

Survey of Major Yellow Pages Advertisers *

Billiard Equipment & Supplies

Comparative Ad Analysis for _____

Primary Products & Services Offered:	Billiard Tables - Sales/Rentals Billiard Cue Sticks/Cases Pool Tables - Sales, Service, Installation, Repair, Restoration Buy/Sell/Remove/Move Tables New & Used Tables Residential/Commercial Bumper Pool Tables Balls & Accessories Slate-Bed Tables Poker Tables/Poker Chips Casino Equipment Pinball Machines Video Games/Juke Boxes Home & Professional Tables Electronic Dartboards Spectator Chairs/Arcade Games Jukeboxes / Pub Tables	Air Hockey/Foosball Tables Darts/Dart Boards/Lamps Bars/Bar Stools/Bar Furniture Antique Pool Tables/Antique Slots Trade-Ins Game Room Furniture/Lights/Art Hobby Equipment Table Repairs Cue Stick Repairs Wall Decorations Shuffleboards Gameroom Equipment Bowling Balls & Accessories Bowling Ball Drilling Custom-Built Tables Complete Line of Accessories "Supplies for Every Size Table" Home Theater Seating	Ping Pong Tables & Equipment (Fold-Away) Coin-Operated Tables / Bubble Hockey Custom (Two-Piece) Cue Sticks Vending Equipment Re-felting/Re-cushioning of Tables Soft Tip & Steel Tip Darts "From Novice to Pro" Convertible / 3 in 1 Tables Traditional/Contemporary Designs Game Tables / Pub Tables Lamps/Neons/Pool Table Lighting (Antique) Table Restorations All-Weather Outdoor Pool Tables Complete Pool Table Restoration "Supplies for All Tables" Poker/Craps/Blackjack Tables & Supplies PHOTOS/ILLUS. OF POOL TABLES		
Key Brand Names:	AMF Brunswick California House Dufferin	Gandy Golden West Grant Young Huebler	Imperial Joss Kasson Mali	McDermott Meucci Murry Olhausen	Peter Vitalie Renaissance Trujillo Viking ETC.
Confidence Factors:	Years in Business "We Manufacture" Authorized Dealer Expert Repairs - Tables/Cues Expert Installation	Guarantees/Warranties Professional Lessons Available Cues – Try Before You Buy No. of Tables on Display Table Positioned as Investment	Full Service Dept. / Competitive Prices Year-Round Sales & Service Expert Moving/Family Owned & Oper. Specialization - Antique Restoration, Recushioning, etc.		
Convenience Factors	Business Hours/Days Location Data/Map Credit Cards Bowling Balls Drilled While You Wait	Large Showroom Open Sundays Toll-Free Number In-Store Specials Website Address	(Free) Delivery & Set-Up Service Invitation to Visit Website Financing Available Areas Served (Repairs) / Multi Locations Radio-Dispatched Service		
Special Services or Extras:	Tournament/League Set-Ups 90 Days Same as Cash Casino Game Rentals Antique Restoration	Billiard Room Design Layaway Plans Entertainment Facility Lessons Available	Foreign Language(s) / Patio Furniture Appraisals/Consulting Service Lease Programs/Storage Available Antique Games/Slot Machines/Barbecues		
Typical Related Headings:	Sporting Goods Billiard Parlors	Bowling Apparel & Accessories	Amusement Devices		

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