

## 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; Un-divided 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 \$300,000; 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.

## RINGLAND, EWART &amp; CO.,

IMPORTERS OF

## STAPLE DRY GOODS,

HOSIERY, GLOVES, AND SMALLWARES.

MANUFACTURERS OF

READY-MADE CLOTHING, SHIRTS,

COLLARS, &c.

WHOLESALE.

244 ST. PAUL STREET, MONTREAL.

GEO. RINGLAND, JOHN S. SHEARER,  
JOHN EWART.

## 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.

## THE COLONIAL LIFE ASSURANCE COMPANY.

CAPITAL—ONE MILLION POUNDS, STERLING.

Head Offices—Edinburgh and Montreal.

Manager for Canada, W. M. Ramsay.  
Inspector of Agencies, R. Bull.

Income of Company, . . . . . £144,824 stg.  
Accumulated Fund, . . . . . 556,768 "

Unconditional policies granted. Claims settled without delay and liberally.

No expenses connected with obtaining policies. Profits divided every five years. As an example of the additions to policies by profits—A policy taken out in 1847 for £1,000 is now increased to £1,310.

Agencies in every Town in Canada.

W. M. RAMSAY,  
Manager for Canada.  
Montreal, 19 Great St. James street.

## 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.

## CARD.

WM. NIVIN & CO. beg to intimate that they have REMOVED to the Premises recently occupied by D. TORRANCE & Co., corner of St. Sacrament and St. Nicholas Streets.

Our arrangements for the sale of Butter are complete, the Cellarage of our new premises being excellently adapted for storage.  
Montreal, 5th May, 1865.

## THE TRADE REVIEW.

MONTREAL, FRIDAY, MAY 12, 1865.

## BUSINESS TACTICS—II.

UNDER this heading we have already referred to Diligence, and we now come to the second point on which we wish to speak, viz., *Self-dependence in Business*. Without this,—we have no hesitation in saying it,—no man should be doing business on his own account. The child may have the strength of limb to walk; but just let him attempt it before he has gained the necessary confidence, and the result is, as certain as he tries it, he has scarcely commenced ere he becomes unbalanced and falls. This is a homely illustration of what we mean; but homely though it be, we have no scruple in calling it into requisition, as it suits our purpose. As it is with the child, so it is with the man of business,—self-dependence, or confidence, is absolutely necessary if he would carry on trade successfully.

The evils arising from the lack of this quality are numerous and extensive. Without it there can be no promptness of action, and this is a daily requirement in every business; it matters not whether we refer it to the buying or selling of goods with a fluctuating market, the following up a doubtful debtor with the best means of collecting the debt, or the arrangement of matters with clerks and servants of all kinds. It is at once inconvenient and dangerous when delay takes place that some friend may be consulted, or the advice of some one "more experienced" received. Hence we believe that the losses made by the self-dependent business man at his start are less than those made by him who, from being necessitated, by his want of confidence in himself, to apply to others, forfeits that promptitude which is absolutely necessary in the majority of transactions: besides, while the one is becoming more and more unfit for his position, the other is advancing in the right direction, and is becoming better qualified every day to take his place as a smart business man. In trade as in everything else, experience is the best teacher; and while advice is very good, it is only so when kept in its proper place, and used as an aid to one's own judgment, not admitted as a substitute for it. Did the want of self-confidence possess no other disadvantage than the giving other people an insight into one's business, this were sufficient to show that the possession of that quality is necessary for the merchant; but when we consider the danger of our opponent's being posted as to his operations, it is at once seen that it is indispensable. We might cite numerous instances to make good our position here, but we look upon our proposition as so self-evident that we forbear.

The next point we would touch on is one which might be thought, at first sight, to be too trivial to be noticed here; but which, on reflection, turns out to be more important, and to wield a greater influence on a business than our first impressions would indicate.

## MORLAND, WATSON &amp; 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.

We refer to *Courtesy in Business*. Some men sell you as if you were obliged to buy from them, and as if their till were the only receptacle for your cash; while others take the opposite extreme, and would almost give you the idea that the existence of their business depended on your buying from them. Nor are two different courses only, or always, adopted by two different individuals, but we occasionally find them made use of by the same party at different stages of his business,—the last mentioned at his starting, and the first when success seems to be certain. But we mark them both as "extremes," which are "dangerous," and would consider either bad policy. We believe a happy medium is the business man's true course, and do so advisedly. "Civility is cheap," and it yields a handsome return. For the want of it, many establishments have had to put up their shutters; while younger houses starting with the proper idea,—that they had to serve the public,—have "taken the wind out of the sails" of their seniors.

Even when money is most plentiful,—but especially when it is scarce,—it will command competition; and he who possesses it will spend it where he can do so most pleasantly, while at the same time as profitably as elsewhere. It is a fact that our moneyed men, who have become wealthy in business, are noted for their courtesy; the reasons being found in the fact that the same motto which carried them successfully through business, is still adhered to after they have retired from it.

## A Very Bad Precedent.

The Montreal *Telegraph* of Monday published a list of the creditors of Mr. John Dougal, with the amounts of their several claims attached. We consider this a very bad precedent for a public Journalist to establish, and we sincerely hope it may not be followed by any other paper in the Province. If this course were generally adopted during such times as we are just emerging from, there can be little doubt of its resulting in a general trade crisis. Apart from a consideration of the effect which it would have upon the public morals, or upon the feelings of the unfortunate men who cannot pay their debts, we regard such a course as a grievous wrong to creditors. If every loss sustained by merchants, in bad times, was chronicled in the newspapers, confidence would be completely destroyed, and many of our business men would be seriously embarrassed, if not brought to the ground. Most men find it difficult enough to obtain discounts as it is, during tight times; but fancy what it would be under such a regime as has been inaugurated by the *Telegraph*, when a man might figure in the public prints as a creditor, under the Insolvency Act, to one-fourth his entire capital, which would, of course, have the effect of ruining his credit, and that at a time when accommodation was most required, and most difficult to obtain.

## Bank Dividends.

The transfer books of the Bank of Montreal, Ontario Bank, and La Banque Jacques Cartier, will be closed from the 16th to the 31st inst.