

## ♥ Valentine's Day Delights ♥

### The Way To A Loved One's Heart

(NAPS)—Stumped on what to give your sweetheart for Valentine's Day?

You may avoid heartbreak by turning to America's most popular romance guide. You'll find thousands of ideas, listed from A to Z. Everything from candy and flowers, to palm readings, hot air balloon rides, flying lessons, jewelry, romantic videos, singing telegrams and exotic vacations.

It's the Yellow Pages.

"Traditionally, flowers are the top choice for men," says Larry Small, vice president of research for the Yellow Pages Publishers Association. "Women are more likely to buy candy."

If you use your imagination—and your Yellow Pages—Small says you'll find your way to almost anyone's heart.

How about a custom-made cake of your first date or honeymoon spot?

Simply e-mail a photo to Le Bakery Artiste in Denver and you can be immortalized in chocolate frosting.

"Most of our new business comes from the Yellow Pages," says John Spots, owner of the 20-year-old bakery. "And 90 percent are women."

"Men tend to wait until the last minute and are shy and conservative. Women shop early and tend to be more outrageous. They like to have fun."

Spots can even make custom cakes for the three percent of shoppers who give Valentine's Day



gifts to their pets.

Small says more shoppers also turn to the Internet Yellow Pages to find Valentine's gifts. "Almost one-fourth of men buying lingerie say they'll buy on-line. It's convenient and helps take away some of the embarrassment."

According to a Yankelovich survey, 17 percent of single men prefer an intimate home-cooked meal for Valentine's Day.

What if your cooking skills aren't up-to-snuff?

"Order take-out ahead from your favorite restaurant," suggests Small. "Serve it on your best china and it'll be your secret."

What if you *don't* have a special someone on Valentine's Day?

Look under dating services or counselors, Small says.

"The phone book doesn't have much of a plot," he admits. "But for Valentine's Day gift-giving, you'll almost always have a happy ending."