

**ALLIANCE**  
**BRITISH AND FOREIGN**  
**LIFE AND FIRE ASSURANCE COMPANY**  
 BARTHOLOMEW LANE, LONDON.

*Established by Act of Parliament.*

**CAPITAL. FIVE MILLIONS STERLING.**

*Board of Direction,*

Samuel Gurney, Esq

Sir Moses Montefiore, F R S.

*Directors,*

James Alexander, Jr. Esq

James P. Howard, Esq.

G. H. Barnett, Esq

John Irving, Esq

Sir E N Buxton, Bart

Louis Lucas, Esq

Sir R Campbell, Bart

Thomas Masterman, Esq

Benjamin Cohen, Esq

Thomas Richardson, Esq

Edward Fletcher, Esq

Lionel N De Rothschild, Esq

Charles Gibbes, Esq

Oswald Smith, Esq

William Gladstone, Esq

H M Thornton, Esq

*Auditors,*

Sir George Carrol, Samuel Guernsey, Jr. Esq. Andrew Johnston, Esq

*Bankers*—Messrs Barnett, Hoares & Co.

*Actuary*—Benjamin Gompertz, Esq. F R S.

*Secretary*—Andrew Hamilton, Esq

*Physician*—John R Hume, M D, Curzon Street

*Solicitor*—John M Pearce, Esq

*Surveyor*—Thomas Allason, Esq

**ESTABLISHED MARCH, 1824.**

Persons effecting insurances with the *Alliance Company* enjoy the following important advantages:

I.—*Perfect Security*.—The large Capital and nearly One Thousand Shareholders composing the Company, render the Security presented to the public undoubted.

II.—*Moderate Premiums of Assurance*.—The Rates of the Premiums of Assurance for the greater part of *Life*, will be found lower than those in use in many of the older and most respectable offices.

The Premiums of Assurance on *Fire* are the same as those which are demanded by the first class of Assurance Companies.

III.—*Participation of Profits by the Assured both in Life and Fire*.—The profits of the Life Department, appropriated every Five Years, are applied either to the reduction of the rate of the future Premium to be paid on the policy or to the increase of assured on the Life, as is most agreeable to the Assured; the party to make his choice at the time the proposition for Assurance is made.