

**PROSPECTUS**  
**FOR THE ESTABLISHMENT OF A WHOLESALE DRY-**  
**GOODS-COMPANY IN UPPER CANADA, WITH AN**  
**EXTENSIVE CAPITAL, DIVIDED INTO SHARES.**

With regard to the division of the stock of this Company, such Merchants in the Province as wish to become partners, shall, in the first place, have a preference in obtaining shares; by which means they will become their own Importers of Dry Goods, and exporters of produce, in proportion to the extent they may secure.

In the establishment of any Company, those, who are in the least degree conversant with mercantile affairs, are well aware that a free and sufficient capital is absolutely necessary for carrying on business with advantage; but in Upper Canada, where capital is at present of so much value, and can be employed to so much advantage almost in any way, the establishment of an extensive Wholesale Dry Goods Business, located near the Head of Lake Ontario, holds out a prospect of greater remuneration to the capitalist, but more particularly to the merchant, than any other investment which he can make; it being proposed, that such merchants, as may become share-holders, shall be entitled to an extra amount of credit with the company.

It has been universally observed that the Wholesale Dry-Goods business in particular, wherever sufficient capital and good management have been combined, has proved the most lucrative investment in perhaps any country.

It may only therefore be necessary to submit the few following remarks, in order to point out some of the advantages which may be derived from the establishment of such a Company as is now proposed.

And first, it may be remarked, that the Merchants in Upper Canada are occasionally subjected to loss, and frequently to much inconvenience in obtaining their necessary supplies of goods as well as in the disposal of their produce,—this is admitted on all hands. To effect a remedy in this respect will be one of the principal objects of this company *at all times*, but more particularly at the close of the navigation, by having an extensive Store, comprising every variety of Dry Goods, in order, that the numerous store-keepers in the interior may have it in their power, at different periods during the winter, to obtain their necessary supplies according to their demand.

Altho' it is proposed that the Company shall be confined to the Dry-Goods business, yet, it may afterwards be gradually extended under separate management to the other necessary departments; should such a step be considered advisable.