

LIFE AND GUARANTEE ASSURANCE.

THE EUROPEAN ASSURANCE SOCIETY,

Empowered, by Special Acts of British and Canadian Parliaments.

HEAD OFFICE IN CANADA—MONTREAL.

In addition to Life Assurance, this Society issues Bonds of Security for persons holding GOVERNMENT, or other situations of trust.

LIFE DEPARTMENT.—Persons for whom this Society is Surety, can Assure their lives at considerably reduced rates.

Life Policy-holders in this Society can avail themselves of the Society's Suretyship, to a proportionate amount at any time, *free of expense*.

All Premiums received in Canada, invested in the Province.

EDWARD RAWLINGS, Secretary.

THE LIVERPOOL AND LONDON AND GLOBE INSURANCE CO.

Chief Offices.—Liverpool, London, Montreal.

CANADA BOARD OF DIRECTORS.

T. 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 \$1,950,000; Reserved surplus Fund, \$5,000,000; Life Department Reserve \$7,250,000; Undivided Profit \$1,050,000; Total Funds in hand \$15,250,000.

Revenue of the Comp'y.—Fire Premiums \$2,900,000; Life Premiums \$1,050,000; Interest on Investments \$800,000; Total Income, 1863, \$4,750,000.

All kinds of Fire and Life Insurance business transacted on reasonable terms.

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

G. F. C. SMITH, Res. Secretary.

THE COMMERCIAL UNION ASSURANCE COMPANY,

Chief Office, 19 Cornhill, London, England.

Capital, \$12,500,000. Invested, over \$2,000,000.

FIRE DEPARTMENT.—The distinguishing feature of this Company is the introduction of an equitable adjustment of charges, proportionate to each risk incurred, instead of being bound to an indiscriminating and unvarying tariff.

LIFE DEPARTMENT.—For the pre-eminent advantages offered by this Company, see Prospectus and Circular—80 per cent. of profits divided among participating Policy Holders.—Economy of management guaranteed by a clause in the Deed of Association.

MORLAND, WATSON & CO.,

General Agents for Canada.

FRED COLE, Secretary.

Office, 221 and 223 St. Paul street, Montreal.

Agencies in all the principal towns in Canada.

(BRITISH.)

WESTERN INSURANCE COMPANY—Limited.

Capital, £1,000,000 Sterling.

THIS COMPANY has a *permanent* license to do business in Canada, and insures all kinds of property against loss or damage by Fire, on the most favorable terms.

Strictly non-tariff at home and abroad, it affords Insurers all the advantages of the lowest rates.

Losses paid in Canada without reference to England.

In Life Assurance this Company offers every facility.

Lower Canada Branch:

26½ St. François Xavier street, Montreal,

H. DUNCAN & CO., Managers.

WM. H. HINGSTON, Esq., F.R.C.S., Eng.,

Medical Referee.

THE SYSTEM AND REGULATIONS OF THE LIFE ASSOCIATION OF SCOTLAND,

(FOR LIFE ASSURANCE AND ANNUITIES),

have been so framed as to secure to its Policy-holders the *utmost value for their payments*, and include provisions in their favor on the following important points:—

SMALL OUTLAY by the Policy-holder.

NON-LIABILITY to FORFEITURE.

FREEDOM from any EXTRA CHARGES for Occupation or Place of Residence.

LIBERAL RETURN for SURRENDER of Policy.

EXEMPTION from the RISKS of PARTNERSHIP.

IMMEDIATE ENTRANTS on the Profit Scheme will secure ONE ENTIRE YEAR'S BONUS over Later Entrants.

P. WARDLAW, Secretary.

MONTREAL, PLACE D'ARMES, January, 1865.

THE HOME AND COLONIAL ASSURANCE COMPANY, Limited.

Chief Office, 69 Cornhill, London, England.

Authorized Capital, \$10,000,000. Issued \$5,000,000. All kinds of Fire and Life Insurance business transacted on reasonable terms.

Losses promptly and liberally adjusted without reference to England. General Agents for Canada,

MESSRS. TAYLOR BROTHERS.

All Premiums received in Canada, invested in the Province.

HEAD OFFICE—CANADA BRANCH.

Nos. 13 and 15 Merchants' Exchange, Montreal.

TAYLOR BROTHERS,

Brokers for Sale and Purchase of Stocks, Securities and Real Estate.

Brokers and Commission Merchants for purchase and sale of Produce.

Agents for the Merchant Banking Company of London (Limited).

Nos. 13 and 15 Merchants' Exchange, Montreal.

WILLIAM NIVIN & CO.,

COMMISSION MERCHANTS AND

SHIPPING AGENTS, purchase and sell all descriptions of Produce on Commission, and likewise advance on consignments of same made to their friends in London, Liverpool, and Glasgow.

Also are prepared to import on Commission and on favorable terms, all description of Groceries, Drugs, Oils and Paints, having first class connections in Great Britain for the execution of such orders.

Montreal, corner St. Paul and St. Nicholas streets.

THE TRADE REVIEW.

MONTREAL, FRIDAY, APRIL 7, 1865.

WELL-FOUNDED HOPES.

PECHAPS no other subject possesses so great an amount of general interest at the present time as our commercial prospects for the ensuing six months. Spring trade has now fairly set in; and the result of this generally brisk season is a matter of considerable anxiety to a very large portion of the trading community.

The spring importations have been unusually light, as may be seen by referring to the Customs' returns, which will be found in another column. We have already pointed out the causes for this, and strongly recommended the prudence of Canadian importers in pursuing this line of policy. But there is an old proverb which says, that no matter how good a thing is, there is a possibility of getting too much of it; and we really think that even prudence, however commendable as a general principle, like every thing else, may be over-done. Every day furnishes us with fresh proofs that Montreal firms are rather seeking to contract than extend business at the present moment. Old customers are not pressed to buy in the usual way; and new accounts are only opened when the seller is well convinced of the buyer's ability to pay promptly. This is exactly the feeling in Montreal; and we believe Western houses are pursuing a similarly cautious policy. In a circular issued a few days ago by the chief importing firm of the West we read: "The Trade has also been shown that actual present collections are the only safe measure of what shipments ought to be to a country, whose circulating medium or instrument of payment, from the want of profitable markets for its produce, has, of late years, become seriously diminished, instead of keeping pace with its vastly increasing property."

Now, we cannot believe that our prospects are nearly so bad as the very cautious conduct of the wholesale trader would lead us to suppose. No one can deny that Canada has imported too largely, and that merchants have credited too liberally during the last few years; nor can we conceal the fact that our exports have fallen short of our expectations as well as of our necessities; but past miscalculations of this description do not furnish us with a reason for rushing into an opposite extreme, which may only conduce to the evil which it is intended to rectify. Nor are our prospects for the immediate future so very bad after all: it is true we have not much grain to ship when navigation opens, but we have a very large quantity of timber, which, judging by present indications, will find a ready and profitable market. The wool season, which is near at hand, will not pass without producing its usual good effects; and what is still more important, we have an excellent prospect of a superior crop of spring wheat.

The snow has passed away without leaving behind its friend frost, whose treacherous doings have so often

MORLAND, WATSON & CO.,

HARDWARE MERCHANTS, Importers of all descriptions of

HEAVY AND SHELF HARDWARE.

Manufacturers of
SAWS

Circular, Gang, Crosscut, Billet Webs, &c.,

Mocock's celebrated

AXES, EDGE TOOLS, &c.

IRON:

Bar, Hoop and Sheet, Cut Scrap Nails.

Agents for Dunn's Patent Pressed & Clinch Nails, Patent Brads, Iron and Zinc Shoe Bills, Cutclout Nails, Trunk Nails, &c.

Warehouse and Offices, and Office of the Montreal Saw Works, 221 & 223 St. Paul street, Montreal.

Manufactories on Lachine Canal.

nipped our rising hopes; and if present appearances may be relied upon, this season's crop of spring wheat will be greatly in excess of any other year since 1860. Should no unfavorable circumstance arise in this respect until farmers are assured that the crops are safe, we may rely upon it, a large amount of money will come into circulation in the country, the existence of which is not even dreamt of. Persons best acquainted with the agricultural classes, are well aware that in the most needy time, and in the most needy district, there are few farmers who do not retain some portion of the proceeds of the past season's produce until they are assured of the success of the present season's crops. Nor is there a merchant in Canada who cannot remember having been agreeably disappointed with the regularity and extent of country remittances whenever it became known that the crops were safe. The reason is very simple: the farming classes of Canada—taught by past experience—consider it prudent to hold on to a little ready money, despite the importunities or threats of needy creditors, and without regard to present necessities, in respect of fine apparel, until they feel satisfied that an abundant harvest will replenish their purses at a convenient time. With these facts before us, and with the prospect of a good agricultural season in view, we are of opinion that an agreeable re-action in favor of trade may shortly be looked for; and with a very comfortable money market, we think the necessity for extreme prudence, on the part of the merchant and importer, has ceased to exist.

AN EARLY SPRING—ITS ADVANTAGES.

THE farmers in most of the Western Counties have commenced ploughing during the past week, indicating that the frost is out of the ground at an unusually early period. The spring farm work will thus receive an early start; and as the weather continues fine we may anticipate that not only a very large area will be put under cultivation, but that the growing crop will receive great stimulus from the early vegetation. The winter wheat all over the country looks remarkably well. The meadow lands in the Western sections of the country are being rapidly clothed in "nature's universal robe," promising an abundant crop of hay, and everything points to a large and excellent yield of farm produce. Navigation is resumed in the Upper Lakes; several cargoes of lumber and grain have been sent to Oswego and Rochester. As all the frost is out of the ground, the country roads have dried wonderfully fast, so that spring trade is likely to open early, and the country will be spared that long period of inanition which is usually incident to a chronic state of mud in April. We require all the advantages which can possibly result from every source at this particular moment in the history of our commercial affairs; and we rejoice that the early Spring is likely to afford so many. Trade will certainly be restricted within narrow limits; but with more than ordinary caution, and a good degree of economy on the part of the people, the summer will probably be got through without difficulty; and an abundant harvest will set us once more on the high road to prosperity.