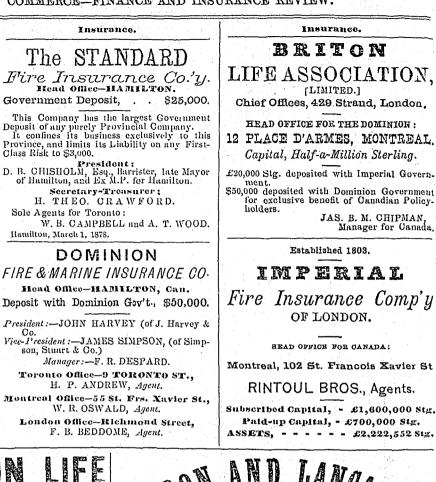
THE JOURNAL OF COMMERCE-FINANCE AND INSURANCE REVIEW.



DISTRICTS EARLY. A GENERAL AGENT WANTED. All policies are issued direct from the Cana-

dian office, and are entirely free from troublesome clauses and conditions.

Insurance.

RELIANCE

Mutual Life Assurance Society,

OF LONDON, ENGLAND.

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MONTREAL.

vest all the earnings of this Branch

in first-class Canadian Securities, thus

enabling them to offer superior ad-

AGENTS

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

APPLY FOR UNREPRESENTED

vantages to the Canadian public.

The Directors have decided to in-

FREDERICK STANCLIFFE, Res. Secretary,

Balance Sheet for 1876 and full particulars on application.



Head Office . . . TORONTO, ONTARIO.

PRESIDENT, HON. W. P. HOWLAND, C.B. Late Lieut.-Governor of Ontario.

VICE-PRESIDENTS, HON, W. MCMASTER, W. ELLIOT, Esq.

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

EXAMPLES OF PROFITS.

No. of	Kind of	Sum	Annual	For 1876.			For 1877.	
Policy.	Insurance.	Assured	Premium	Cash. Bonus.			Cash. Bonus.	
17	Life. 10 Paym't Life.	\$10,000 5,000	\$238,20 259,40	\$ 74.40 112.10	\$217.00 297.00	\$ 90.60 130.00	$$258.00\\333.00$	

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 PERCENTAGE PLAN, allowing a bonus of 24 per cent., payable at death, then the Profits would have been as follows :--

"7. " "...... 45.80 "...... 125.00. It will at once be seen that such a System as this last cannot commend itself to persons who will take time to consider it, as it not only does injustice to per-ons pay-ing by a limited number of Premiums, but it gives only the same profits after a person has paid a corre of Premiums. The above profit-results, which place the Confederation Life in the van of Life Companies in Canada, are the results of Not paying more for business than it is worth. From adopting a High Standard of Valuation from the outset. From the exercise of care and economy in all branches of the business. And from employing a Mode of D. ision, just in its results, giving to each in the pro-portion in which each has contributed to profits.

Manager for the Province of Quebec, 11. J. JOHNSTON, Montreal. J. K. MACDONALD, Managing Director.

Manager for New Brunswick, MAJOR J. MACGREGOR GRANT, St. John.

Munager for Nova Scotia, F. ALLISON Hallfax,



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> CANADIAN BUSINESS, 1877. NEW ASSURANCES.

455 Policies for.....\$811,750,00. BEING AN

INCREASE OF OVER 100 PER CENT. on the New Business of 1876.

INVESTMENTS. Increase in Canadian Investments over 25 PER CENT.

INCOME.

Increase in Cash Promium Income over 45 PER CENT.

WILLIAM ROBERTSON. Manager for Canada,

42 St. John Street, Montreal.

The LONDON & LANCASUIRE was the first Company to reduce its Bates of Premium for Canada, and to invest in this country the whole of the Earnings of the Branch.

756

and age.