

# BUSINESS INDEX TO ADVERTISERS AND SUBSCRIBERS.

Advertisers and Subscribers are CLASSIFIED under the various departments of business in which they are engaged.

	PAGE		PAGE		PAGE
Account Book Manufacturers	27	Church Ornaments, Furniture, &c.	33	Fruit Dealers	39
Accountants	27	Cider	33	Furnace builder	39
Advocates	27	Cigars, Tobacco, &c.	33	Furniture	39
Advocates Library	28	Circulating Library	34	Furriers	40
Agencies	28	City Passenger Railway Co.	34	Gasfitters	40
Agricultural Implements	29	Civil Engineers	34	Gas Lamps, Pendants, &c.	40
Ale, Porter, &c.	29	Clocks	34	General Agents	40
Architects and Surveyors	29	Clothiers and Outfitters	34	General Merchants	40
Artificial Limbs	29	Cloth, Brush and Mop Holders	34	Gentlemen's Furnishings	40
Assignees, Official	29	Cloths, Tweeds, Doekins, &c.	34	Gilders	41
Assurance Companies, see Insurance		Coal Merchants	34	Ginger Beer	41
Auctioneers	29	Coal Oil	34	Glass Gilding	41
Axe Manufacturers	29	Coffee Roasting and Spice Mills	34	Glass Manufacturers	41
Baby Linen and Ladies Underclothing	29	Collars, Fronts, &c.	34	Glass Stainer	41
Bailiff	30	Collectors	34	Glassware, Wholesale	41
Bakers	30	Colleges	34	Glove Manufacturers	41
Bankers, &c.	30	Commission Agents	35	Gold and Silver Smiths	41
Bank Note Printers and Engravers	30	Commission Merchants	35	Grocers, Wholesale	41
Banks	30	Commissioners for Affidavits, Oath	35	Grocers, Wholesale and Retail	41
Barometers and Thermometers	30	Concentrated Cardinal Food	35	Guano	42
Barrels	30	Confectioners, Wholesale and Retail	36	Guns and Pistols	42
Bead Merchants	30	Consulates	36	Gymnasiums	42
Beads and Materials for Fancy Work	30	Contractors	36	Hairdressers	42
Bellhangers	30	Conveyancer	36	Hardware, Wholesale	42
Berlin Wools	30	Coopers	36	Hardware, Wholesale and Retail	42
Bible and Tract Society's Depository	30	Copperplate Printers	36	Harness Blacking	43
Bill Poster	30	Coppersmiths	36	Hatters	43
Billiard Rooms	30	Cork Manufacturers	36	Hides	43
Bird Dealer	31	Corn Brooms	36	Hoopskirts	43
Biscuit and Cracker Bakers	30	Cotton Factory	36	Horse Bazaar	43
Blackening Manufacturer	30	Crockery	36	Hotels	43
Blacksmiths	30	Curers of Provisions	36	House and Estate Agents	43
Blank Books	30	Carriers	36	House and Sign Painters	43
Board of Arts and Manufactures	30	Curtains	36	House Furnishings	44
Board of Notaries	30	Curtains and Feathers Cleaned	36	Ice	44
Board of Stock Brokers	30	Custom House Agents	36	Indian Curiosities	44
Board of Trade	31	Customs Appraisers	36	Inland Steamboat Companies	44
Boarding Houses	31	Cutlery	36	Inspectors	44
Boilermakers	31	Dancing and Deportment	37	Instruments for Physical Deformities	44
Bolting Cloth	31	Dentists	37	Insurance Offices	44
Bookbinders	31	Distillers	37	Iron and Tin Plate Workers	45
Booksellers and Stationers	31	Doors, Sashes and Blinds	37	Iron Furniture, Railing, &c.	45
Boot Trees and Last Maker	31	Drain Pipes	37	Iron, Steel, &c., Wholesale	45
Boots and Shoes	31	Dressing Cases	37	Iron, Steel, &c., Wholesale and Retail	45
Bowling Alley	31	Drug and Spice Mills	37	Japanners and Bronzers	45
Brass Founders and Finishers	31	Druggists, Wholesale	37	Jewellery	45
Brewers	31	Dry Goods, Wholesale	37	Laces and Embroideries	45
Brick Manufacturers	31	Dry Goods, Wholesale and Retail	37	Lamps, Lamp Oils, &c.	45
Bricklayers	31	Dyers	37	Last Manufacturer	45
Britannia Metal Workers	31	Dye Stuffs	38	Laundry	46
Brokers	31	Electroplate	38	Lead Pipes	46
Bronchial Troches	32	Electrotypers	38	Leather	46
Brown's Vermifuge Comfits	32	Embroidery	38	Leather Belting	46
Bronzing and Gilding	32	Engineers	38	Liquors, Wines, &c., Wholesale	46
Brush Manufacturers	32	Engravers and Designers	38	Liquors, Wines, &c., Wholesale and Retail	46
Builders	32	Engravings and Photographs	38	Lithographers	47
Building Societies	32	Envelope Manufacturers	38	Livery Stables	47
Butchers	32	Express Companies	38	Locksmiths	47
Cabinetmakers	32	Fancy Goods	38	Looking Glasses	47
Canadian Dominion Directory	33	Fancy Soap Manufacturer	38	Lovell's Series of School Books	47
Canadian Inland Navigation Company	33	Feathers	38	Lumber	47
Card Board	33	File Makers	38	Lunch and Ice Cream Rooms	47
Carpenters and Joiners	33	Fire Bricks	38	Machinists	47
Carpets and Oil Cloths	33	Fire Wood	38	Mantles, Dresses and Shawls	47
Carriage and Sleigh Makers	33	Fish	39	Manufacturers	48
Carriage Axle Makers	33	Fishing Tackle	39	Map, Print and Picture Colorer	50
Carvers and Gilders	33	Fishing Twines	39	Marble	50
Caniker	33	Flagstones	39	Masonic Regalia	50
Cement	33	Floor Oil Cloths	39	Masons	50
Chemists and Druggists	33	Florists	39	Materials for Engineers, Printers and Bookbinders	50
Chimney Sweep	33	Flour, Grain, &c.	39	Mathematical Instruments	50
Chius, Glass and Earthenware	33	Forwarding Agents	39	Mercantile Agencies	50
		Foundries	39	Merchant Tailors	50
		French and German Goods	39	Metals	50

	PAGE		PAGE		PAGE
Millers.....	50	Preserved Fruits.....	54	Stationers, Wholesale.....	58
Milliners and Dressmakers.....	50	Printers, Book and Job.....	54	Statuary.....	58
Millinery.....	50	Printers' Machinery.....	54	Steam and Tow Boat Companies.....	58
Millowner.....	50	Printing Inks.....	54	Steam Fitters.....	59
Millwrights.....	50	Printing Presses.....	54	Steel and Stencil Letter Cutters.....	59
Mineral Waters.....	50	Printers.....	54	Stoves, Parlor and Cooking.....	59
Mining Companies.....	50	Produce.....	54	Straw Goods.....	59
Montreal Directory.....	51	Provincial Land Surveyors.....	55	Sugar Refiners.....	59
Monuments.....	51	Provisions.....	55	Superphosphate of Lime.....	59
Mourning Goods.....	51	Publishers.....	55	Surgical Apparatus.....	59
Music Professors.....	51	Railway Supplies.....	55	Tanners.....	59
Music Instruments.....	51	Reading Rooms.....	55	Teas, Sugars, &c., Wholesale.....	59
Nail Manufacturers.....	51	Refrigerators, Baths, &c.....	56	Teas, Sugars, &c., Wholesale and Retail.....	59
News Agents.....	51	Registry Office for Servants.....	56	Telegraph Companies.....	60
Newspapers and Periodicals.....	51	Restaurant.....	56	Threshing & Mowing Machines.....	60
Notaries.....	51	Revolving Screw Windlass.....	56	Tiles.....	60
Ocean Steamers and Sailing Packets.....	52	Hiding School.....	56	Tin, Sheet Iron, &c.....	60
Oculist and Aurist.....	52	Roofers.....	56	Tinsmiths.....	61
Office Furniture.....	52	Roofing Composition.....	56	Tin Ware.....	61
Oil Merchants.....	52	Roofing Materials.....	56	Tobacco Factories.....	61
Oils, Paints, Colors, &c.....	52	Ropemaker.....	56	Tobacco, Snuff, &c.....	61
Old Iron, Copper, Brass, Glass, &c.....	52	Royal Italian Bitters.....	56	Toys.....	61
Opticians.....	52	Rubber Goods.....	56	Trunks, Carpet Bags, Valises, &c.....	61
Organ Builders.....	52	Rubbers.....	56	Trusses.....	61
Oysters, Lobsters, &c.....	52	Saddlers and Harnessmakers.....	56	Truss Manufacturers.....	61
Packing Cases.....	52	Saddlers Furnishings.....	56	Tubes, Iron, Tin and Glass.....	61
Pain Killer.....	52	Safes, Fire and Burglar Proof.....	56	Turkish Baths.....	61
Painters and Glaziers.....	52	Saloons.....	56	Twines, Threads, &c.....	61
Paper Bags.....	52	Saw and Planing Mills.....	56	Type Foundries.....	61
Paper Box Manufacturer.....	52	Scalemakers.....	56	Undertakers.....	61
Paper Collar Manufacturers.....	52	Schools, Academies, &c.....	56	Upholsterers.....	61
Paper Hangers.....	52	Sculpture.....	57	Varnish, Putty, Glass, &c.....	61
Paper Hangings.....	52	Seeds, Garden and Field.....	57	Veterinary Surgeons.....	62
Paper Makers.....	52	Sewing Machines.....	57	Wall Paper. See Paper Hang- ings.....	62
Paper Stock and Woollen Rags.....	52	Sheet Music.....	57	Warehousemen.....	62
Patent Agents.....	53	Ship Carpenters.....	57	Watches, &c.....	62
Patent Medicines.....	53	Ship Chandlers.....	57	Watch Materials, &c.....	62
Pattern Makers.....	53	Ship Smiths.....	57	Wheelwright.....	62
Pawnbroker.....	53	Shipyards and Docks.....	57	Whitewashing.....	62
Penmanship.....	53	Shipping Agents.....	57	Wig Makers.....	62
Periodical Agents, Postage Stamps, &c.....	53	Shirts, Collars, &c.....	57	Window Glass.....	62
Perfumery.....	53	Shoe Findings.....	57	Window Shades.....	62
Photographic Artists.....	53	Sign and Ornamental Painters.....	57	Wine and Spirit Merchants.....	62
Physicians and Surgeons.....	53	Sign Writers, &c.....	57	Winslow Mrs., Soothing Sy- rup.....	62
Pianofortes.....	54	Silks, Satins, &c.....	57	Wire Workers.....	62
Picture Frames.....	54	Silver Platers.....	58	Wood Engraver.....	62
Pin Manufacturers.....	54	Skating Rink.....	58	Woodenware.....	62
Plasterers.....	54	Smallwares.....	58	Wood Yards.....	62
Plastic Slate Roofing.....	54	Soda and Candle Manufacturers.....	58	Woollen Goods.....	62
Plated and Japanned Goods.....	54	Soda Water.....	58	Wool, Hides, &c.....	62
Plumbers.....	54	Spectacles.....	58	Working Jewellers.....	62
Pot and Pearl Ashes.....	54	Spring Beds.....	58		
		Stair Builders.....	58		
		Stamps of Tin and Iron.....	58		
		Stationery.....	58		

THE  
**EQUITABLE**  
 Life Assurance Society,  
 OF THE UNITED STATES.

Assets, March 1, 1871	-	-	\$15,000,000 00
Annual Income	-	-	7,500,000 00
Surplus, <small>beyond what is required for reserve,</small>	-	-	1,500,000 00

*Purely Mutual---All Cash---Annual Dividends.*

DIVIDENDS PAID AT THE END OF THE FIRST AND EVERY SUCCEEDING  
 YEAR.

SUM ASSURED, NEW BUSINESS, FOR THE YEAR 1870.	}	-	-	-	\$40,295,799.
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**POLICIES NON-FORFEITABLE.**

The Society will give a cash value, or its equivalent in a paid-up Policy, and thus make Policies Non-Forfeitable, as follows:

Life and Endowment Policies, the Premiums on which are payable during a stipulated period longer than Ten years, after THREE Annual Premiums have been paid.

All Five and Ten payment policies whether Life or Endowment, after two Annual Premiums have been paid, so: as many *Fifths* or *Tenths* respectively as there shall have been payments made for full yearly premiums.

The progress of the EQUITABLE LIFE ASSURANCE SOCIETY has shown more rapid growth than any other Life Insurance Company in the world. This is probably owing to the increasing confidence of the public in its stability, in its economy of management, and in the unwavering determination it has evinced in guarding at all hazards the interests of its existing policy-holders. As a Mutual Company it has made as equitable a return in the shape of dividends as any other institution of a similar character.

**The Tontine Dividend Plan.**

A MOST TEMPTING FORM OF INVESTMENT.

The TONTINE DIVIDEND POLICY originated with, and is a specialty of the EQUITABLE LIFE ASSURANCE SOCIETY: its advantages are demonstrated in instances of prolonged life; most healthy men expect to reach advanced years. It is an admirable system to protect *Mortgaged Estates*, requires but a limited number of premiums, and, after a certain date, promises an income which will assist in the payment of the annual interest on the Mortgage.

For Circulars explaining this and other Special features of "The EQUITABLE" apply at the

HEAD OFFICE FOR CANADA:

198 ST. JAMES STREET, MONTREAL,

*R. W. GALE, Manager.*

N.B.—Good energetic Agents wanted in all the principal Towns in Canada.