

## PUBLISHERS' PREFACE.

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TO provide a means of communication between the business men of St. Thomas and *all the citizens*—a medium that is not otherwise provided—this issue of THE CITY DIRECTORY has been published.

Its publication was decided on only a few weeks before the holiday season, during which it is designed for circulation, and it has not been possible for the publishers to see a considerable number of the business men whose addresses do not appear in the advertising columns of the DIRECTORY.

The limited time in which it has been necessary to prepare the book for the binder's hands has rendered it impossible to make a comple classification, more especially as it has not been possible to secure the orders for any particular lines of business at the same time, all being canvassed promiscuously, and the copy for many of the advertisements being delayed through no inadvertance of the publishers.

It is only fair to advertisers that readers of the DIRECTORY should understand that only those whose addresses are given in these pages have contributed a sum necessary to secure its publication. Some business men argue that the people must buy their goods somewhere and that a portion of the trade of the city will fall into their hands whether they advertise or not. An advertisement is an invitation to deal with the advertiser, and very many readers of the DIRECTORY will prefer to deal with those who invite their custom rather than with those who think they will get it anyway.

The favorable reception the DIRECTORY has been accorded at the hands of the enterprising business men of the city has demonstrated the fact that a medium of regular communication between them and *every resident of the city*, and as far as possible those who trade in St. Thomas from the surrounding country, is one that would be liberally encouraged and patronized. Such a medium, the publishers are now able to announce, will be published at an early date in 1888.

Meantime the hope of the publishers is that every advertiser in the DIRECTORY will receive an ample return for the money expended in using this medium, and that they and the citizens who patronize them may one and all enjoy a MERRY XMAS and a very HAPPY and PROSPEROUS NEW YEAR.

Respectfully, &c.,

THE PUBLISHERS.