

CITY OF WINNIPEG.

We present the XXII edition of our City of Winnipeg and Manitoba and Northwest Directory to the public, knowing that it is as good and complete a book as money, labor and experience can produce. Our aim is perfection; when it is considered that every name in our alphabetical list furnishes from 5 to 10 opportunities for errors, it will be seen that our task of eliminating inaccuracies is superhuman. We have serious obstacles to overcome; our information must be obtained from the people voluntarily on their part; some are apathetic and indifferent, others are ignorant and imagine everyone who asks for their information has some sinister ulterior motive which will prove to their detriment, and still others have dishonest motives for not wanting their names and addresses known. To offset these obstacles our experience of the past 25 years in compiling Directories enables us to meet and overcome them in a great measure.

We have much pleasure in calling attention to the new features we have added to the Winnipeg section this year. A complete new face of type, both plain and display, and putting sub-heads at the corners, with the first and last name on the page. Our aim is to have the Winnipeg Directory second to none in Canada. We have the facilities and experience to do it and look to the business community to do their share. In your own interest as well as ours, see that our name is on the order before signing. We do not make promises in advance of publication what we will do, but can assure our patrons that we will do in the future as we have done in the past, give them the best book possible for the patronage we have.

POPULATION.

Great interest is manifested every year in the estimate we are accustomed to make as to the population of Winnipeg. Our estimate is based on the number of names in the Directory. Last year we estimated the population to be 49,000. This year the increase of names indicates a population of 54,778, a very satisfactory increase. Now that we have passed the first 50,000, six or seven years more should see Winnipeg well over the 100,000 mark. It must be remembered, in comparing our estimate with the City Assessor's estimate, that ours is one year ahead of his, and includes all that we can find within our city.

THE HENDESON PUB. CO., (Ltd. Lby.)

Winnipeg, January 6, 1900.

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