

[CIRCULAR.]

The Canada Life Assurance Company.

38 KING STREET, HAMILTON.

THE BOARD OF DIRECTORS have always asserted that the Rates of this Company were LOWER than those of ANY OTHER Life Office transacting business in Canada. It has, however, been publicly advertised by the Agents of a British Company, that their Rates are lower than those of any other. In order that the Public may not be misled by these conflicting statements, the Directors request attention to the following comparisons of the Premiums charged by this Company and by the different British Companies known to be seeking business in this Province:—

For Life, Without Participation in Profits, for every £100.

	AGES.			
	20	30	40	50
The Canada,	1 9 11	2 0 2	2 14 8	3 17 11
Britannia,	1 12 5	2 0 8	2 15 1	4 1 4
Mentor,	1 13 3	2 1 9	2 16 7	4 3 3
British Commercial,	1 13 10	2 1 10	2 16 10	4 6 0
National Loan Fund,	1 13 7	2 4 4	2 18 8	4 4 2
United Kingdom,	1 13 10	2 3 10	2 19 1	4 6 0
The Colonial,	1 15 1	2 5 2	3 9 0	4 5 3

On the Half-Credit System, Without Participation, for each £100.

	For the first 7 Years.				Leaving an equal amount to be deducted from the Policy in case of death on which interest is paid.	For Remainder of Life.			
	AGES.					AGES.			
	25	30	40	50		25	30	40	50
The Canada,	0 18 9	1 1 3	1 8 9	2 0 8	1 17 6	2 2 6	2 17 0	4 1 4	
Britannia,	0 19 7	1 1 9	1 9 2	2 2 6	1 19 2	2 3 6	2 18 4	4 5 0	
United Kingdom, (for five years only) ..	0 19 3	1 1 11	1 9 7	2 3 0	1 18 5	2 3 10	2 19 1	4 6 0	
Colonial,	0 19 10	1 2 7	1 10 0	2 2 8	1 19 8	2 5 2	3 0 0	4 5 3	
(And without any Debt on the Policy)									
Mentor,	1 6 0	1 7 10	1 14 10	2 12 6	2 2 4	2 8 10	3 9 3	5 6 2	

NOTE.—For the particular circumstances in which these Reduced Payments for a few years are required, it will be found very much more beneficial to select the *Half-Credit System*, rather than the latter, which is termed *Increasing Rates*. The difference in the early payments is very great; and as, in the majority of cases, the *Half-Credit Policy* will be given up, the debt thus cancelled, and a new start made, the Debt enters but slightly into the valuation of the cost of the respective systems. The reason that the rates of THE CANADA are here nearer to the British Companies is, that by the Assured retaining in his own hands one-half of the yearly Premium, the Company loses one of its most important means of superiority—the more rapid accumulation of the money in its hands at Compound Interest.

For Life, With Participation in the Profits, for each £100

	AGES.			
	20	30	40	50
The Canada,	1 17 4	2 9 3	3 6 2	4 13 1
Britannia,	2 0 0	2 9 10	3 6 6	4 15 6
British Commercial,	2 1 5	2 10 9	3 4 6	4 11 0
National Loan Fund,	1 17 4	2 9 3	3 5 3	4 13 6
United Kingdom,	1 18 8	2 8 2	3 3 4	4 10 7
Colonial,	1 18 4	2 9 4	3 5 6	4 13 0
Eagle,	2 1 7	2 10 8	3 5 5	4 11 4

To ascertain in this System which Company is really the cheapest, requires a careful examination of the Profits which have been returned by each Company, and the prospect there may be for a continuance or increase of the same: THE CANADA, at its Second Annual Meeting, declared a return of *twenty-five per cent.* or *one-fourth* of the Premium received—the corresponding Bonus, added to the Policy, being from £22 8s. 3d. to £34 7s. 8d. per £1000 Assured, and decidedly more than the Bonus declared by ANY British Company, even in the seventh year of its existence.

This proportion of Profit the Directors feel sure will be increased; but in itself, it reduces the above Rates at 20 years of age, to £1 8s.; at 30, £1 17s.; at 40, £2 9s. 8d.; and at 50, £3 9s. 10d.

(By Order of the Board,)

THOS. M. SIMONS, *Secretary.*