

# **BRUEN PRODUCTIONS INT'L. Inc.**

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## **[COPY]**

**LEE:** THE MAJORITY OF THE HOUSES THAT WE GO INTO ON SERVICE CALLS, IF YOU'RE AROUND THEIR TELEPHONE, YOU'LL NOTICE THAT THE DOWNEY BOOK IS THE ONE SITTING BESIDE THE TELEPHONE.

**ANNOUNCER:** LEE HAMBY OF "TRI-COUNTY GLASS" IN BONHAM IS TALKING ABOUT ADVERTISING IN THE BONHAM/FANNIN COUNTY TELEPHONE DIRECTORY FROM DOWNEY PUBLISHING. LEE, YOU'VE ADVERTISED IN THIS DIRECTORY FOR ABOUT 15 YEARS...HOW DO YOU ACTUALLY KNOW PEOPLE ARE SEEING YOUR AD IN THE DOWNEY BOOK?

**LEE:** A LOT OF 'EM COME IN THAT TELL US THEY'VE SEEN THE AD IN THE PHONE BOOK. WE DON'T RUN AN AD IN THE OTHER BOOK, SO WE KNOW IT HAS TO COME FROM THE DOWNEY BOOK.

**ANNOUNCER:** SOUNDS LIKE IT'S COST EFFECTIVE WAY TO GO, THEN!

**LEE:** YES, IT'S COST EFFECTIVE. ADVERTISING IS A KEY PART OF OUR BUDGET, AND WE HAVE TO GO WITH WHERE WE THINK THE BIGGEST PART OF THE BUSINESS COMES FROM.

**ANNOUNCER:** WELL, LEE, WHAT WOULD YOU TELL OTHER BUSINESS PEOPLE ABOUT THE BONHAM/FANNIN COUNTY PHONE BOOK?

**LEE:** IT'S A GOOD WAY TO SPEND YOUR MONEY AS FAR AS ADVERTISING.

**ANNOUNCER:** AND WHAT ABOUT THOSE PEOPLE WANTING TO USE A PHONE BOOK?

**LEE:** IT'S JUST EASY TO USE, AND IT COVERS THE WHOLE COUNTY.

**ANNOUNCER:** THANKS, LEE. THE BONHAM/FANNIN COUNTY TELEPHONE DIRECTORY, FROM DOWNEY PUBLISHING!