

How to Use the Classified Telephone Directory and BUYER'S GUIDE

Simply look for the heading which logically describes the BUSINESS or the ARTICLE or the SERVICE desired. This heading will be found in alphabetical position indexed by the word or name descriptive of the business, article or service.

THEN select the firm you are seeking by examining both the listings under the heading and the display advertisements associated with the heading.

To find "Where to Buy" Trade Marked or Trade Branded items such as particular makes of Automobiles, Electric Refrigerators, Radios, Vacuum Cleaners, Washing Machines etc., look for the Trade Mark name indexed as a heading, or look among the listings under the heading descriptive of the business which supplies it.

