

DESCRIBED ANOTHER WAY :

"A Life Assurance Company receives from all its Assured in trust, an annual fund (small as respects each,) for which it guarantees to pay to the heirs of those who die, *whenever their death may occur*, certain large sums of money. They contribute, in truth, during health and strength, in such proportion, as they may select, to a fund for their widows and orphans, whose support will flow therefrom when they (the assured) are removed.

The cost of such an invaluable protection is trifling. At the age of 30, the sum of \$2,000 cash can be secured at death, (whenever it may occur,) on the following terms :-

By a quarterly payment of - - - - -	£2 18 4
By a semi-annual payment of - - - - -	5 14 2
By an annual payment of - - - - -	11 2 6
Or by an annual payment for 25 years, of only	14 15 0

and smaller or larger sums, in proportion to the premiums paid and to the ages of the individuals effecting the Assurances.

Each member may also be entitled to share yearly in the profits of the Company ; so that, in fact, the Company is but a trustee for the careful management and accumulation of the funds which have been left with it."

FOR INSTANCE :

A party assured, as (last named,) above, may perhaps die the first month, and \$2,000 is secured to his family, and even if he lives the whole 25 years, he will have paid only £328 15s. !

AGAIN, for instance :

A party aged 30 years assures his life by making a payment down of £100, and pays nothing more : his family at his death will receive \$1,581 !!! Or on his attaining 55, pay him \$2020 cash ! or \$203 per annum for the remainder of his life.

HOW IS THIS ASTONISHING RESULT ACCOUNTED FOR ?

Interest and compound interest for the unrequired funds continually accumulating is the secret. Hear what Dr. Price states on compound interest in his standard work on Reversionary Payments," which is

TRULY MOST ASTONISHING !

"A penny improved at five per cent. compound interest, from the birth of the Saviour, would in 1791 have increased to more money than could be contained in one hundred and forty-four million of globes of solid gold, each equal to the earth in magnitude." And by this time would have increased to more money than could be contained in *thousands of millions* of such globes. Thus at first sight really appears incredible, but it must be borne in mind that money at compound interest at 6 per cent. (reckoned from every month,) doubles itself in little over ten years. The following sum, which appears in most of the common arithmetics, will shew how fast the "doubling process" increases :- "If a blacksmith shoes a horse, and charges 1/4 of a cent for the first nail, and doubles for each of the other 32 nails, how much will be his charge for shoeing the horse ? Answer, \$10,737,418 233 1/4 !!!" To shoe a span of horses at the same rate would amount to \$12,520,567.51 1/4, 177,312 !!! This sum in silver dollars, placed together edgeways, and allowing ten to the inch, would reach around the globe 2,796,228 times !!!

ANOTHER'S DESCRIPTION.

"The theory of Life Assurance is one of the most brilliant discoveries of modern times. As an amount of poison, which would inflict immediate death, becomes innocuous when administered in infinitesimal doses to a number of individuals, so the ills and accidents, the risks and mischances of life may be rendered comparatively harmless by sharing the risk, and spreading a given amount of ill over a large surface of human beings. In Life Assurance the superfluity of the many is applied to the exigency of the individual, and the accumulated fund which can be increased at a rate of interest totally out of the reach of any one person exhibits the benefit which arises from combined action."

HOW IS THE "VALUE" OF LIFE ASCERTAINED ?

"Tables of mortality teach us, that of 10,000 infants born, but 5690 will reach the age of 29, that of this number 56, or nearly

1 in the 100, may be expected to die within the next twelve months, and the proportion of deaths steadily increases until the last survivor attains the age of 104. We do not pretend to point out the year in which any one of this number will die, but we allow simply, that each one of the 5698 now alive has an equal chance to be amongst the number who will die in the first, or any subsequent year, or to be the one who will survive until 104.

"It is further evident, that if each one of the 5698 pays into a common fund £1 at the beginning of a year, it will amount to a sum which will admit of the payment of £100 to the heirs of each of the 56 who may die during the year ; and this can be continued year after year, though the payment must increase, in proportion to the annually increased chance of death.

Life is only uncertain as regards the *individual*, but not as regards the *large numbers* with which life assurance companies have to deal with. The law, in fact, that has always governed the rate of mortality, has been as regular in its action as that which regulates the recurrence of the season, or the ebb and flow of the tide."

IT IS SOMETHING "NEW."

No, reader, you are quite mistaken ; such companies have been in existence for upwards of a century, and there is now a large number in successful operation in England, Scotland the United States, and elsewhere, and have always met with the best of success wherever they have been known.

A SOLEMN TRUTH—REAL ELOQUENCE.

"Every year decreases the chances of being accepted, *unless at higher rates of premium*. When the cold shiver runs through the frame, when the quickened pulse, the fevered tongue, the patchy complexion, the short cough, or the hectic flush appear, it is too late to rush to the assurance office, and offer yourself for a life policy. Imagine the situation of a man who, suffering under slow decline, feels his energies daily failing, and his resources, at the same time, day by day decreasing. With the prospect of a speedy dissolution, he knows that all who are depending upon him—the victims of his neglect—must go forth to seek their bread amid the closed lambs and stony hearts of the world. He will picture to himself that which will follow on his disease—which he has seen happen to others, and from which he can anticipate no immunity. The break-up of his home; his household goods roughly handled by strangers, his conduct harshly condemned by his friends ; the love of his children failing before the rude shocks of poverty, and their respect, by continual and bitter suffering, dwindling down to curses on his memory. It is an awful thing for a man on his death-bed to consider, that ere his corpse grows cold, his widow may be higgling with the undertaker for the price of his coffin, and that his family must hunger and thirst to provide him a decent sepulture."

A COMMON OBJECTION WELL MET.

"Some say that they cannot *afford* it; but will any sane man affirm that he cannot spare one shilling a week to secure \$100 to his family ? no father is afraid of his family coming to want during his life. The assurance office is therefore the "Friend in need," *commencing* its assistance at the very moment the better assistance is withdrawn ; and if a *father feels now* so much differently in paying such a trifle of his income, let him reflect on the truly frightful condition into which his death would plunge his family *without any income at all.*"

A GOOD REASON.

"It says to the man of 29 years, name the amount you hope to save yearly, pay it to the Life Assurance Company, and the y will guarantee you *immediately* the full sum it would increase to were you to live 35 years longer. It is a lottery in which there are *no blanks*. He who dies early, draws a prize for the benefit of his nearest and dearest, and he who survives the average term of years, is doubly compensated by the possession of long life, making him to earn for these dear ones a sufficient support, and the constant protection of his policy tending to remove all fears for their future wants."

A CUNNING PLAN.

A person aged 26, assures in the "Annuity method," by which he is to pay £9 10s. 8d. annuity till he reaches 50, the Company will then pay him \$200 per annum for the remainder