

PROSPECTUS.

It is not overstating the fact to say that, for some years back, there has been felt a necessity for a first-class weekly commercial paper in our midst. There is no reason why a purely commercial journal—which would be a truthful and fair index of the state of the Trade, and an exponent of the views of the Merchants, Manufacturers, Bankers, and Managers of the Insurance interests of the metropolis of Canada—should not be published here, although the efforts hitherto made to maintain such a paper have resulted, from one reason or another, in the publishers transferring their labors to “fresh fields and pastures new.” The great degree of usefulness and success which has marked the career of two such journals in other and smaller cities of the Dominion, where they are comparatively remote from the direct information which should be within easy reach of the contributors, is surely sufficient proof that such a paper should be published and maintained in Montreal.

The preceding facts, as well as others bearing on the subject, but chiefly the encouragement given it by every business man in the city with whom we have discussed the matter, have at length determined the subscribers to attempt the publication of a commercial paper here, to be called the Montreal

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Is published every Friday morning. It has, for contributors, the very ablest writers whose services can be procured, local and throughout the Dominion, with occasional correspondents from the other Colonies, England, and the United States—men who write on special subjects, and thus afford a much greater combination of talent than can be supplied by any one man. No expense will be spared to make the *Journal of Commerce* a desideratum to every Merchant, Manufacturer, Banker, Broker, and Insurance Manager throughout the Dominion. Quality, rather than quantity, will be made the distinguishing merit of the contributions. It will always contain accurate and diversified business information, general and particular, temperate and thoughtful counsels on the vital business questions of the day. Finance and Insurance reviews will be made a special feature. The articles on each subject will be carefully written, and supervised by men of experience and ability. Weekly reviews of the Dry Goods, Grocery, Hardware, Leather and Produce Trades will be carefully prepared, and no pains

will be spared to have the Prices Current, Bond and Stock Reports, correctly reported and tested up to the hour of going to press.

The *Journal of Commerce* in endeavouring to cater to the requirements of intelligent business men will contain in each number suitable extracts from the leading periodicals of the day, at the same time it does not bind itself to endorse the opinions expressed therein, giving them only as hints or aids to reflections on the subjects treated. It is the organ of no party. With politics it has nothing to do, except in so far as they relate directly to the commercial interests of the country.

TO ADVERTISERS, the *Journal of Commerce* offers great and particular advantages: besides its regular subscribers, it will be sent in turn to every business man of good credit throughout the Dominion; thus securing to it a circulation among upwards of twenty thousand Merchants, Manufacturers, &c.

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