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INTRODUCTION.

We now present to our readers our Twentieth Annual production of the Toronto City Directory, and are glad to be able to state that, notwithstanding the disturbing elements in the business of the City, our patronage is still on the increase. The public generally, are becoming aware of the fact, that they get good value for the money invested in advertising with us, and we are happy to say, this is the best year we have ever had, in advertising patronage.

We have, as usual, endeavoured to give our patrons the most reliable and complete information that can be procured, and although there will be found errors of omission and commission, we are still satisfied that there is no City Directory published that will be found as replete in useful matter, as our Toronto City Directory.

While we return thanks to most of our business houses for the kind and generous assistance they have given our canvassers in procuring the information that is necessary to produce a correct book, we regret to have to state that there are a few stupid and mean cranks, who refuse us the privilege of securing such information, and these are the parties who will be the first to find fault, and condemn the whole book, if one letter in their name or occupation is wrong.

We are glad to be able to announce that our beautiful City is still growing. We have not had time to count the number of individual names, yet although we have this year omitted inserting the names and addresses of the Domestic and the young ladies who are living with their parents, we have about thirty-six pages more in the Alphabetical list of names than last year; this would make an increase of about 1,500 names; this with about 1,500 Domestic, etc., left out, would show an increase of about 3,000, which multiplied by our Directory multiple would give an increase in the population of about 9,000, and which added to our 223,000 estimated for 1895 would give us a population in Toronto for 1896 of 232,000, yet we presume there are residents, who will still maintain that we have not 200,000.

While the Real Estate business is still dull, we are of the opinion that there never will be a better time, for parties who purpose residing in Toronto, to procure a home and be their own landlord with the privilege of voting on money and all other by-laws, etc. There is every prospect of times being good from now on, and there is no nicer City on earth in which to make a permanent abiding place.

Yours very truly,

THE MIGHT DIRECTORY CO. OF TORONTO, (LTD).

J. M. MIGHT, President and Managing Director.

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