

It is evident, that, with a capital thus employed, and of the amount contemplated, a business systematically conducted, must prove highly advantageous to those concerned in it, and that it is quite possible to regulate its management, so as to remove and obviate the chief of those hazardous features, which, more or less, must characterize every branch of trade; but in this country at present these features are fewer than in almost any other.

To insure to the operations of this Company *a certainty of success*, all that is necessary is to instil a confidence in the minds of those who might otherwise decline to embark in it; and when a system can be carried into execution, *a system deserving confidence, on account of its certainty*, it is to be hoped that few capitalists would hesitate to avail themselves of its advantages.

It is evident, that the least stockholder in this company will realize a profit on his stock in a ratio proportionate to his investment with that of the largest capitalist engaged in a similar business; and, that merchants in the country who may become shareholders, and who may do their business in this line with the company will, on their retailing *their own imported articles*, realize immediately a *double profit* on their capital advanced.

It is therefore hoped, that the following abstract of rules and regulations for the government of the company, may be found calculated to give *permanency* to the concern, and, at the same time, every reasonable *security* to the stockholders.

In conclusion, it may not be presumptuous to say, that the rapid increase of population and rising prosperity of these Western Districts, with the near prospect of their still more rapid increase in a mercantile point of view, fully warrants the establishment of this company, on a scale at once *liberal and extended*.

While we respectfully submit this prospectus for your consideration, we also beg leave to refer you to the following abstract of rules and regulations, which may be adopted if approved of by the Company, upon its organization, they are the result of some reflection and consideration, and are as follows, viz :

#### ABSTRACT OF RULES, &c.

1st. That the Capital Stock of the Company shall be £25,000 Currency, divided into 500 shares of £50 each.

2nd. That the Company be declared constituted, as soon as two thirds of the stock shall have been subscribed for.

3rd. That £25 per share be paid at the time of signing the contract, or within 14 days after the contract shall be approved of by the Directors, and ready for signature, (which may be done by proxy) and £5 per share in four months thereafter, the balance to be paid up at such periods, and by such instalments as the Directors to be elected according to the following "*Special Articles and Conditions for the Institution of &c.*" shall appoint.