

PRESSING REQUEST.

We wish to impress upon the minds of more of our business men the importance of aiding us, not only by their subscription to the work, but more particularly by their **Advertising Patronage**, to keep this indispensable Annual up to its present high standard. It is a duty which they owe to the community and themselves, and which is trifling in amount for them to subscribe; it is solicited but once a year, and, as a rule, they reap a **Handsome Profit** from the investment, instead of it being any loss to them. It is with us as wish newspaper publishers, we offer copies of our publication, at a price almost below the **Cost of Production**, and it is the income from this **Advertising Patronage** which should make up for the loss we sustain otherwise. Had the **Advertising Patronage** been bestowed more liberally upon our work in past years, we certainly would not have been under the painful necessity of augmenting the price of subscription. Upon our non advertising business community and upon it alone, must we cast the responsibility and its consequences.