

J. L. BRONSDON & CO.

(Late Bronsdon & Paton)

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WINDOW GLASS,
OILS, PAINTS,
Varnishes, &c.,
No. 84 YONGE ST.
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J. L. BRONSDON.

ANDREW MUIRHEAD.

THE

EQUITABLE

LIFE

Assurance Society,
NEW YORK.

H. B. HYDE, President.

R. W. GALE, Gen. Manager Dominion of
Canada, Montreal.

ASSETS.....1st Jan., 1877.....	\$31,734,934 41
CASH INCOME .. " .. " ..	9,242,457 67
SURPLUS .. " .. " ..	5,503,793 41
AMT. OF INS. IN FORCE IN 1877.....	173,050,690 41
NEW BUSINESS IN 1876	25,020,539 09

The growth of the Society is shown for past ten years by the following figures taken from the Annual Statements at the end of different periods:

Report from which figures are taken.	Total income of each year.	Total Assets.	Divisible Surplus as regards policyholders.
8th Annual report 1st Jan. '68	\$ 3,247,022 74	\$ 5,125,423 15	\$ 894,769 98
12th Annual report 1st Jan. '72	7,612,237 09	16,174,824 55	1,698,343 55
17th Annual report 1st Jan. '77	9,242,457 67	31,734,934 41	5,503,793 41

Attention is called to the above evidence of great prosperity. This Society, organized in 1859, has met with a success and has secured a popularity unexcelled in the annals of Life Insurance, its history exhibits a growth and progress unexampled. No other Company having attained even an approximate success within a similar period, this is the direct result of enterprise combined with careful management. The ratio of expenses of management in 1876 to total income being less than 12 per cent which is much below the average of companies of the same age. Although the Society's branch agencies have only been fairly established in Canada about seven years, the business has already reached, in amount of insurance in force and premium income, to more than one-third of the amount claimed by the oldest local company established about thirty years.

The Society has paid to its policyholders and their families in the shape of dividends, death claims, and otherwise, over four million dollars during 1876 alone; having thus paid about thirty-six million dollars since its organization.

Parties contemplating insuring will do well to examine the rates of the EQUITABLE which are as low as consistent with safety. The profits or savings are declared annually and may be applied towards the reduction of premiums or in addition to the policy at the option of the assured. Examples of Profits and all other information may be obtained of any of the Company's agents or from the undersigned.

GEO. B. HOLLAND,
General Agent Ontario Branch Agency,
58 Church St., Toronto.

**THE NIAGARA DISTRICT
MUTUAL FIRE INSURANCE COMPANY**

The Oldest Mutual in the Dominion.
Established 1836.

Head Office, Masonic Temple,
ST. CATHARINES, ONT.
Premium Notes, \$200,000.

THEO. MACK, M.D., President.
J. DOUGLAS, Mayor of St. Catharines, Vice-President.
THOS. H. GRAYDON, Inspector.
HENRY M. GILES, Secretary-Treasurer.

NORTH BRITISH & MERCANTILE

Fire & Life Insurance Co.

ESTABLISHED 1809.

Subscribed Capital, £2,000,000 Stg.
Paid-up Capital £250,000 Stg.
Revenue for 1874 1,283,772 "
Accumulated Funds 3,544,752 "

Insurances against FireACCEPTED AT THE ORDINARY RATES OF
PREMIUM**In the Life Department**

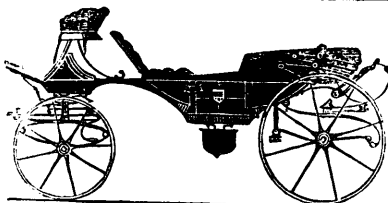
Moderate Rates of Premium, and special schemes adapted to meet the various contingencies connected with this department.

The next DISTRIBUTION OF PROFITS will take place at 31st December, 1880. All policies on the Participating Scale, effected on or before 31st December, 1876, will, in terms of the Rules of the Company, rank in that Division for Five Years' Bonus.

MACDOUGALL & DAVIDSON,
General Agents,

WILLIAM EWING, INSPECTOR,

72 St. Francois Xavier St., Montreal
R. N. GOOCH, Agent,
26 Wellington Street East, Toronto.

**JOHN WEBSTER,
CARRIAGE BUILDER,**

17, 19, 21 and 23 Alice Street, 3 doors west of Yonge St.
TORONTO

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SHIP CHANDLERY, LAWNMOWERS,
ROPES, CORDAGE, RUBBER HOSE,
TACKLE BLOCKS, &c., FITTINGS for do.
BRASS CORNICES, BEST CUTLERY.

WHOLESALE AND RETAIL.
TORONTO.

**EVANS & RIDDELL,
PUBLIC ACCOUNTANTS,**

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EDWARD EVANS,
Official Assignee.

Correspondence invited

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Woolen Mill and General Store Supply House.
Agents "Allan," "White Star" and "National" Lines
Ocean Steamships, also Phoenix Fire Insurance Co. of
London, England for Brantford.

BRANTFORD, ONT.

**GEORGE WATT & SONS,
IMPORTERS AND**

WHOLESALE GROCERS,
Brantford, Ont.

**A. T. MOORE & CO.,
WHOLESALE GROCERS,**

BRANTFORD, Ont.

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TO DRIVE
GRIST MILLS, FACTORIES, ETC.,
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WATEROUS ENGINE WORKS CO
Brantford, Ont.

*State where you saw this advertisement.

**DONALDSON & LAIDLAW,
Accountants and Estate Agents**

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P.O. BOX 1049.

Attending meetings of creditors, liquidating and winding up estates a specialty. Fire losses adjusted, and collections made in city and country with despatch.

Correspondence Solicited.

J. DONALDSON, Late of Murdoch & Donaldson.
J. C. LAIDLAW, Late of Bank of Commerce.

S. R. WICKETT,

Importer, Manufacturer, and Wholesale Dealer in

Leathers, Shoe-findings, &c

Centennial Silver Medal for Buff, Pebble and other
Leathers.

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Celebrated Colored & Fancy Leathers.

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No. 52 Colborne Street,

TORONTO, ONT.

P.O. Box 322.