

PREFACE.

The Publishers of this work have used every effort each year to place before the public as reliable information as can possibly be obtained for the short period of time allowed to obtain it. There are quite a number of persons who evade giving their correct names, substituting fictitious names instead, being afraid our agents are taking their names for taxes. Errors like these occur in every Directory published, the publishers not being able to detect them. The publishers request the inhabitants of this City to inform them at any time if their agents are detected in copying from old Directories while at work for new information. The publishers are pleased to say that the sale of the work has increased, owing to the fact of leaving all names out of the Business Directory who do not support this work. There is a wrong impression among business men in regard to the Directory being a poor medium for advertising. Why this idea is prevalent the publishers cannot understand. The reading of an advertisement is the same, place it where you will, and surely the Directory is used more than any other medium they can possibly advertise in, except, perhaps, newspapers. There are hundreds of persons referring to the Directory who do not purchase it, including those who persistently annoy their neighbours by borrowing it so often that complaints are made to the publishers about them. The publishers are well aware who does this borrowing, and that is one special reason why such persons are left out of the business part of the work.