

## PREFACE.

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In presenting this our first edition of the **MERCANTILE GUIDE** to the public, the publishers would ask of the Business Community a generous allowance for any errors which may have escaped their notice in compiling the work.

To carry to a successful termination an enterprise of this kind, under ordinary circumstances, requires a thorough acquaintance with the business portion of the community, as well as a knowledge of the work to be performed. Although our experience as advertising agents in this city extends back during a period of four years, and during that time has brought us continually in contact with the Mercantile and Manufacturing Community, yet it was with a degree of caution that we began the publication of the present work.

In making our canvass of the city several impediments were presented in our way which required time and perseverance to remove, among the most prominent of which was the manner in which the publishers of other advertising mediums heretofore had abused the public mind, by making representations that were never fulfilled, thus making the confidence so shamefully abused difficult to re-assure.

Another embarrassment under which we labored was caused through the tardiness of our patrons in furnishing the subject matter for their advertisements. This last mentioned circumstance has delayed the issue of our work for some weeks, besides has given us much additional trouble and expense, and although we have done all that industry and perseverance could accomplish under the circumstances, yet there will probably be some who will thoughtlessly and without reflection, feel disposed to find fault with our apparently inexcusable delay, and at the same time may have been themselves, in part the cause of our hindrance, by not furnishing their copy in time and agreeably to their oft-repeated promises. If so this explanation will be our apology and may serve to govern them in the future.