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INTRODUCTORY.

In presenting our fourth annual edition of the Toronto City Directory to our patrons, we beg to congratulate them on the steady and rapid increase of the population of the City, and in the apparent prosperity of its manufacturing and mercantile interests. The encouragement we have received heretofore has been the means of our presenting our patrons with the most complete and comprehensive City Directory published in Canada, and has enabled us to go to increased expense in the procuring of information and data for its compilation. When one sees the important bearing such a work must have, in illustrating the advantages our City has, as a market for all lines of manufactured goods, we feel assured that our labours will be appreciated, and that a liberal patronage will continue to be accorded us.

We send copies of the directory to other cities far and wide, and thus advertisers gain a wide-spread circulation offered by no other single advertising medium.

Our classified business directory is a guide to the business community outside of Toronto, as to the lines of goods to be procured here, and we make this department of our book as full and complete as possible, an advantage which no other publisher of a Canadian City Directory offer their patrons.

The number of names contained in this issue of the directory, is (after deducting the names of business firms and corporations), 41,287, which, multiplied by 3 (a very low estimate), gives us a population of 123,861 or an increase over last year of 5,634. Although this increase in the city proper is less than that of 1885, it must be remembered that two

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