

All plus. No minus.

We don't call ourselves the Ameritech PagesPlus® for nothing. Just look at all the plusses we give our advertisers.

+1 WE'RE THE COMPLETE MICHIGAN BELL YELLOW PAGES.
For over 100 years, your customers have

known us and trusted us to have everything they're looking for when they need it fast. Make sure they find you in the Ameritech PagesPlus, too.

+2 PLUS, WE'RE THE BOOK AT MICHIGAN BELL PHONE BOOTHS.
If you ever get business from pay phone callers, think about this: We're the yellow pages Michigan Bell delivers to its phone booths.

+3 PLUS, WE DON'T ASK FOR UPFRONT MONEY.

You don't pay one cent up front. Only after the directory is published.

+4 PLUS, WE'RE DELIVERED FAST TO ALL NEWCOMERS.
Ameritech PagesPlus is delivered to all newcomers in your area as soon as their phones are installed.

+5 PLUS, WE GIVE YOU YEAR-ROUND ADVERTISING SUPPORT.

Television. Radio. Newspaper. All year long, we remind your customers to look for you in the Ameritech PagesPlus.

+6 PLUS, WE HELP YOU CREATE YOUR AD—FREE.

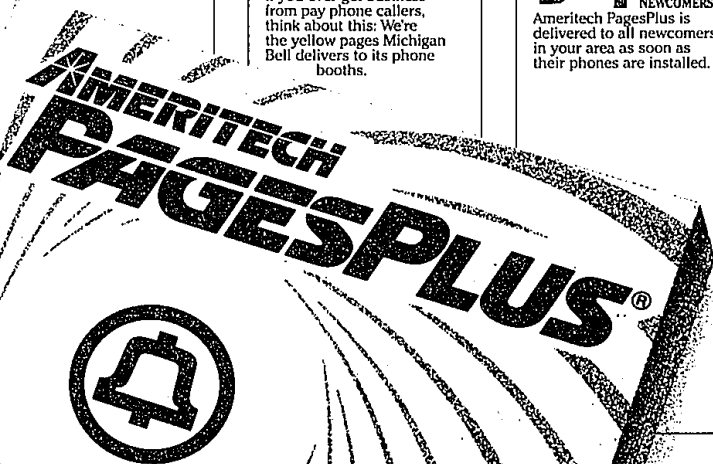
At no extra charge, our designers and artists will help you to create an effective eye-catching ad.

+7 PLUS, YOUR OWN PERMANENTLY ASSIGNED SALES REP.

Your sales rep will get to know your business, so you'll always have experienced help when you need it.

+8 PLUS, WE GIVE YOU THIS NUMBER TO CALL.

Need more information? Any questions? Simply call (313) 252-9200



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