or an individual. See how many of them you can match. Place the letter beside the word on the blank next to the list of abbreviations.

ABBREVIATIONS

WORDS

Example: I Apt.

1. Bg

2. Ln

3. St.

4. Av

5. Dr

6. Pkwy

7. SE

8. Twp

9. Ct

10. Hwy

11. Pke

12. Rd

13. Pl

14. Shp Cntr

15. Sq

A. Building

B. Drive

C. Court

D. Street

E. Pike

F. Shopping Center

G. Avenue

H. Lane

I. Apartment

J. Southeast

K. Parkway

L. Highway

M. Place

N. Road

O. Township

P. Square

THINGS TO DO

Teacher Tips-Occupational

Below is another list of abbreviations to match. They are abbreviations that have something to do with occupations, titles of jobs or titles of businesses or services.

	<u>ABBREVIATIONS</u>	<u>WORDS</u>
Example:	___B___ res	A. Office
	1. _____ plmg	B. Residence
	2. _____ bldr	C. Hospital
	3. _____ atty	D. Plumbing
	4. _____ ins	E. Bureau
	5. _____ agcy	F. Attorney
	6. _____ co	G. Division
	7. _____ bur	H. Builder
	8. _____ div	I. Contractor
	9. _____ contr	J. Repair Service
	10. _____ corp	K. Association
	11. _____ elec	L. Insurance
	12. _____ eqpmnt	M. Telephone Answering Service
	13. _____ assn	N. Industrial
	14. _____ repr serv	O. Electrician
	15. _____ dept	P. Agency
	16. _____ indstrl	Q. Company
	17. _____ hdqtrs	R. Equipment
	18. _____ teleph answrng serv	S. Headquarters
	19. _____ ofc	T. Department
	20. _____ hosp	U. Corporation

Teacher Tips-Occupational
Experience-EBD/Academic

Name: _____

Date: _____

Assessment Test
Using The Phone Book

1. What is the common emergency number for the entire Minneapolis/St. Paul area?

2. What is the phone number of John Bailey who lives at 1355-Baily Rd., Newport?

3. What is the address of Scott Newby whose phone number is: 651-636-9744?

4. What is the name of the day care center at 4333 E. Little Canada Rd., Little Canada?

5. What area code would you need to dial to call a friend in San Diego, California?
_____.
6. Under what heading in the yellow pages would you find Pomeroy's Animal Hospital and Cline? _____
7. You want to talk to someone at the State Department of Natural resources about snowmobile safety training. What number do you call? _____