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## PREFACE.

THE Publishers of this work use every effort each year to place before the public as reliable information as can possibly be obtained in the short period of time available

In the Business Directory will be found the names of those only who advertize or subscribe to this work.

There is a wrong impression among business men that the Directory is not a good medium for advertising. Why this idea is prevalent the Publishers cannot understand; the reading of an advertisement is the same, place it where you may, and surely the DIRECTORY is used more than any other medium they can possibly advertise in, except newspapers, for there are hundreds of persons referring to the DIRECTORY who do not purchase it, including those who persistently annoy their neighbors by borrowing it so often that complaints are made to the Publishers about them, and the Publishers are well posted as to who does the borrowing. That is one special reason why such persons are left out of the Business Directory each year.

To the supporters of this work the Publishers return their thanks, but we must inform those who have reduced their advertisements, or have not advertised in it this year, that the falling off is becoming too frequent to guarantee the support that the Publishers would expect after serving the Public for nearly a quarter of a century for very little profits; there are no books published that the expenses are so great as a Directory. It has to be renewed every year, and expenses are now as great as when it was first published. We cannot rely now on foreign advertisements as we did when we had Reciprocity. Then we could canvass New York, Boston, Portland, U S., Montreal, Toronto and Quebec, Canada—the Upper Province business men competing with those in the United States for the trade of the Maritime Provinces. We hope those who wish the Publishers to continue publishing the Directory, and find it a convenience they cannot do without, that they will come to the front and not let it go down for the sake of a few dollars more, in enlarging their advertisements.

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