

How to Use Your Catalogue

Canadian Giftwares for World Markets is as user friendly as you will find any of the companies represented in the catalogue. By bearing in mind a few simple points you will have no difficulty in learning fully about our participants and their outstanding products.

The publication has been divided into four major sections. A word about each of them will enhance your appreciation of how easy the catalogue is to use as a buyers' reference guide.

Section One presents complete descriptions of each catalogue participant, and their major product lines, often with accompanying photography. It is organized alphabetically, by company name.

Wherever product names appear in block letters, this has been done to denote brand names and trade marks. Please note as well that each company description includes a response card number that can be used to obtain additional information.

Section Two is a product index which will prove particularly useful in contacting manufacturers of similar products.

Section Three includes a list of telephone numbers which you can use to obtain any additional information on catalogue participants.

Section Four of our catalogue is the reader response card. You are invited to complete the card for further data on any of our participating companies.