

INTRODUCTORY.

The London City and Middlesex County Directory for 1893, now presented to the subscribers, contains in the city alphabetical portion of the book, 16,590 names, as against 15,635 in 1892.

This ought to be satisfactory, inasmuch as it indicates, not only a very marked increase in the population during the last twelve months, but it is also evidence of a more than ordinary close canvass for names. Another evidence of the increase is the number of vacant houses, which are only 330 against 550 a year ago.

While duly acknowledging the courtesy almost universally extended to our representatives in the furnishing of the required information, we are sorry to have to state that the patronage of the book, notwithstanding the evident growth of the city, has not increased accordingly; but, on the contrary, not only falls short of meeting the outlay, but also fails even to come up to that of previous years. In no other city that we know of is this the case. Notwithstanding this serious drawback, we have spared no expense necessary, as we think the appearance and contents of the book will bear evidence, to add to its thoroughness, reliability and general get up, in the hope, which we trust future patronage will justify, that London citizens generally will yet acknowledge our efforts, in the only practical way to do so, namely by an increased steady yearly subscription list. Otherwise it will be impossible to continue to issue such a work as we now offer.

The Night Directory Co. of Toronto, (Limited)

J. M. MIGHT, *President and*

General Manager.

R. HILLS, *Local Manager.*

LONDON, August 29th, 1893.