

JOURNAL OF TRADE AND COMMERCE

OR

GENERAL BUSINESS ADVERTISER.

Published by J. N. DUQUET, Editor.

PROSPECTUS.

NOTICE TO MERCHANTS AND TRADESMEN.

The Editor of this new sheet is firmly persuaded that the publication of a journal of this description in Quebec will be of general interest to those engaged in trade or commerce, and of great assistance to strangers and the large number of farmers who come to town during the business season.

It is important, indeed essential, to the commerce of a city, that a farmer or stranger should find, on arrival, a guide who can take him by the hand, as it were, and point out to him the house or houses with which he has to do business. The stranger, without such directory, often loses time, wearies himself, and occasionally is misled or mistakes the way; while the merchant vainly expects a visit which would tend to their mutual advantage; and thus they are both deprived of the benefit of dealings they meant to have with each other.

It is to supply a want, in the general interest, that it is deemed advisable to publish, during the business season, in Spring and Fall, a "*Journal of Trade and Commerce*" in the form of a synoptical table, giving in alphabetical order of lines of business, the names and addresses of merchants or tradesmen who may wish to have a place therein.

This *Journal*, carefully edited, and neatly and accurately published, ought to be,—at least the author intends it should be,—the "leading string" (so to speak,) necessary to bring the consumer in communication with the manufacturer.

In order to combine the agreeable with the useful, the Editor will publish in every number a summary of the latest and most important news; also a column or two devoted to varieties, such as *bon mots*, witticisms, anecdotes, historical reminiscences, and amusing sketches of celebrities in trade and commerce.

The "*Journal of Trade and Commerce*" will be published on MONDAYS and FRIDAYS, and distributed gratuitously, (on the arrival of the steamers from the upper and lower Parishes,) to passengers coming to the markets held on Tuesdays and Saturdays. It will also be distributed on the city markets, and on the arrival of the steamers and trains from Montreal, and the cars from Rivière-du-Loup. One thousand copies at least will be struck off,—to be increased in proportion to the encouragement which the Editor anticipates he will receive from the mercantile community.

All orders for advertisements to be published in this paper, to be addressed to the Editor and Proprietor J. N. DUQUET, Bookseller, Mountain Hill; and after the 1st May next, to No. 28, Buade street, opposite the Upper Town Market,—the premises occupied for a number of years by Mr. GINGRAS, Tobacconist,—whither the book store, (heretofore that of the *Canadien*), as well as the general agency for advertisements and Canadian, United States and European newspapers will be then removed.

Advertisements will be published in both languages, if so desired.

The *Journal of Commerce* will appear on the opening of navigation.

THE TARIFF FOR ADVERTISEMENTS WILL BE AS FOLLOWS:

Advertisements not exceeding ten lines Bourgeois.	
One week 2 insertions.....	\$1.50
Fortnight 4 ".....	2.50
1 month 8 ".....	4.00

Advertisements not exceeding 20 lines Bourgeois.	
One week 2 insertions.....	\$3.00
Fortnight 4 ".....	5.00
1 month 8 ".....	9.00

Terms more advantageous for double columns and business season advertisements, and a liberal discount to merchants.

Quebec 23rd April, 1866.

J. N. DUQUET, Editor-Proprietor.

N. B.—Newspapers willing to exchange with the *Journal of Trade and Commerce* will please address: The *Journal of Commerce*, Quebec.

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CHEZ TOUS LES PHARMACIENS.