



 **GRAVELLY**®

**National  
Yellow Pages  
Program**



**Builds Business  
for  
GRAVELLY DEALERS**



# GETTING THE JOB DONE!

## Gravely Tractors and the Yellow Pages

In order to help you with your Local Sales Promotion and, at the same time, tie in with our National Advertising Campaign, **GRAVELY** is making available to you a National Yellow Pages Program. This will benefit You and can be done by directing a fraction of your merchandising dollar to this New Program.

You will pull in more sales of **GRAVELY TRACTORS** by using the Proven Power of Yellow Pages Advertising.

According to a recent Study made by Audits and Surveys Co., Inc., **74%** of the adult population (20 years and older) used the Yellow Pages during a 12 month period—and they used them an average of **43.9** times per person. **93%** of these references were followed up by Action—a Personal Visit, Telephone Call or Letter.



 **GRAVELY**

National service is matched with Nationwide Promotion. All over the United States, even wider usage of Yellow Pages directories is being promoted with the "Walking Fingers" campaign. The associated telephone companies will spend over \$10,000,000 this year for this purpose. And action people do use the Yellow Pages, following up with telephone calls, letters or visits...you probably do yourself!

*The Example below is twice actual size*

## GRAVELY TRACTORS & ATTACHMENTS

Convertible Riding  
Walking Tractors,  **GRAVELY**  
7.6, 8, 10, 12 H.P.  
Lawn Tractors 8 H.P. Riding Tractors 10, 12, 14,  
16.5 H.P. Year Round Attachments. All-Gear-Drive,  
Instant Control. The Performance Tractors.

*"WHERE TO BUY THEM"*

*FACTORY BRANCH*

### **GRAVELY TRACTORS**

141 Defense Hwy. ....263-6882

*AUTHORIZED DEALER*

### **DOE JOHN B**

105 S Main.....000-0000

**UPON YOUR  
APPLICATION  
WE WILL ORDER  
THIS FOR YOU**

(Gravely Will Pay  
for One Trademark  
Heading In Each  
Town Where A  
Dealer Has A Place  
of Business)

**AUTHORIZED DEALERS  
WILL APPROVE THEIR  
OWN LISTINGS\***

\*A telephone company Yellow Pages representative will solicit your listing. You will select your own listing under "Tractors" or "Lawnmowers." A small charge will be applied to your monthly telephone statement.



**GETTING THE JOB DONE!**



1 Gravelly Lane  
Clemmons, North Carolina 27012





## TELEPHONE DIRECTORY (YELLOW PAGE) PROGRAM

Upon receipt in the Advertising Department of the properly filled out application at the bottom of this letter, Gravely will order through its Agency, and pay for, one trademark heading for you in your hometown directory. You must choose what you consider to be your hometown directory because the Gravely program is limited to only one trademark heading per dealer's place of business. A Yellow Pages representative from your local telephone office will then solicit you for your listing, and you will be billed for your listing only. You may be listed under lawnmowers, or under tractors or tractor dealers.

Since 90 days are required to process a request for a trademark listing, and to allow time for your local telephone representative to solicit you for your listing, it is necessary that you specify the closing date of the next issue of your hometown directory. This can be obtained by calling your local telephone office. If this closing date is 90 days or less from the time your application is received in the Advertising Department, it will be impossible to place your listing in that issue of your directory. However, you will automatically be included in the next and succeeding directories.

To participate in this program, fill out the application below and return it as soon as possible to:

Advertising Department  
Gravely Division  
Clarke-Gravely Corporation  
One Gravely Lane  
Clemmons, North Carolina 27012



## YELLOW PAGES PROGRAM APPLICATION

\_\_\_\_\_  
Name of Company

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City and State of Hometown Directory

\_\_\_\_\_  
Closing Date of Hometown Directory

\_\_\_\_\_  
Dealer's Signature

\_\_\_\_\_  
Dealer No.

\_\_\_\_\_  
List me Under: (check one)

\_\_\_\_\_  
Lawnmowers

\_\_\_\_\_  
Tractors or Tractor Dealers

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