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INTRODUCTION.

WHILE the name of the publishers of Toronto 1891 Directory is entirely different from the name under which it has appeared for the last ten years, the only change is the substituting of Mr. E. M. C. Clarkson in the place of Mr. R. L. Polk, making it an entirely Canadian institution.

Mr. J. M. Might who was the first man to place the Toronto City Directory as a permanent annual publication in 1877 and following years until 1882, under the name of Might & Taylor and Might & Co. Through overwork, Mr. Might lost his health and injured his eyes, his physicians advised him to sell out. Messrs. R. L. Polk & Co. became the purchasers and published it until 1889 when J. M. Might repurchased an interest in the business, and took the management. To him we are indebted for the successful issue of the recent Classified Business Directory of the Dominion of Canada and Newfoundland. A work that will be found very useful to Manufacturers and Merchants, Importers and Exporters. It is said to be the largest book ever printed in Toronto; it contains over 2,800 pages. The information of this gigantic work has been taken, compiled and printed in the short space of nine months, which is considered marvellous by men who have a knowledge of the amount of labor there is in producing a reliable work of this kind. We have a few copies on hand that will be forwarded express prepaid on receipt of price, viz, \$10.00.

We still claim, notwithstanding imperfections that must always be expected in Directories, that our Toronto City Directory for useful information is the most complete Directory published and the best value for the money charged.

It is our intention to issue a map with our Toronto City Directory for 1892, shewing the New division of Wards (if so divided) in different colors, also all the suburbs given in our Directory, such as Little York, West Toronto Junction, Mimico, Eglinton, etc. The price of the Directory including this map will be \$5.00.

Although the population of Toronto is still steadily increasing we have by dropping out what we consider useless names and by placing the 1890 Mortuary List on the back pages so that our book will be found not to vary much in the number of names in 1890. Our estimate of the present population is 225,000, although we do not expect that the census enumerators will be able to find them all.

Thanking all those who have so kindly assisted us in procuring information for our book, and trusting that no evil will befall the one or two who were ignorant enough to refuse us the privilege of securing the names of their employees. We now trust our Patrons will assist us by getting their money ready as soon as our men enter their offices with the Toronto City Directory for 1891. C. O. D. is the only way that we can satisfactorily deliver our book, and we trust that none will take objection to this, as we use all alike.

Our book is later than we intended, owing to inability of our printers to secure type-setters. A usual one canvassers will call on you early for the purpose of allowing our old advertisers to secure their regular space, and to relieve us in our hurry in getting out the work at the end of the year, which we are determined to do, and think we can safely promise that our 1892 will be ready for delivery on the 1st day of January next.

Yours truly,

MIGHT'S DIRECTORY CO.

Entered according to Act of Parliament in Canada, in the year one thousand eight hundred and ninety-one, by the Proprietors, in the Office of the Minister of Agriculture.

JAMES MURRAY & CO., PRINTERS AND BOOKBINDERS, TORONTO, ONT.

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