

North British & Mercantile Insurance Company,

LARGEST FIRE RESERVES. Investments in Canada, \$6,466,460.08.

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INTRODUCTION.

Although our patrons may not all be aware of it, we know for a fact that we have been giving them for many years the best City Directory in the world, and all things considered, the cheapest City Directory on this continent. We think we have still made a further improvement on our issue for 1899 by changing its form and increasing the amount of information to almost double on each page. We know that we cannot please the taste of each individual user of our book, but we have made every possible effort to make it as reliable and as replete with useful information as is possible for any work of this kind to be made in the time, necessarily limited, given to the gathering in, arranging, revising and printing of such a mass of detail.

Our beautiful city is gradually getting over the effects of the late boom in real estate which hampered so many of our best business men, and kept them from taking part in great undertakings for the advancement not only of Toronto but of our fair Dominion, which, with the smiles of Providence and a little wise legislation, is now, in a fair way to making great strides in the very near future.

Our population is steadily increasing, our vacant houses and stores, so much talked about in the past, are steadily disappearing. We have now a population of at least 235,000 in Toronto proper, without counting any of our many suburbs. With the deepening of our canals and the entrances to our harbor, and the extensions of trolley lines reaching out to greater distances, and the opening up of new railway lines into our Northern country, Toronto will have, not a boom, but a very rapid growth and increase in business.

Our next issue of Toronto Directory, for the year 1900, will mark a quarter of a century since the writer of this introduction wrote his first introduction of the Toronto City Directory to those, then patrons, and in order to make it memorable some scheme will be devised that will bring it prominently before our patrons.

The actual increase in the individual names in our 1899 Directory over our 1898 is 6,357. This multiplied by the usual numeral of three makes our increase for last year 19,071 our total number of individual names, without those in the addenda or suburbs, is 81,527. This multiplied by three will give us a population of 244,581. Our vacant houses have decreased, as per our Street Directory, by 1,305 and quite a number more have been filled up since the streets were printed. There is a slight increase in the number of vacant offices, but on the whole the showing is good.

Thanking all those who so kindly assisted us in getting the necessary information, we are sorry to have to say that there are a few who do not appear to understand the necessity of allowing us to go through their establishments for the purpose of getting accurate information, for their own interests as well as that of the public. Were we disposed to do as most Directory publishers do, viz., go over the ground once, compile and print what we get, we could furnish a much cheaper but not nearly so good a book.

THE MIGHT DIRECTORY CO., OF TORONTO, LIMITED.

J. M. MIGHT, Pres. and Man. Director.

January 13th, 1899.

HOT WATER and STEAM BOILERS
DOMINION RADIATOR COMPANY.

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