

These terms are believed to be as moderate as it is possible to succeed with, and no business man, whose name it would be at all desirable to have in such a publication, can reasonably object to contribute his share towards its appearance, especially when it is fixed, as in the present instance, at so exceedingly low a rate.

ADVERTISEMENTS

Will be inserted at the rate of 25s. per Page, when one Page or more is taken, and at the rate of 30s. per Page, when less than one Page is taken.

As the edition of the CANADA BUSINESS DIRECTORY will be a large one, and will circulate extensively, not only in the PROVINCE, but in the COMMERCIAL CITIES OF GREAT BRITAIN and the UNITED STATES, it will be a most eligible medium of advertising.

Persons in business in the Country and the smaller Towns, will find that the appearance of their names in the CANADA BUSINESS DIRECTORY will be of great advantage to them, as in many instances Merchants doing business in the large CITIES are desirous of communicating with them upon matters of importance, but from the absence of a work, such as the one projected, they are unable to do so, whilst its appearance will at once obviate that difficulty; and, as they can avail themselves of this medium of publicity for the trifling cost of 1s. 3d., it is presumed to be unnecessary to say anything farther to induce them to do so.

To MERCHANTS in the CITIES and TOWNS it would be almost superfluous to point out the many facilities which such a work will afford them for extending their business connections, and as care will be taken that Copies shall be placed in the MERCHANTS' EXCHANGES and READING ROOMS of the principal COMMERCIAL CITIES OF GREAT BRITAIN and the UNITED STATES, it will be for them, also, the *very best channel of publicity* which has ever been offered in Canada.

The work is intended to appear in the Fall of 1851, and as a guarantee that it will be faithfully carried out, it is, perhaps, sufficient to say, that the information will be collected by the Subscriber, personally, in the principal Cities and Towns, and that it will be printed and published by Messrs. Lovell & Gibson, of Montreal. Orders for the work respectfully solicited.

ROBERT W. S. MACKAY.

QUEBEC, August, 1850.