.....

Insurance.

RELIANCE

Mutual Life Assurance Society, OF LONDON, ENGLAND.

ESTABLISHED 1840.

Head Office for Canada . 196 ST. JAMES ST MONTREAL.

The Directors have decided to invest all the earnings of this Branch in first-class Canadian Securities, thus enabling them to offer superior advantages to the Canadian public.

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Who wish to work up a permanent and remunerative business will now find this office a very favorable one to represent, owing to the above important change, and its well known stability and age.

APPLY FOR UNREPRESENTED DISTRICTS EARLY. A GENERAL AGENT WANTED.

All policies are issued direct from the Canadian office, and are entirely free from troublesome clauses and conditions.

FREDERICK STANCLIFFE,

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Balance Sheet fo 1878 and full particulars on application.

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ESTABLISHED 1825.

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\$50,000 deposited with Dominion Government for exclusive benefit of Canadian Policybolders.

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This Association affords all the Benefits of MUTUALITY, with the Security of a Stock Management, EXAMPLES OF PROFITS.

No. of Policy.	Kind of Insurance.	Sum Assured.	Annual	For 1876.	For 1877.
- I oney.	Life.	\$10,000	8238 20	Casa. Bonus.	Cash. Bonus.
	10 Paym't Life.		2,0.46	112.10 297 00	130.09 333.60

It will be observed that these results are not only very handsome, but are also Equitable. If this Association distributed the Profits on the ordinary PRICESTATE PLAN, allowing a bonus of 25 per cent., payable at death, then the Profits would have been as tollows :-

Policy No. 1. Fer 1877. Cash.....\$87.93. Bonus....\$250,00

It will at once be seen that such a System as this last cannot commend itself to persons who will take time to consider in asit not only does injustice to persons paying by a limited number of Premiums, but it gives only the same profits after a person has paid a score of Premiums, but it gives only the same profits after a person has paid a score of Premiums.

The above profit-results, which place the Confederation Li win the van of Life Companies in Canada, are attained by Aot paying more for business than it is worth.

Adopting a High Standard of Valuation from the outset, Giving 90 per cent, of the profits to Policy Indders.

The exercise of care and economy in all branches of the business. And employing a Mode of Division, just in its results, giving to each in the proportion in which each has contributed to profits.

each has contributed to profits.

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Of London, England.

CANADA BRANCH.

Head Office, . 42 ST. JOHN STREET, MONTREAL.

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This Company has deposited at Ottawa for the Exclusive BENEFIT OF CANADIAN POLICYHOLDERS the sum of

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In addition to which the Whole of the Rannings of the Branch are invested in this Country. The Canadian Investments now amount to over \$175,000 and are rapidly increasing.

Every desirable form of Life Policy is granted, and at Rates Lower than th

majority of offices.

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Policies almost entirely FREE of conditions and unchallengeable on any ground whatever, connected with the documents on which the Assurance was granted, after they have been in existence five years.

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