

The Yellow Pages

The yellow pages are any telephone directory of businesses, organized by category rather than alphabetically by business name, and in which advertising is sold. The directories were originally printed on yellow paper, as opposed to white pages for non-commercial listings. The traditional term "yellow pages" is now also applied to online directories of businesses.

In many countries, including Canada, the United Kingdom, Australia, and elsewhere, "Yellow Pages" (or any applicable local translations), as well as the "Walking Fingers" logo first introduced in the 1970s by the Bell System-era AT&T, are registered trademarks, though the owner varies from country to country, usually being held by the main national telephone company. However, in the United States, neither the name nor the logo was registered as trademarks by AT&T, and are freely used by several publishers. This can sometimes be very confusing as YP (AT&T) and yellow pages are similar in nature.

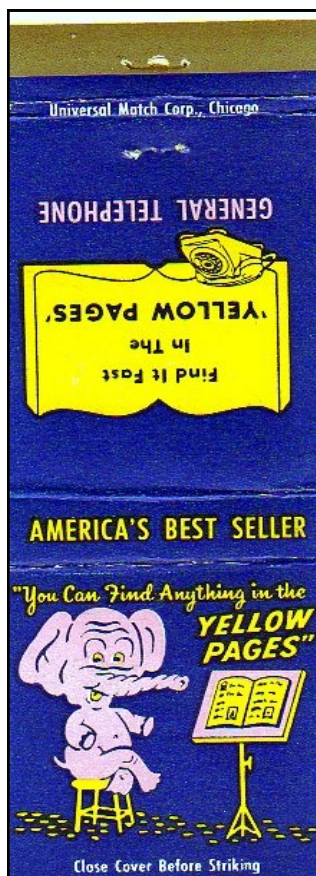
The name and concept of "yellow pages" came about in 1883, when a printer in Cheyenne, Wyoming, working on a regular telephone directory ran out of white paper and used yellow paper instead. In 1886, Reuben H. Donnelley created the first official Yellow Pages directory.

Today, the expression yellow pages is used globally, in both English-speaking and non-English speaking countries. In the United States, it refers to the category, while in some other countries it is a registered name and therefore a proper noun. Telephone directories using the official internet address "yellowpages.xx" exist in 75 different countries. They are edited by many different phone companies and directory publishers, mostly independent from each other.


In Belgium, Slovakia, the Czech Republic, the Republic of Ireland, Israel, the Netherlands, and Romania, the yellow pages are known as the Golden Pages. In Austria and Germany, the yellow pages are known as Gelbe Seiten, and in Sweden as Gula Sidorna, which in both cases means the yellow pages. In Portugal and Brazil, the yellow pages are known as Páginas Amarelas. In Spain, Chile, Peru, Argentina and other countries in Latin America, the yellow pages are known as páginas amarillas. In France and in francophone Canada, they're known as Pages jaunes. In Italy and Italian Switzerland they are known as Pagine gialle. In Japan, the yellow pages are known as Town Page. In Sri Lanka, the yellow pages are known as the Rainbow Pages, or the silver page.

Yellow pages directories are usually published annually, and distributed for free to all residences and businesses within a given coverage area. The majority of listings are plain and in small black text. The yellow pages publishers generate profit by selling advertising space or listings under each heading. Advertising may be sold by a direct sales force or by approved agencies (CMR's). Available advertising space varies among publishers and ranges from bold names up to four color twin page ads ("double trucks").

Yellow pages print usage is reported to be declining with both advertisers and shoppers increasingly turning to Internet search engines and online directories. As a result, most yellow pages publishers have attempted to create online versions of their print directories. These online versions are referred to as IYP or Internet yellow pages. [https://en.wikipedia.org/wiki/Yellow_pages]



CLOSE COVER BEFORE STRIKING MATCH



"Where To Buy It"
LOOK
IN THE
YELLOW PAGES
OF THE
**TELEPHONE
DIRECTORY**
MARITIME TELEGRAPH & TELEPHONE COMPANY LIMITED
EDDY MATCH CO. LIMITED
CANADA

... UNIVERSAL MATCH, INDIANAPOLIS ...

It's a Snap!
Walking!
do the
Fingers
"Set your




Indiana Bell



Yellow Pages

BE SAFE - CLOSE COVER BEFORE STRIKING

The DIAMOND MATCH CO., CHICO, CAL.



SHOPPING GUIDE
TO ALL
HAWAII
LOOK IN THE
**YELLOW
PAGES**

CLOSE COVER BEFORE STRIKING MATCH


GENERAL R. CORP.
BROOKLINE, MASS.

PEEL OFF PATCH AND
PRESS AGAINST
CIGARETTE
PACKAGE

"YELLOW TIPS"
FOR
People in a buying mood
Find It Fast
In The
Yellow Pages
PACIFIC TELEPHONE


CLOSE COVER BEFORE STRIKING

Universal Match Corp., Philadelphia



Find It Fast
In The
Yellow Pages

THE BELL TELEPHONE CO. OF PENN.
THE DIAMOND STATE TELEPHONE CO.




LOOKING FOR SOMETHING


Close Cover Before Striking

The DIAMOND MATCH CO., CHICO, CAL.

PACIFIC TELEPHONE

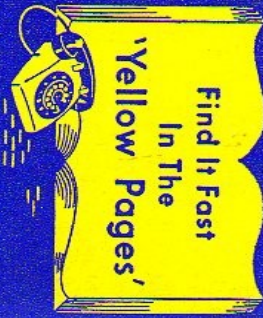


Find It Fast
In The
'Yellow Pages'



CLOSE COVER BEFORE STRIKING MATCH

Universal Match Corp., Miami Beach, FL



Find It Fast
In The
'Yellow Pages'

Call by number

FLORIDA TELEPHONE CORP.

OCALA
LEESBURG
ESTATE
MT. DORA
TAYLORS
UNIONVILLE
CLEMONT
GROVELAND
WINTER GARDEN
APOPKA
KISSIMMEE
ST. CLOUD
WILLOUGHBY
WILLOWOOD
INVERNESS
CRYSTAL RIVER
RUSSELL
DADE CITY

Close Cover Before Striking

**MOSSE
ADDRESS**

Vous cherchez.
trouvez ainsi ce que
PAGES JAUNES et
confines subitement aux
information, vous
la recherche d'une
par branches!
l'annuaire téléphonique
Consultez donc

**MOSSE
ADDRESS** La base de vos
relations commerciales

**Les Pages
Jaunes.**



La bonne adresse
à votre service