

The advantages, however, which present themselves in the formation of a Dry Goods Company *alone*, and for which there is an ample field, will appear in a still more striking point of view to every man of business when he considers that the *undivided* attention of all the active members of the Company will be devoted to it, *and to it alone*.

For, where a variety of branches of business, (each of which it is well known requires many years of labour and experience to acquire a competent knowledge of,) are carried on under the same management, and intermixed with one another, as is often the case, it is evident, that some of these departments at least, if not the whole, must be conducted under great disadvantages; when compared with a House who devote their whole attention and experience to one particular branch; and, who at the same time possess every possible advantage, as regards *capital*, and an intimate knowledge of all the best markets in England, Scotland, &c., combined, also, with an extended and *reciprocal* interest with merchants here, as well as with a thorough knowledge of the general business of this country: all which advantages this company shall endeavour to possess.

It may also be remarked, that in the purchasing or receiving of produce on account, independent of any other profit on such business, *a clear saving of from ten to twelve per cent* can generally be realized, such being the usual rate of exchange on cash remittances to England, where this Company might consign such produce, and thereby *save at least the difference of exchange on the payment of their imports*, provided that it might not be found equally advantageous to dispose of it here, at home.

In Canada, there are few instances of individuals or companies conducting business upon the principle here proposed to be pursued; many of those who are engaged in trade have not had the advantage of an *adequate command of funds*, particularly at the commencement of their business, so as to render their exertions so successful as they otherwise would have been, when extensively employed they are necessitated therefore, to have recourse to an artificial capital created, in most instances, by the credit of men similarly circumstanced & requiring reciprocal accommodation:—thus, they are not only exposed to the vicissitudes of their own business, but also to the hazards incident to that of their friends, mutually supported by each other and destitute of real capital to any amount.

When, therefore, misfortune *befalls one*, it affects *all*, for, by the fracture of one link of their credit, the whole chain is often times dissolved.

To such casualties, the company who have a real capital are not subjected; requiring no foreign assistance in money matters, they are under no obligations of rendering any; they enter the market with a confidence, which the command of a ready money capital alone can establish; & at an advantage which the most undoubted merchant buying on *credit*, however short, cannot equal.