# READING THE YELLOW PAGES

## **Functional Reading Series**

## **Activity Workbook**



Media Materials, Inc.

## **READING THE YELLOW PAGES**

by Patrick E. Redington, M.A.

Reading the Yellow Pages is designed to show students that the Yellow Pages is a valuable time and money-saving resource. Varied activities familiarize students with the Yellow Pages index, guide words, headings, advertisements, and other main parts. Many of the activities are presented in terms of their utility for intelligent shopping. Students learn essential skills in analyzing the principal parts of the Yellow Pages. The activities may be completed in sequential order, or the teacher may select certain pages to coordinate with a day's lesson.

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**Additional Material:** Media Materials, Inc. also produces a sound filmstrip, "Reading the Yellow Pages," FS9752, which may be used as an introduction to or reinforcement of the concepts presented in this Activity Workbook.

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## YOUR TIME AND MONEY



The process of shopping costs time and money! The chart below is an example. One individual kept this record of time and money spent in looking for a new bookcase.



**Directions:** Study the chart below. Then answer the questions at the bottom of the page.

The "Hidden Costs" of Shopping					
From	То	Transportation Time	Time Spent in Store	Transportation Cost (auto)	
Home	Drake Furniture	30 minutes	30 minutes	\$4.50	
Drake Furniture	Adams Decorating	15 minutes	20 minutes	\$2.50	
Adams Decorating	Romero Furniture	15 minutes	40 minutes	\$2.00	
Romero Furniture	Rodgers Home Furnishings	10 minutes	30 minutes	\$1.50	
Rodgers Home Furnishings	Universal Department Store	20 minutes	30 <sup>°</sup> minutes	\$2.50	
Universal Department Store	Home	30 minutes		\$3.00	

1. How many stores did this person visit? \_\_\_\_\_

2. How much time was spent by this person in driving to Drake Furniture?

3. What was the total transportation time?

4. How much time was spent in Romero Furniture? \_\_\_\_\_

5. How much time was spent in all the stores? \_\_\_\_\_

6. How much did it cost to travel from Drake Furniture to Adams Decorating?

7. What was the total transportation cost? \_\_\_\_\_

8. What was the total amount of time spent in looking for the bookcase?

## "LET YOUR FINGERS DO THE WALKING"



The telephone company suggests that you "let your fingers do the walking." By using the Yellow Pages, you can cut the "hidden costs" of shopping and save time and money.

MARY'S RECORD

**Directions:** Look at the records kept by Jack Wilkins and Mary Elder showing the time and money they spent in looking for a new bicycle. Then answer the questions below.

#### JACK'S RECORD

STORE	TIME SPENT ON BUS AND IN STORES	COST OF BUS TRANS.	STORE	TIME SPENT ON TELEPHONE	COST OF TELE. CALL
Road Runner Bicycle Shop	30 minutes	\$.50	Alice's Bicycles	3 minutes	\$.15
King Wheels	15 minutes	\$.50	King Wheels	4 minutes	\$.15
Main St. Bicycle Sales	45 minutes	\$.65	Giant Dept. Store	5 minutes	\$.15
Douglas Dept. Store	30 minutes	\$.50	Main St. Bicycle Sale:	s 3 minutes	\$.15

1. How many stores did Jack and Mary each contact?

2. How many of the same stores did Jack and Mary contact? \_\_\_\_\_

- 3. What was the total time Jack spent on the bus and in the stores?
- 4. What was the difference in time spent looking for a bicycle at Main St. Bicycle Sales by Jack and Mary?
- 5. How much time did Mary spend in telephoning the bicycle stores?
- 6. Compared to Jack, how much time did Mary save by shopping by phone?
- 7. How much money did Jack spend on bus transportation? \_\_\_\_\_
- 8. How much money did Mary spend on her telephone calls? \_\_\_\_\_
- 9. Compared to Jack, how much money did Mary save by using the telephone?

10. Who saved the most time and money? \_\_\_\_\_

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## **TABLE OF CONTENTS**

You can discover what is included in the Yellow Pages by looking at the Table of Contents.

**Directions:** Look at the Table of Contents below. Then answer the questions which follow it.

Area MapPage	5
Capital Center Information Page	8
Consumer Information Pages 2-	3
Emergency Numbers Inside Front Cove	)r
Guide to Use of the Yellow Pages Page 1	3
Index See Back of Boo	k
MetrobusPage	4
Places of WorshipPage 1	6
Robert F. Kennedy Sports Stadium Information	9
Service Calls (Directory Assistance) Page 1	5
Visitor Information	8
"Where to Buy" InformationPage 1	4
Zip Code Maps Pages 10-1	2

#### TABLE OF CONTENTS—YELLOW PAGES

- 1. Which pages would you turn to if you wanted to make a complaint about something you had bought?
- 2. Where can you find the number of the fire department? \_\_\_\_\_
- 3. Where can you find the number for the Community Church? \_\_\_\_\_
- 4. Where is the Index for the Yellow Pages located?
- 5. On what page can you find information on transportation? \_\_\_\_\_
- 6. If you want to report a phone problem, what page could help you out? \_\_\_\_\_
- 7. Where can you find the location of a nearby town? \_\_\_\_\_
- 8. On what page might a tourist find information about an area?
- 9. If you wanted to find out the date of the next home football game, you could call \_\_\_\_\_\_.
- 10. If you wanted to buy some home supplies, what page could help? \_\_\_\_\_

#### YELLOW PAGES INDEX

#### HOW TO USE THE INDEX . . .

. . When the product or service is printed in dark type, such as **Cabinet Makers**, you turn to the heading **Cabinet Makers** in the Yellow Pages.

....When the product or service is listed in lighter type, you keep reading until you come to a listing in dark type. For example, if you were looking for cabins, you would read, "Cabins—Log—See Log Cabins, Homes & Buildings." Then all you do is look under the heading Log Cabins, Homes & Buildings in the Yellow Pages. An index will help you find quickly and easily—what you are looking for in the Yellow Pages of the phone book.



**Directions:** Look at the section of the Yellow Pages Index which appears below. Then, answer the questions to the right.

C Cab Service— See Taxicabs Cabanas—Trailer— See Awnings & Canopies Also Trailers—Equipment & Parts Cabinets Hardware— See Hardware Headings	Cabs— See <b>Taxicabs</b> Cafes— See <b>Restaurants</b> Cafeterias— See <b>Restaurants</b> Cages—Bird— See <b>Pet Shops</b>	1.	What listing would you look under if you wanted to call a cab?
Cabinet Makers Cabinet Makers See Woodworkers Equipment & Supplies Cabinets Cabins—Log— See Log Cabins, Homes & Buildings	Caissons Cakes— See Bakers Headings Also Caterers Calcimine Dealers— See Paint Headings Calcium Chloride Calculating & Adding	2.	Where would you look to find a cage for your parrot?
Cabins—Pre-Čut & Prefabricated— See Bulldings—Pre-Cut, Prefabricated & Modular Cabins—Tourist— See Motels & Hotels	Machines & Supplies Calculating Service Calendars Calking Contractors— See Caulking Contractors Calking Materials & Equipment— See Caulking Materials &	3.	Where would you find a listing for cafeterias?
Also <b>Tourists Homes</b> Cable— See Electric Equipment Headings Also Wire Headings Cable Communication	Call Service— See Wake-Up Call Service Calligraphers— See Engravers Also Handwriting Experts	4.	Under what listing would you look if you wished to buy a new calendar?
Companies— See Telegraph Companies Cable Strippers See Tools Headings Cable Trays— See Electric Equipment Headings Cablegrams—	Calling, Paging & Signaling— See Paging & Signaling Headings Cam Cutting & Cams Camera—Rentals— See Photographic Equipment & Supplies	5.	If you wished to rent a camera, where would you look in the Yellow Pages?
Cablegrams— See <b>Telegraph Companies</b>	Equipment & Supplies Retail		if you wanted to cond a cobleman?

6. What listing would you look under if you wanted to send a cablegram?

7. If you needed to buy some cabinet hardware, where would you look in the Yellow Pages?

## YELLOW PAGES AND WHITE PAGES



The Yellow Pages and the White Pages have different purposes which you will notice in looking at the samples below.

**Directions:** Study these sample sections from the Yellow and White Pages. Then answer the questions which follow.

#### YELLOW PAGES

#### WHITE PAGES

Automobile Body Repairing & Painting (Cont'd) FANCY COLORS AUTO BODY	Streett Bernie 1371 Ft Stevns Dr NW         726-8457           STREETT & SIMAN INC shoe findgs         6402 Chilum Pl NW         882-1316           Strehlow T L 2007 1 St NW         293-9140         293-9140           Streich H M 4741 Conn Av NW         966-3042         387-1858           Streicher A 1741 Lanier Pl NW         387-1858         387-1858
PROVIDING Complete Body & Fender Work CARS VANS TRUCKS EXPERT PAINTING INSURANCE WORK FREE ESTIMATES 299-4880 7613 COMMERCE LN CLINTON	Streicher Alain 1544 18th St NW         483-9138           Streidel Perry 1615-A Corcrn St NW         265-4621           Streidel Perry 1615-A Corcrn St NW         265-4621           Streit Robert 1728 Corcrn St NW         667-7149           Streit Clarence K 2854 Ontario Rd NW         265-0801           Streit P 2852 Ontario Rd NW         265-0801           Streit P 2852 Ontario Rd NW         667-5732           Streitberger A D Mrs 2948 Pa Av SE         581-0920           Strejcek Barry 1349 G St SE         543-5163           Strejcek Nier 5701 Sherrier PI NW         244-5487           Strejcek Nathan 5701 Sherrier PI NW         244-0812           Streidow W R Iwyr 415 Connecticut Av NW         828-7860           Res 1040a Windsor View Dr Potomac         983-1254           Strempfer John 1010 25th NW         337-5960           STRESCON INDUSTRIES concrete prods         8555 16th Sil Spg           Stress Management Center of Metropolitan Detroit         543-4943           Stress Management And Counseling         543-4943           Stress Management And Counseling         296-6171           S
FORD BODIES & BODY REPAIRING—         HERBY'S FORD INC 1600 Duke         BETHESDA FORD INC 1600 Duke         BETHESDA FORD INC 4814 EIm Beth         BETHESDA FORD INC 4814 EIm Beth         656-8210         LOGAN NORRIS FORD—USED CAR SHOWROOM         311 Automobie Bivd Sil Spg         NORTHEAST FORD INC—         New Car Showroom - On New York         Avenue In Northeast Detroit         NY & WVa Avs NE         Located in Northeast Detroit	Streulis S M 2911 Conn Av NW         234-8922           Striar Corp 1233 30th NW         331-2929           Striar Robt 3314 Fessndn NW         534-0790           Stribling C 2481 16th St NW         532-7184           Stribling L 2481 16th St NW         332-7184           Stribling L 102 58th St SE         581-2137           Stribling L L02 58th St SE         581-2137           Stribling R Lelia H Mrs 234 Pitts PI SE         889-1012           Stribling R Avison O 321 Farragt NW         723-8052           Stribling Shirley 2471 Ala Av SE         883-3034           Stribling Theodore 732 Hobart PI NW         234-3151           Stricharti Ina 1601 18th St NW         265-2932           Strichartz Daniel 64 Undrwd PI NW         821-8937           Strickland Ann 3812 10th St NW         882-0024

- 1. What pages are just a straight alphabetical listing of all the homes and businesses who have phones?
- 2. Some businesses are listed in both the White and Yellow Pages. (True or False)
- 3. You don't know the name of a company, but you do know what kind of business it is. Where should you look for its number?
- 4. In what pages could you find businesses that sell a certain product or perform a certain service?
- 5. Can box advertisements be found in the White Pages?
- 6. Jack Wilson purchased a used car and decided to get the car painted. A friend recommended Fancy Colors Auto Body. What telephone number would Jack call to inquire about an estimate?
- 7. Looking at the section from the Yellow Pages above, which auto repair shop would you call if you wanted a free estimate?
- 8. Mary Edwards needs a used car for her new job. Where could she visit a used car showroom?

WHERE SHOULD THEY EAT?

## BUSINESS ADVERTISING

Directions: Study the business box ads below. Then read the problem and answer the questions which follow.



#### The Wood family is expecting relatives from out-of-town for a visit next Monday. Since Mrs. Wood works during the day, she thought it would be a good idea to take her guests out to eat. But there would be many things to consider first. Mr. and Mrs. Wood have two children, and their relatives, the Ellis family, consists of five people: Mr. and Mrs. Ellis, their two children, and Mr. Ellis's Mrs. Wood won't get paid mother. until the following week, so she figures she cannot spend more than \$50 on the meal, including the tip. She does have a major credit card in case she "gets stuck." With all the children involved, she doesn't want to go any place too fancy, yet she's looking for a place where the adults can have a cocktail before dinner. (And that would have to be added to the cost of the meal!) Then again, she doesn't want to take them to the same type of place they'd find at home: she'd like to take them someplace "different." But Mrs. Ellis says

that Mexican food gives her indigestion, and Mr. Wood is What a problem for Mrs. Wood! allergic to seafood.

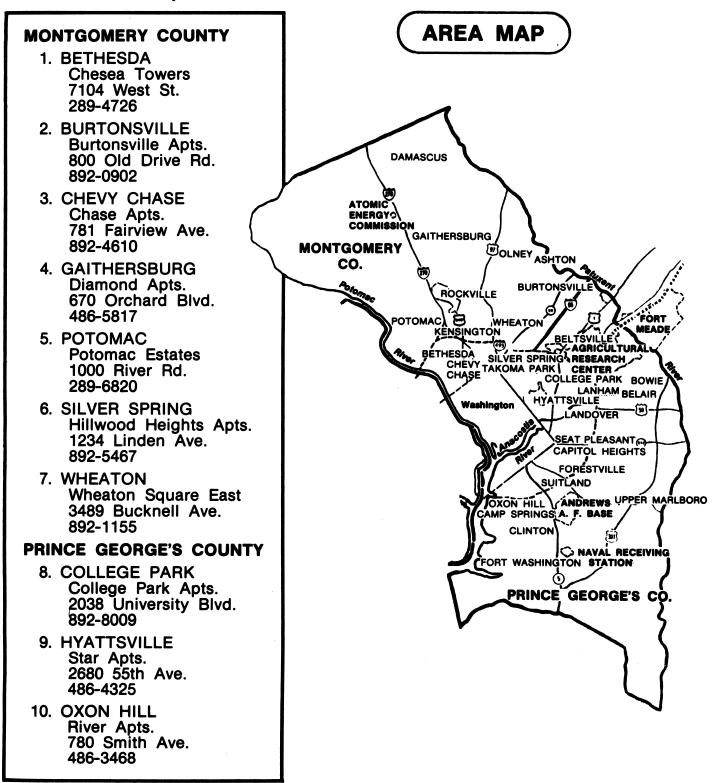
- 1. What is the total number of people going out to eat?
- 2. Which would be the ideal price range for each person's meal? a) about \$6.00 b) \$4.50-\$5.00
  - c) \$3.50-\$4.00
- 3. Looking at the ads, which restaurant might be too
- 4. Which restaurant offers the largest variety in its menu?
- 5. For what reasons can Mrs. Wood "cross off" the a) b)
- 6. What would be Mrs. Wood's "best bet" for an economical restaurant that would please everyone?

## MAP

The Yellow Pages contain maps to help the reader locate services advertised in its pages.

Directions: Draw a line from each of the following towns to its location on the map.

**APARTMENTS** by Counties



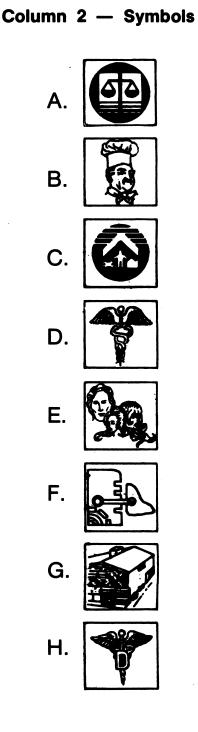
## SYMBOLS

A symbol is an illustration which stands for something else. Some Yellow Pages carry symbols to help the reader locate information.

**Directions:** Below are eight symbols found in the Yellow Pages. Match the situations in Column 1 with the symbols in Column 2.

#### Column 1 — Situations

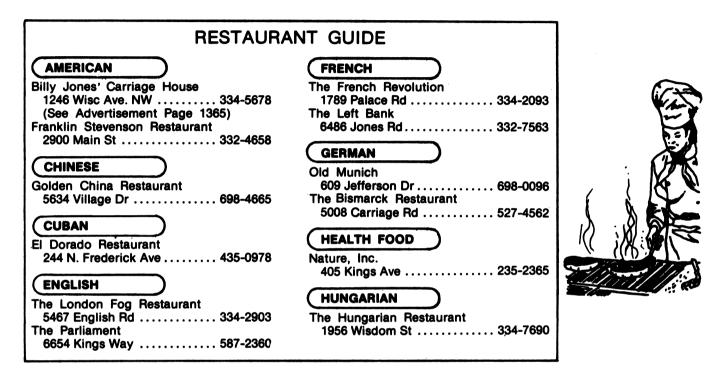
- 1. Joan wished to get a permanent for the Senior Prom. Which symbol would direct her to the proper business?
- 2. Wanda had a toothache and wanted to find a dentist right away. Which symbol might help her locate quick relief?
- 3. John needed a physical exam before he started his new job. Which symbol might help him locate a doctor's phone number?
- 4. Ramon's father needed to buy additional auto insurance for his daughter. What symbol might direct him to an insurance agent?
- 5. Ellen's father needed some legal advice for his home repair business. What symbol might help him find a lawyer?
- 6. Mr. Harvey learned that he was being transferred to a new, out-of-state position. When he told his wife about the new job, she realized that they would have to sell their house. What symbol would help the Harveys find the help they needed?
- 7. Cindy's father wishes to take her out to dinner on her birthday. What symbol would help them find a restaurant?
- 8. Mr. Davies must purchase some machine parts for his home workshop. Which symbol would direct him to a machinery business?



## **SPECIAL GUIDES**

Some businesses pay extra money to be listed in a Yellow Pages Special Guide.

**Directions:** Look at the section of a restaurant guide which appears below. Then, answer the questions which follow.



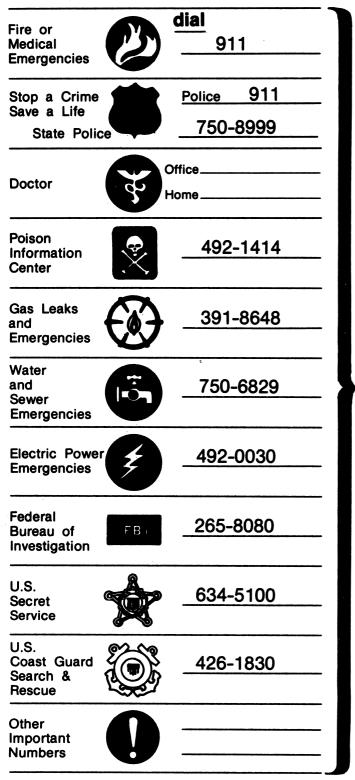
- 1. Which restaurant might serve a salad with alfalfa seeds, wheat germ, and bean sprouts with a carrot juice dressing?
- 2. If you wanted Chop Suey for dinner, where might you go? \_\_\_\_\_
- 3. Which restaurant is listed twice in the phone book? \_\_\_\_
- 4. If you lived on Queen's Court and your phone number was 587-7189, which restaurant would be in your neighborhood?
- 5. At which restaurant might you eat goulash and hear gypsy violin music?
- 6. Which restaurant would probably serve Spanish rice? \_\_\_\_\_
- 7. Where could you probably order a hamburger? \_\_\_\_\_
- 8. Are all the restaurants in the city listed in the special restaurant guide?

## EMERGENCY TELEPHONE NUMBERS

The Yellow Pages lists emergency numbers for quick reference.

Directions: Answer the questions about the emergency numbers listed below.

#### emergency numbers



- 1. If you were visiting a friend in his apartment and the smoke alarm sounded, what telephone number would you call?
- 2. Which number would you call if you saw a boat sinking at sea?
- 3. If you parked your bicycle in front of a friend's house and found it missing an hour later, you might call the \_\_\_\_\_
- 4. If you were watching television in a friend's home and you both smelled gas, you should call \_\_\_\_\_\_.
- 5. Which emergency number would you call if no water came from your tap?
- If your child swallowed some dish detergent, you should probably call the \_\_\_\_\_\_
- 7. What spaces have been left blank to fill in with your own phone numbers?
- 8. Which emergency number would you call if a thunder storm cut off your electricity?
- 9. What number would you call if some accident victims needed medical attention right away?
- 10. If you did not know any of the emergency numbers, what could you do in the case of an emergency?

#### OR

Dial "O" and give the operator the exact location where help is needed.

## **PRODUCTS AND SERVICES**

The Yellow Pages advertise many products and services.

**Directions:** Look at this sample section from the Yellow Pages and answer the questions below.

<u>Herbs</u>	Hobby & Model Construction	
HERBALIST DELIGHT	Supplies—Retail	E & J HOBBIES
HERBS • SPICES • TEAS • OILS Books • Charts • Accessories	AMERICAN SPORTS	GUARANTEED TO
3748 OldColumbiaPke EllicottCityMd 301 465-7772	NEAR ANDREWS AFB	SOLVE ALL YOUR HOBBY NEEDS!
HOME RULE NATURAL FOODS INC 1825ColumbiaRdNW 462-5150 MUSSER BROTHERS FLORISTS Herb Plents	KITS • PLANES • TRAINS • BOATS CARS • ROCKETRY (Across From The Hangar Club)	TRAINS-HO & N • BOATS • KITS ROCKETRY • CARS • PLANS DOLL HOUSES • FURNITURE ALSO: GOLF CLUB REPAIR
18745FredrckRd Gaithrsbrg 926-3555 Natural Enterprises Corp 18561 SplitRockLane Germtwn - 972-1130 Rising Sun Herbs		Mon - 4-8 Tues-Sat 12-8 <b>248-1476</b> 7509 Allentown Rd Georgetown
1874FrederickRd Gaithersburg - 926-8940	LOCATED IN BELTWAY PLAZA	FAMILY BICYCLES
ST JOHN'S HERB GARDEN Herbs • Spices • Ginseng • Books • Oils • Henna • Garden Seeds Wholesale & Retail • Bulk & Packaged	Coins • Stamps • Miniatures Trains • Art & Craft Supplies 474-5040	Bikes Kites Complete Line of Materials & Accessories 688-2495
5525 Decatur St Bladnsbrg 277-1176 SMILE HERB & BOOK SHOP	6219 GREENBELT RD GREENBELT	
Over 85 Spices   Any Quantity Bulk Herbs Herb Plants Essential Oils Output Buoks Output CollegePk Output Berwyn Rd CollegePk Output CollegePk		

- 1. Which is probably the most expensive box ad pictured above?
- 2. What is the reason for this? \_\_\_\_\_
- 3. If you were visiting the town of College Park, what herb store could you visit?
- 4. Which of the above stores sells model trains? \_\_\_\_\_
- 5. Where could you purchase a Chinese dragon kite?
- 6. Under what heading would you look to find the phone number of a business that sells tea and spices?
- 7. Which store would you visit if you wanted to buy an album for your stamp collection?
- 8. If you worked at the Air Force Base and wanted to buy a birthday gift for your son, what would be the closest hobby store for you to visit?
- 9. If you wanted to purchase some poster paper for a school project, which store would you visit?

## SPECIFIC PRODUCTS AND SERVICES

Look at this section from a sample page of the Yellow Pages and answer the questions below.



- 1. What is the main heading for this sample page? \_
- 2. Which business has the largest box ad? \_
- 3. Which business specializes in dog and cat accessories?
- 4. Which business is devoted to selling aquariums and aquarium supplies?
- 5. If your parakeet lost his voice, what number should you call?
- 6. Which pet center has the most locations?
- 7. If you were going away for the weekend, where could you leave your dog?
- 8. If you lived in Laurel, Maryland, where could you find the closest Dennis Pet Center?
- 9. Which pet center has more than one listing in the phone book?

## **FIND THE BUSINESS**

**Directions:** The following businesses advertise in the Yellow Pages. Answer the questions below by writing in the letter of the correct business in the blank.

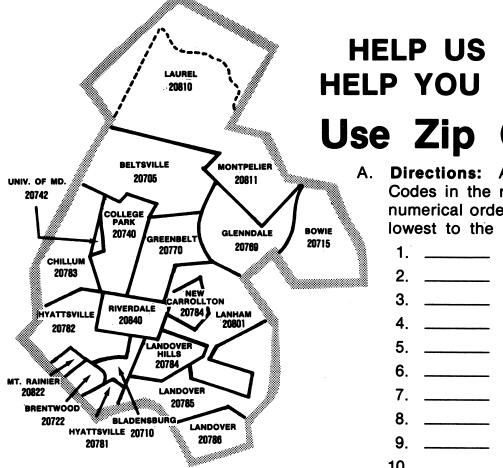
A. Dawson's Sport Center

B. Fireside Real Estate

- C. Yellow Cab Company
- D. Marlow Rental Service
- E. Ace Towing Agency
- F. Rockpike Hardware
- G. Browser's Bookstore
- H. Parktowne Carpet Cleaners
- I. Ted Carstair Dance Studio
- J. Harvey's Clothes for Men
- 1. Your children's school asked you to judge a dance contest, but you don't know any of the latest dances. Where could you see them demonstrated?
- 2. Timmy Riggs lost his baseball cap and needed to buy a new one. Where could he buy one?
- \_\_\_\_ 3. Joe Hatfield needed two pounds of nails for his project. Where should he shop?
- \_\_\_\_ 4. If you were in a hurry to sell your house, what business could you call?
- \_\_\_\_ 5. Annamaria wanted to read the latest best-seller on her vacation. Where could she buy this?
- \_\_\_\_ 6. Your rugs were a mess after Saturday night's party. Which service could help?
- \_\_\_\_ 7. Where could you rent a lawnmower to keep the grass cut at your summer cottage?
- 8. Your brother's car wouldn't start when he was ready to go home. You need to call for a taxi.
- \_\_\_\_ 9. Where could you rent a tuxedo for next week's dance?
- \_\_\_\_ 10. If your car broke down on the highway, what service could you call?
- \_\_\_\_ 11. What business should you try if your tennis racquet needed re-stringing?
- \_\_\_\_ 12. Where could you buy bookmarks for Christmas stocking-stuffers?
- \_\_\_\_ 13. If you wanted to rent some office space, where might you inquire?
- \_\_\_\_ 14. Laura had looked in all the women's clothing stores for a new ski parka but couldn't find what she wanted. Where else could she try?
- \_\_\_\_ 15. Marc wanted to join a local bowling league but didn't know which team had an opening. Which business might have an answer for him?
- 16. Mr. and Mrs. Morehouse were going on a cruise and Mrs. Morehouse didn't want to be embarrassed on the dance floor. She said that her husband "had two left feet." Which business could help her out?
- 17. The British ambassador was leaving his expensive home for the entire summer. He didn't want to rent it out but thought he might get a reliable "house-sitter." Which business would you call if you were in his position?

## ZIP CODE MAP

Zip codes help speed the mail. The Yellow Pages often carry zip code maps.





A. Directions: Arrange the Zip Codes in the map on the left in numerical order; that is, from the lowest to the highest.

1.	 11.	
2.	 12.	
3.	 13.	
4.	 14.	
5.	 15.	
6.	 16.	
7.	 17.	
8.	 18.	
9.	 19.	
10.		

B. Directions: Write in Zip Codes for each of the addresses below. Use the map above to help you out.

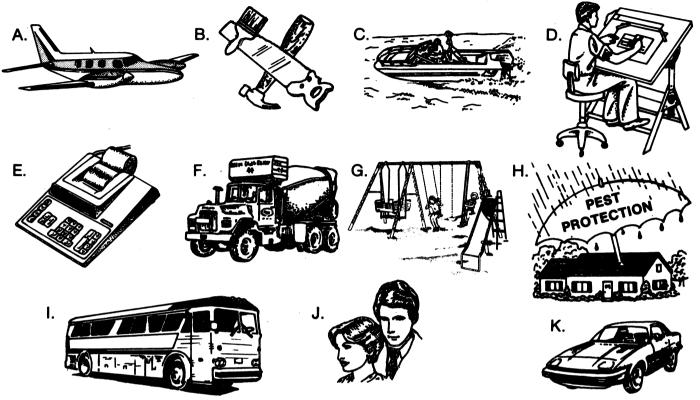
- 1. Jack Gwynn 245 Ellis St. New Carrollton, Md. \_\_\_\_\_
- 2. Miss Deirdre Slayton 1001 Old Way Dr. Greenbelt, Md.
- 3. Admissions Office County Hospital Bowie, Md. \_
- 4. Helen Letterman 468 Smith Ave. Apt. #20 Landover Hills, Md. \_\_\_\_\_
- 5. Ellen Woods 143 Turkey Branch Rd. Mt. Rainier, Md.

- 6. Mr. Don Harbor 2401 Rock Ave. Laurel, Md.
- 7. Helen Romero 290 Grove Rd. Montpelier, Md. \_
- 8. Carver Public School 400 Freedom Way College Park, Md. \_
- 9. C & P Farm Store R. R. #3 Beltsville, Md.
- 10. Mary Jackson 7689 Bond St. Brentwood, Md. \_\_\_\_

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## YOUR ATTENTION, PLEASE

Advertisers in the Yellow Pages often use eye-catching drawings to get your attention. Write the letter of the drawing which best answers each question below.

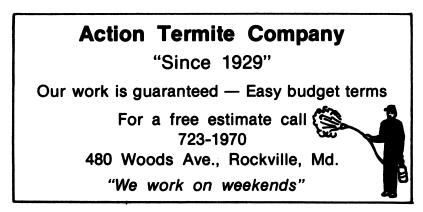


- 1. Jack Aiken hopes to buy a used sports car. Which drawing might catch his attention? \_\_\_\_\_
- 2. The Henderson Flight School is preparing an advertisement for the Yellow Pages. Which drawing might it use in its advertisement?
- 3. Mr. and Mrs. Arnold wish to get their hair cut. What drawing might catch their attention?
- 4. Which drawing would you use if you were running a boat rental business? \_\_\_\_\_
- 5. What drawing might the Michael Bus Service use to advertise its business in the Yellow Pages?
- 6. Which drawing might represent Dominguez Office Supplies? \_\_\_\_
- 7. Mr. and Mrs. Buckley need some home repairs. Which artist's drawing would catch their attention?
- 8. Which drawing would you use if you were advertising for the Charles Concrete Company?
- 9. Which of the drawings above would Sligo Day Nursery use in a Yellow Pages advertisement? \_\_\_\_\_
- 10. Anne Bradley suspects that her home has termites. Which artist's drawing might catch her attention in the Yellow Pages?

## **COMPARISON SHOPPING**

Using the Yellow Pages to compare prices and services between businesses can help you choose the right business for your needs.

A. **Directions:** Next to this ad is a list of statements. Mark a **T** next to those statements which are true.



- 1. \_\_\_\_ Guaranteed Work
- 2. \_\_\_ Credit Cards Accepted
- 3. \_\_\_ Weekend Hours
- 4. \_\_\_\_ Low Prices
- 5. \_\_\_\_ Free Estimate
- 6. \_\_\_\_ Years in Business
- 7. \_\_\_\_ Fast Service
- 8. \_\_\_ Easy Budget Terms
- B. **Directions:** Next to this ad is a list of statements. Mark an **F** next to those statements which are false.



- 1. \_\_\_\_ Guaranteed Work
- 2. \_\_\_ Credit Cards Accepted
- 3. \_\_\_ Weekend Hours
- 4. \_\_\_ Low Prices
- 5. \_\_\_\_ Free Estimate
- 6. \_\_\_\_ Years in Business
- 7. \_\_\_\_ Fast Service
- 8. \_\_\_ Easy Budget Terms
- 9. <u>Member of State Pest</u> Control Association
- C. **Directions:** Next to this ad is a list of statements. Mark each true statement with a **T**. Mark each false statement with an **F**.



- 1. \_\_\_\_ Guaranteed Work
- 2. \_\_\_ Credit Cards Accepted
- 3. \_\_\_\_ Weekend Hours
- 4. \_\_\_\_ Low Prices
- 5. \_\_\_\_ Free Estimates
- 6. \_\_\_ Years in Business
- 7. \_\_\_\_ Fast Service
- 8. \_\_\_\_ Installment plans

## SMART BUYER

**Directions:** The Yellow Pages encourage customers to be smart buyers. Carefully read the following BUYING TIPS. Then read the statements below and place an **X** in front of each person who is a smart buyer.

BUYING TIPS				
<u>Contracts and Credit Details</u> *Don't sign a contract if you don't understand the agreement. *Ask questions. *Make sure you understand all terms, such as the interest rate and pay- ment plan.	<u>Price</u> *Does the price include delivery? *Does it cover installation? *What are the service charges? *What are the return and refund policies?			
<ul> <li>*You may want to take a contract home to consider before signing.</li> <li>*Be sure to keep a copy of everything you sign.</li> <li><u>Estimates and Receipts</u></li> <li>*Get written estimates from more than one company.</li> <li>*Ask if there is a charge for the estimate.</li> <li>*Get receipts for all payments.</li> <li>*Get receipts on items left for repair.</li> </ul>	<ul> <li>Service and Repairs</li> <li>*Check the cost of service calls by telephone.</li> <li>*Get a written estimate before repair work is done.</li> <li>*See if there is a charge for the estimate.</li> <li>*Get the business to call you if it looks like the repair will cost more than the estimate.</li> <li>*Get the old parts that were replaced.</li> </ul>			

- 1. <u>Mary Greene purchased a new car but was puzzled about the fine print at the bottom of the contract.</u>
- 2. \_\_\_\_ John Hidgon always complains about the cost of making copies of the agreements he signs.
- 3. \_\_\_\_ Ann Russo obtained a clear, written estimate to repair her broken washing machine.
- 4. \_\_\_\_ Rick Jones left his bike to be repaired and did not request a receipt from the repairperson.
- 5. \_\_\_\_ Pat Kileen asked the salesperson about the installation charges for his new air conditioning unit.
- 6. \_\_\_\_ It took Barbara Davies almost a half hour to check the cost of service calls for her dishwasher. She telephoned five repair shops!
- 7. <u>Pam Hilton asked her auto dealer to call her if her repair bill would be higher</u> than the original estimate.
- 8. <u>Mary Roessner did not ask for the old parts of her radio when she had her radio repaired by Smith Radio and T.V.</u>
- 9. \_\_\_\_ Sid Roth checked the return policy on a new water heater before he bought it.
- 10. \_\_\_\_ Jose Sesno called three companies to get an estimate on a new work shed for his backyard.

## CONSUMER PROBLEMS

The Yellow Pages include advice for people with consumer problems.

A. **Directions:** Read the advice in the chart and then answer the following questions as **True** or **False**. **ADVICE CHART** 

GET READY	CALL, WRITE, OR VISIT THE BUSINESS	STILL A PROBLEM? CALL—
*Have all receipts, contracts, and your account number. *List any names, dates, and promises. *Decide what you want done.	*Describe the problem. *Tell them what you want. *Give them time to solve the problem. *If you are not satis- fied, ask to speak to someone higher up.	*a consumer protec- tion agency. *the Better Business Bureau. *a trade association. *a government agency.

- 1. It is not necessary to have all receipts, contracts, and your account number before visiting a business about your problem.
- 2. It is important that the consumer decides what he/she wants the business to do to solve the problem.
- \_\_\_\_\_3. You should demand an immediate solution to your problem from the business.
- 4. If you are not satisfied with the solution, ask to speak to someone higher up in the business.
  - 5. If your problem is not solved by the business, it may be necessary to contact a consumer protection agency, the Better Business Bureau, a trade association, or a government agency.
- B. **Directions:** Fill in the numbered blanks in the following story with the proper terms based on the advice in the chart.

Jack Severn purchased a new stereo at the Eaton Department Store. Three days after his purchase, Jack's stereo wouldn't work. After checking the consumer information page in the Yellow Pages, Jack took the 1. \_\_\_\_\_\_, his sales 2. \_\_\_\_\_, and account 3. \_\_\_\_\_\_ back to the store. He 4. \_\_\_\_\_\_ the 5. \_\_\_\_\_\_ to the clerk and asked for a new 6. \_\_\_\_\_\_.

Since his broken stereo had been guaranteed, Jack received a new one. Jack's problem was solved.<sup>—</sup> If Jack had not been satisfied, he could have contacted the 7. \_\_\_\_\_ Bureau.



## **GOVERNMENT SERVICES**

The Yellow Pages include the telephone numbers and addresses of local, state, and national governmental offices. The offices (and agencies) are listed in alphabetical order.

**Directions:** Rearrange the government services in the box below so they are listed in alphabetical order.

Police Department, 504 Falls Rd., 459-3423; Swimming Pool, 201 Water Lane, 459-8899; Administrators Office, 8511 Legation Rd., 459-6100; Elementary School, 9875 Jones Lane, 459-7543; Adamsville; Teen Employment Center, 4325 Ellis St., 459-4367; Mayor's Office, 8511 Legation Rd., 459-6100; Counseling Center, 8435 Annapolis Road, 459-2644; Fire Department, 7500 Maple St., 459-8210; City Hall, 8511 Legation Rd., 459-6100; Recreation Facility, 8400 Annapolis Rd., 459-8635; Library, 101 Philadelphia St., 459-6820; Senior Citizen Busmobile, 8513 Legation Rd., 459-6101

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		ISVILLE >>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>
	- Police Department	City Hall
	Swimming Pool	Fire Department
	Recreation Facility	Counseling Center
	Library	Elementary School

## **TELEPHONE TIPS**

- CONSULT DIRECTORY when in doubt. Check both the 1. White and Yellow Pages to avoid calling the wrong number.
- 2. COUNT TEN RINGS before hanging up. This gives your party about one minute to answer.
- 3. ANSWER PROMPTLY so you won't miss an important call.
- 4. ANSWER PLEASANTLY to make a good impression.
- 5. IDENTIFY YOURSELF. Give your name, firm, or department.
- 6. SPEAK CLEARLY AND DISTINCTLY. Speak directly into the transmitter to be understood.
- 7. PAD AND PENCIL. Keep a written record of important messages.
- 8. HANG UP GENTLY. It's thoughtless and discourteous to slam down the phone.
- A. **Directions:** Fill in each of the blanks below with the correct word, using the Telephone Tips above as your quide.
  - 1. Always check the \_\_ \_\_ \_\_ in the directory if you're in doubt.
  - 2. Let the phone ring  $\Box \Box$  times before hanging up.
  - 3. Always speak \_\_\_\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ into the transmitter.
  - 4. Don't ever \_\_ L \_\_ down the phone!
  - 5. When calling, always  $\_\_\_\square\_\_\_\_\_\_\_\_\_$  yourself.
  - 6. Have a \_\_\_\_\_ and pencil ready to take notes.

  - Answer the phone as \_\_\_\_\_\_ as you can.
     Keep a record of \_\_\_\_\_\_ messages.
  - 9. Speak loud enough to be \_\_ \_\_ \_\_ \_\_ \_\_ \_\_ \_\_ \_\_
  - 10. Speak \_\_\_\_\_ and distinctly.
  - 11. Try to make a \_\_\_\_ impression.
  - If you \_\_\_\_\_ to ten rings, you will have waited one minute. 12.
  - 13. It's good to \_\_ D\_\_ down important messages.
  - In identifying yourself, give your  $\_$   $\_$   $\_$   $\_$   $\square$  . 14.
  - If you check the number you are calling, it will help avoid \_\_\_\_\_\_ 15. numbers.
  - 16. Banging down the receiver is a \_\_\_\_\_ thing to do
    17. To make a good impression, always \_\_\_\_ \_\_ \_\_ pleasantly.
- B. **Directions:** Complete the following sentence with words formed by the boxed letters in Exercise A above.

When answering the telephone, always \_\_\_\_

## **ANSWERS for READING THE YELLOW PAGES**

<b>Page 1:</b> 1. 5 2. 30 min. (1/2 hr.) 3. 120 min. (2 hrs.) 4. 30 min. 5. 150 min (2 1/2 hrs.) 6. \$2.50 7. \$16.00 8. 270 min. (4 1/2 hrs.)	Page 6:1. 92. c3. The Old Club Restaurant4. Crazy Horse Bar-B-Q Ranch5. a) Closed Mondaysb) Mr. Wood allergic to seafood6. The Astor	Page 12:1. Pet Shops2. Animals, Inc.3. A Dog's Best Friend4. Aquarium Masters, Inc.5. 532-26016. Dennis Pet Centers7. Animals, Inc.; Columbia Kennels and Pet Center9. Lowed Character	Page 16:       Part B:       Part C:         1. T       3. F       1. T       6. F         3. T       4. F       2. F       7. F         5. T       5. F       3. T       8. T         6. T       7. F       4. F       7. F         7. T       5. F       3. T       8. T         8. T       7. F       4. F       7. F         8. T       8. F       5. T       7. F         9age 17:       17. F       1. F       1. F
Page 2:         1. 4         2. 2         3. 120 min. (2 hrs.)         4. 42 min.         5. 15 min.         6. 105 min. (1 hr. 45 min.)         7. \$2.15         8. \$.60         9. \$1.55         10. Mary         Page 3:	Page 7:Lines should be drawn from the towns to their locations on the map.Page 8:1. E2. H3. D7. B4. C8. FPage 9:1. Nature, Inc.2. Golden China Restaurant	8. Laurel Shopping Center         9. The Animal Hut, Dennis Pet Centers         1. I       7. D       13. B         2. A       8. C       14. A/J         3. F       9. J       15. A         4. B       10. E       16. I         5. G       11. A       17. B         6. H       12. G	3. X, 5. X, 6. X, 7. X, 9. X, 10. XPage 18: Part A: 1. False1. False2. True2. True3. False3. False4. True5. True5. True6. stereo 7. Better Business
<ol> <li>Pages 2-3</li> <li>Inside Front Cover</li> <li>Page 16</li> <li>Back of Book</li> <li>Page 4</li> <li>Page 15</li> <li>Page 5</li> <li>Pages 17-18</li> <li>Robert F. Kennedy Sports Stadium Information</li> <li>Page 14</li> <li>Page 4:</li> <li>Taxicabs</li> <li>Pet Shops</li> </ol>	<ol> <li>Billy Jones' Carriage House</li> <li>The Parliament</li> <li>The Hungarian Restaurant</li> <li>El Dorado Restaurant</li> <li>Either American restaurant</li> <li>No</li> </ol> Page 10: <ol> <li>911</li> <li>426-1830</li> <li>police</li> <li>391-8648</li> <li>750-6829</li> <li>Poison Information Center</li> </ol>	Page 14:Part A:1. 207052. 207103. 2071512. 207844. 2072213. 207855. 2074014. 207866. 2074215. 208017. 2076916. 208108. 2077017. 208119. 2078118. 2082219. 20840	<ul> <li>Page 19:</li> <li>Adamsville</li> <li>Administrators Office, 8511 Legation Rd., 459-6100</li> <li>City Hall, 8511 Legation Rd., 459-6100</li> <li>Counseling Center, 8435 Annapolis Rd., 459-2644</li> <li>Elementary School, 9875 Jones Lane, 459-7543</li> <li>Fire Department, 7500 Maple St., 459-8210</li> <li>Library, 101 Philadelphia St., 459-6820</li> <li>Mayor's Office, 8511 Legation Rd., 459-6100</li> <li>Police Department, 504 Falls Rd., 459-3423</li> <li>Recreation Facility, 8400 Annapolis Rd., 459-8635</li> <li>Senior Citizen Busmobile, 8513 Legation Rd., 459-6101</li> <li>Swimming Pool, 201 Water Lane, 459-8899</li> <li>Teen Employment Center, 4325 Ellis St., 459-4367</li> </ul>
<ol> <li>Restaurants</li> <li>Calendars</li> <li>Calendars</li> <li>Photographic Equipment and Supplies, Retail</li> <li>Telegraph Companies</li> <li>Hardware Headings</li> <li>Page 5:</li> <li>White Pages</li> </ol>	<ol> <li>Doctor; Other Important Numbers</li> <li>492-0030</li> <li>911</li> <li>Dial "0"</li> </ol> Page 11: <ol> <li>E &amp; J Hobbies</li> <li>Largest ad</li> <li>Smile Herb and Book Shop</li> </ol>	Part B:1. 207846. 208102. 207707. 208113. 207158. 207404. 207849. 207055. 2082210. 20722	Page 20: Part A:1. number10. clearly2. ten11. good3. directly11. count4. slam13. write5. identify14. name6. pad15. wrong
2. True 3. Yellow Pages 4. Yellow Pages 5. No 6. 299-4880 7. Fancy Colors Auto Body 8. Logan Norris Ford	<ol> <li>American Sports: Continental Hobbycrafts; E &amp; J Hobbies</li> <li>Family Bicycles</li> <li>Herbs</li> <li>Continental Hobbycrafts</li> <li>American Sports</li> <li>Continental Hobbycrafts</li> </ol>	Page 15:       6.       E         1.       K       6.       E         2.       A       7.       B         3.       J       8.       F         4.       C       9.       G         5.       I       10.       H	<ul> <li>7. promptly</li> <li>8. important</li> <li>9. understood</li> <li>Part B:</li> <li>When using the telephone, be clear and courteous.</li> </ul>



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