

# **HENRY CHAPMAN & CO.,** **IMPORTERS AND GENERAL** **COMMISSION MERCHANTS,**

St. John and St. Alexis Streets, MONTREAL.  
 Their stock comprises every description of  
 TEAS, TOBACCOS, AND STAPLE GROCERIES,  
 WINES, BRANDIES, GINS, ALES, &c.,  
 And a large and varied assortment of

## **GERMAN CIGARS.**

Agents in the Province for Pinet, Castillon & Co.,  
 Cognac; T. G. Sandeman, Oporto, &c., &c. 1-ly

## **LIFE ASSURANCE—FIDELITY GUARANTEE.**

**THE EUROPEAN ASSURANCE SOCIETY,**  
 Empowered by British and Canadian Parliaments.

CAPITAL.....£1,000,000 Sterling.

ANNUAL INCOME, over £300,000 Sterling.

HEAD OFFICE IN CANADA—MONTREAL.

9-ly EDWARD RAWLINGS, Manager.

1867. SPRING. 1867.

**T. JAMES CLAXTON & CO.,**  
**HAVE** received over 800 Packages  
 of  
**IMPORTED GOODS.**

STOCK LARGE AND ATTRACTIVE.

Now complete in every Department.

CAVERHILL'S BUILDINGS,

1-ly 59 St. Peter Street, MONTREAL.

# **THE LIVERPOOL AND LONDON** **AND GLOBE INSURANCE CO.**

Chief Offices.—Liverpool, London, Montreal.

## **CANADA BOARD OF DIRECTORS.**

B. Anderson, Esq., chairman, (Pres. B. of Montreal)  
 Alex. Simpson, Esq., Dep. chairman, (ch. Ontario Bk)  
 Henry Starnes, Esq., (Manager Ontario Bank)  
 Henry Chapman, Esq., (mer.) R. S. Tylee, Esq., (mer.)  
 E. H. King, Esq., (General manager Bk of Montreal.)  
 Capital paid up \$1,850,000; Reserved surplus Fund,  
 \$5,000,000; Life Department Reserve \$7,250,000; Un-  
 divided Profit \$1,050,000; Total Funds in hand  
 \$15,250,000.

Revenue of the Comp'y.—Fire Premiums \$2,800,000;  
 Life Premiums \$1,050,000; Interest on Investments  
 \$300,000; Total Income, 1863, \$4,750,000.

All kinds of Fire and Life Insurance business trans-  
 acted on reasonable terms.

Head office, Canada Branch, Company's buildings,  
 PLACE D'ARMES, MONTREAL.

1-ly G. F. C. SMITH, Res. Secretary.

## **REMOVAL.**

## **WEST BROTHERS**

Have removed to 144 McGill Street.

GROCERIES, WINES, LIQUORS AND CIGARS  
 WHOLESALE 14-ly

## **JEFFERY BROTHERS & CO.**

**GENERAL MERCHANTS,**

44 ST. SACRAMENT STREET,

MONTREAL.

1-ly

## **SINCLAIR, JACK & CO.,**

**WHOLESALE GROCERS AND**  
**COMMISSION MERCHANTS,**

Importers of East and West India and Mediterranean  
 Produce,

Have removed from St. Andrew's Buildings, St.  
 Peter Street, to 413 St. Paul Street, opposite the Cas-  
 tom House, premises so long occupied by William  
 Darling & Co.

Montreal, 30th April, 1867.

1-ly

## **REMOVAL.**

**W. McLAREN & CO.** removed to Nos.  
 16 & 17 Lemoinne Street.

The attention of Country Merchants is invited to  
 the quality and prices of our Stock of

**BOOTS AND SHOES.**

As our work is entirely HAND MADE, it is much  
 more durable than the Machine made work, and our  
 prices are as cheap as the cheapest. 33-ly

**KIRKWOOD, LIVINGSTONE & CO.,**  
**PRODUCE, LEATHER AND GENERAL COM-**  
**MISSION MERCHANTS,**

No. 563 St. Paul Street, MONTREAL.

CONSIGNMENTS Carefully realised and returns  
 promptly made.

ADVANCES—Cash advances made, and Drafts au-  
 thorized on all descriptions of Produce consigned for  
 Sale in this or British Markets.

ORDERS—Personal and careful attention given to the  
 execution of orders for Flour, Grain, Leather, Provi-  
 sions, Oil, and General Merchandise.

**HUNTER, DUFFY & JOHNSON,**

WHOLESALE MANUFACTURERS OF

**BOOTS AND SHOES,**

22 ST. HELEN STREET,

MONTREAL.

49-ly

# **THE TRADE REVIEW**

AND

**Intercolonial Journal of Commerce.**

MONTREAL, FRIDAY, MARCH 20, 1867.

## **CANADIAN AND HALIFAX TRADE.**

THE following extract from a letter of one of the  
 leading merchants of Halifax to a Montreal cor-  
 respondent, is of great interest to all engaged in the  
 trade with the Lower Provinces. The writer, after  
 stating that a large increase of business may be ex-  
 pected under the improved arrangements already  
 made, goes on to say:

"I notice that there are several projects under dis-  
 cussion in Canada for opening up a regular trade  
 through the Gulf of St. Lawrence. This is all well,  
 and the more the better. But perhaps most people are  
 not aware that for our supplies for fishermen and tra-  
 ders, east and west, we must have them here in April  
 or the beginning of May, before the Gulf is open and  
 free from ice. Again, for the winter supplies—these  
 are not required till November and December, after  
 the Gulf is closed, or insurance so high, and storms so  
 numerous as to render that route impracticable. There  
 are then only a few months in the summer, in which  
 four particularly, is not extensively wanted and there-  
 fore the route via Portland, must be the principal  
 avenue for your exports to the Maritime Provinces,  
 until the Intercolonial Railway is completed. In all  
 my business experience, I have never witnessed such  
 a complete revolution in the trade—particularly as re-  
 gards flour and other breadstuffs, leather, &c. We do  
 not now think of importing a single barrel of Ameri-  
 can flour. The article from Canada is better in quality  
 and cheaper in price, and it will come entirely from  
 Canada in future, or until the Americans change their  
 Tariff. We require in Nova Scotia every year about  
 370,000 barrels of flour and 100,000 of corn meal. This  
 is no small item to be completely changed in favour of  
 Canada; and the Americans already begin to feel it  
 very sensibly. I congratulate you and all our friends  
 on the complete success of Confederation, the result of  
 which I feel satisfied will meet our most sanguine ex-  
 pectations."

## **"ALL IS NOT GOLD THAT GLITTERS!"**

THE Western section of Canada had, during the past  
 two years, its oil speculation and excitement.  
 During the period that the "fever" lasted, some  
 money was made by lucky speculators, and a great  
 deal lost by those not so lucky. Taking the whole com-  
 munity, it is doubtful whether more harm or good was  
 done.

The same spirit of speculation and excitement seems  
 likely to be manifested as soon as spring opens, at a  
 point further East—the Madoc gold diggings. Where-  
 ever gold exists, a "fever" is easily produced. And  
 that there is gold to be found in Madoc and in some of  
 the adjoining townships, admits of no doubt. Pro-  
 perty is changing hands there at high prices. The

**MORLAND, WATSON & CO.,**

WHOLESALE

**IRON MERCHANTS,**

AND

**IMPORTERS OF HARDWARE,**

Offices and Warehouse, 355 and 387 St. Paul Street  
 MONTREAL.

Manufactories on Lachine Canal.

## **THE COMMERCIAL UNION ASSURANCE CO'Y.**

19 & 20 CORNHILL, LONDON, ENGLAND.

CAPITAL £2,500,000 Stg.—INVESTED over \$2,000,000

**FIRE DEPARTMENT.**—Insurance granted on all  
 descriptions of property at reasonable rates.

**LIFE DEPARTMENT.**—The success of this branch  
 has been unprecedented—90 PER CENT. of pre-  
 miums now in hand. First year's premiums were  
 over \$100,000. Economy of management guaranteed.  
 Perfect security. Moderate rates.

Office 385 & 387 St. Paul Street, Montreal.

**MORLAND, WATSON & CO.,**

General Agents for Canada.

FRED. COLR, Secretary.

Inspector of Agencies—T. C. LIVINGSTON F.L.S.

3-ly

amount obtained for the Richardson and other farms,  
 upon which it is known the precious metal is obtain-  
 able, has already induced speculation, and fabu-  
 lous accounts of the extent and richness of the gold  
 deposits are in circulation. Belleville, Madoc, and  
 adjoining places, are filled with visitors, all with "an  
 eye" for a profitable speculation. The great desire of  
 all is for the disappearance of the snow and the open-  
 ing of spring, so that mining operations may be begun  
 in earnest.

This state of matters bids fair to result in—a gold  
 mania. We, therefore, feel it to be our duty to warn  
 those of an excitable nature to "keep cool." "All is  
 not gold that glitters!" Our El Dorado may outstrip  
 the "diggings" of California and Australia. But that  
 important point requires yet to be proved, and in the  
 absence of proof, it is wise to conclude that reports  
 are exaggerated. Whilst there is no uncertainty as to  
 the presence of gold in the neighbourhood of Madoc,  
 it is very doubtful if it exists in sufficient quantities to  
 pay individual miners. The probability is, that large  
 companies and extensive machinery will be required  
 to render mining a paying operation. In the case of  
 the Richardson mine, possibly we may have an excep-  
 tion. But judging from geological reports, and the  
 statements of perfectly disinterested persons, we in-  
 cline to the belief that fortunes are not going to be  
 made by individuals working separately.

Until the extent of the deposits of the precious  
 metal is known, parties should operate cautiously.  
 Speculation is dangerous. It may make a fortune for  
 the few, but ruin the many. This is not a good state  
 of affairs for the country as a whole. It is astonish-  
 ing how gullible some people are when hopes of mak-  
 ing a fortune in a day are dangled before their eyes!  
 Any way—every way—is liked by some better than by  
 patient, plodding industry. These individuals should  
 remember how much has been lost in wild oil ventures,  
 before falling victims to the gold "fever" with which  
 we are threatened. Paying fabulous prices for lands  
 which may or may not have gold upon them—but  
 which certainly have abundance of swamp—is a dan-  
 gerous operation. Those who have cut their eye teeth  
 in the way of speculation, will be very careful how  
 they invest therein.

We do not wish to be understood as opposing the  
 efforts of enterprising men to develop the Madoc gold  
 region. Far from it. Their efforts are worthy of ad-  
 miration, and should be held up as an example to  
 others. But we do protest against raising anything  
 like a gold mania, with its reckless speculation, infla-  
 tion, excitement, demoralisation and losses. There is  
 no necessity for this. Up to the present time at least,  
 there is nothing to warrant it. That gold has been  
 found, is a fact at once undeniable and gratifying;  
 but what quantity exists, or if mining will pay, has yet  
 to be determined.

Under these circumstances, the public should take  
 matters quietly. If the deposits prove to be more ex-  
 tensive than anticipated, there will be plenty of time  
 for legitimate speculation and enterprise. If not,  
 thousands will continue to have full pockets which a  
 "fever" might have emptied.