

RELIANCE

LIFE ASSURANCE SOCIETY.

LONDON, ENGLAND.

Established 1840.

IMPORTANT ANNOUNCEMENT!


THE DIRECTORS *have decided to invest all the earnings of this Branch in first-class Canadian securities, thus enabling them to offer much lower rates than those previously issued.*

All Policies are issued direct from this Office, and are entirely free from troublesome clauses and conditions.

The Reliance was established in 1840, and is well-known for its financial strength and stability, being one of the offices selected by Her Majesty's Post Master General for assuring the lives of Post Office Officials throughout the United Kingdom, the members of the Service having a considerable portion of their premiums paid out of a Government Fund set aside for the purpose.

Advances made on approved security in connection with Life Assurance.

The amount of surrender value will at all times be advanced on a Policy together with the Borrower's personal security.

The recent important changes made enable this Society to offer SUPERIOR ADVANTAGES, and those about to insure will do well to examine its  **Reduced Rates.**

Revenue for 1876.	\$ 479,297.26
Accumulated Fund.	2,040,738.21
Surplus over all Liabilities.	274,187.49

Agents wanted in unrepresented districts. Active men will receive liberal terms. Balance Sheets and full particulars on application to the Resident Secretary.

Head Office for Canada, 169 St. James Street, Montreal.

Resident Secretary, **FREDERICK STANCLIFFE.**