

DIOGENES.

Business Notices.

DIOGENES has received an ingenious Time Table, compiled by a very old and deserving citizen named Andrews, "showing the yearly, monthly, and weekly progression of time for 73 years, from 1825 to 1897." The Table will be found very serviceable by literary men, students, school-teachers, and compilers. Copious examples and explanations are annexed.

The Cynic draws attention to Mr. McGibbon's advertisement in another column. "Good wine needs no bush," and no word of DIOGENES can add to the bouquet of the choice vintages to be had at the Italian Warehouse.

The New York Insurance Company publishes an important statement in another column. As DIOGENES is, himself, insured in this Company, it is needless to say that he thoroughly believes in it.

Attention is drawn to the "Special Features" of the Phoenix Mutual, of Hartford, whose advertisement forms a conspicuous "feature" in this week's number.

The Cynic notes an advertisement, in another column, of a Concert to be given by the Mendelssohn Quintette Club. The public have grown so used to seeing mediocrity, and sometimes even downright incapacity puffed into notice with a view to securing large audiences, that DIOGENES does not wonder at this advertisement being accompanied by a certificate, signed by our most noted musical "savans," testifying to the wonderful precision, unity, and delicacy which characterize the performances of the Quintette Club,—artistic qualities attained after an unintermitted practice of no less than 19 years. DIOGENES believes they will furnish a rich musical treat, and hopes they will secure a large and appreciative audience.

ALL THE LONDON
"COMIC WEEKLIES"
Regularly Received
AT THE DIOGENES OFFICE

STATEMENT OF INCOME RECEIVED AND DIVIDENDS PAID,

BY the following COMPANIES now DOING BUSINESS IN CANADA. Also the INCREASE or DECREASE of the Business of 1868, as compared with that of 1867. FROM OFFICIAL SOURCES.

Organized	Names of Companies.	Total Income Received.	Amount of Dividends Paid, 1868.	Percentage of Dividend to Income.	Increase in Number of Policies.	Decrease in Number of Policies.
1845	NEW YORK LIFE ...	\$4,678,280	\$1,225,865	26.20	2439
1859	Equitable	4,840,157	849,979	17.58	1459
1847	Connecticut Mutual ..	8,330,249	928,284	11.14	2201
1851	Phoenix Mutual *	1,930,833	145,571	7.69	2401
1850	Alma Life	6,000,227	426,470	7.10	1914
1849	Union Mutual	1,505,016	68,784	4.58	17
1866	Atlantic Mutual	228,758	None.	176

* Includes the Dividends paid to Stockholders in these Companies.

A fact important to those about to insure is developed in the above table. Evidently their interest would prompt them to select those Companies which show the largest return in Dividends, and the largest increase in business. The one evidences prudence in management, carefulness in selection of Risks, (THE ALL IMPORTANT OBJECT IN LIFE INSURANCE,) and highly judicious practice in Investment of Assets. The other, the increased stability of the Company, by the introduction of the larger number of new lives, and consequent better average of mortality, thereby making it more desirable for new and old members.

By official returns of the Insurance Departments of New York and Massachusetts, it appears that on January 1st, 1869, the gross Assets of all the Companies organized in the State of New York were \$80,690,062. Interest received during the year 1868, by the same Companies, \$5,550,374, being equal to 6.41 per cent upon the Assets.

The gross Assets of Companies organized in States other than New York, were \$91,729,567. Interest received, during 1868, by the same Companies, \$4,656,172, equal to 5.07 per cent upon the Assets.

This large difference would seem to bring out an important fact, that Companies having their location at the great commercial centre, where capital is in constant demand, on the average produce better results to their members than those located elsewhere.

To these causes, combined with the untiring energy of all their staff, may be attributed the unparalleled success that the "NEW YORK LIFE INSURANCE COMPANY" has hitherto achieved.

WALTER BURKE,
GENERAL MANAGER FOR THE DOMINION,
OFFICES—51 ST. JAMES STREET,
MONTREAL.

TO TOURISTS.

Henderson's First-class Photographs and Stereoscopic Slides

OF LOCAL SCENERY,

At the Diogenes' Office, 27 St. James' Street.

CHEAP INITIAL STATIONERY.

"Rustic" and "Dove" Note-Paper,

At the Lowest Remunerative Prices, at the

DIOGENES' OFFICE,

27 St. James Street,

(Opposite the Post Office).

THE GAZETTE Prospectus for 1869.

It is now about two years since *The Gazette* has been published in its present form—in other words, upon the principle of combining economy of space with giving, at the same time, a large amount of reading matter, so as to enable the publishers to sell a moderate sized and closely filled sheet, with profit, for ONE PENNY.

This system is that which is adopted by the most successful papers in the world—in Great Britain, the United States, the Australian Colonies, and South Africa.

It necessarily excludes the village system of hand-bill or placard advertising, and insists upon uniformity, as well in the interest of the advertiser as the publisher, on the ground that uniform and classified advertisements are easily found and seen at a glance, while, on the other hand, where a large collection of hand-bills is grouped together, a maze of confusion is created, and no single advertisement can be readily found, except indeed there may be a particular kind put in an accustomed place, say at the top of a column, at others' expense.

One column of advertisements set in the present style of *The Gazette* would fill upwards of 1000 of the old blanket-sized sheet we formerly published, so that when we have now 12 or 13 columns in our present uniform style, they are equivalent to 48 or 60 of the village or hand-bill style—which would make a perfect wilderness of confusion of job-type, in which the search for any particular advertisement (except in the circumstances mentioned) would

be almost as hopeless as for a needle in a haystack. Advertisers crying for larger letters, bigger cuts, and blacker type, to make an impression in the confusion, only add to it instead of overcoming it.

The essential principle is that, while one gold dollar is quite as valuable as one hundred red copper cents, it is a great deal more convenient to carry, and so a given and say small space in one column, among 12 columns, where all is compact and uniform, is much more valuable than four times that space in a great mass of confusion among 48 columns.

There is this important fact in addition,—the uniform, well-filled sheet, commands a much larger circulation, which, taking into account at the same time the quality of the circulation, is the test of the value of all advertising.

And it is here we claim particular and unrivalled advantages for *The Gazette*. None of the morning journals in the Province begin to approach it in extent of circulation. Besides its very large circulation in this city, it is sold every day in every town and village of importance within a radius of 200 miles of Montreal; and some time ago we addressed a circular to the different newsmen within that radius, asking for a comparative return of the numbers of all newspapers sold, and the result showed an average of between twelve and twenty *Gazettes* to one of any other newspaper in the Dominion. We will furnish the proof of this to any one who desires to see it.

Advertisers will please note that the majority of these readers out of Montreal obtain a great part of their supplies from the Commercial Metropolis.

VOCAL AND INSTRUMENTAL CONCERT

MECHANICS' HALL,

Saturday Evening,

THE 31ST JULY.

CLASSIC AND MISCELLANEOUS

MUSIC

BY THE

"Mendelssohn Quintette Club"

Of BOSTON—(Their 20th Season.)

ARTISTS:

WILLIAM SCHULTZE,

CARL MEISEL,

THOMAS RYAN,

EDWARD HEINDL,

WULF FRIES,

Assisted by the Distinguished Vocalist,

MRS. J. W. WESTON.

CARD.

Although the reputation of the MENDELSSOHN QUINTETTE CLUB is by no means unknown in Montreal, there may be some lovers of good music in the city who have not heard of the finished artistic manner in which classical chamber music is rendered by these gentlemen. In so far as our opinion may be thought worthy of attention by our many friends here, we are only too happy to say that the Concert announced for Saturday evening will certainly afford all who attend it an opportunity of hearing the most beautiful of all music performed in a most delightful way. For the credit and musical good name of our city, we most sincerely trust that the Quintette Club will meet with the cordial and generous reception they so justly merit.

GOULD & HILL.

HENRY PRINCE.

F. H. TORRINGTON.

WILSON & KANE,

Brokers & Commission Merchants

No. 58 ST. FRANCIS XAVIER STREET.

Stocks and Bonds bought and sold. Money lent on approved Mortgages. Advances made on Consignments to Great Britain.

MONTREAL, 10th July, 1869.

TO LET

FOR A TERM OF YEARS,

OR FOR SALE,

THE BREWERY and PLANT in JACQUES CARTIER STREET, known as "GORRIE'S BREWERY."

The Malt Floors, Kilm, and Grain Loft might be used separately; or the whole might be turned into a Factory, where extensive Vaults would be of service.

DANIEL GORRIE.