

Save Small Sums until they amount to \$1,000, \$2,000, \$5,000, or \$10,000.

Endowment Investment Policies, Bearing Annual Cash Dividends,

AND
Payable at end of 10, 15, 20, or 25 Years,
(or at death if that should happen first,) are
issued at the following

Rates per \$1,000 with Profits:

Age.	PAYABLE IN				Age.
	10 yrs.	15 yrs.	20 yrs.	25 yrs.	
20	95 33	61 63	45 02	35 31	20
25	95 65	62 03	45 50	35 89	25
30	96 08	62 55	46 16	36 74	30
35	96 53	63 28	47 14	38 06	35
40	97 43	64 46	48 77	40 19	40
45	99 02	66 63	51 60	43 77	45
50	101 72	70 19	56 16	...	50
55	105 89	75 74	55

Endowment Policies,

Provide Life Insurance during the time when it is most needed—the next 10, 15, or 20 years of your life—and if you should live out the number of years for which the Policy runs, you draw the whole face of the Policy, thus providing handsomely, and in an easy manner of payment, for your OLD AGE.

The above are the non-forfeiting rates of the

ÆTNA LIFE INSURANCE CO. OF HARTFORD, CONN.,

That they are exceedingly favourable to the public will be better understood by comparing them with those of other companies for similar terms. The following table gives the figures of 4 European, 4 Canadian and 4 American Life Insurance Companies, upon the age of 40, for 10, 15 and 20-years Endowment Policies: also the ÆTNA LIFE INSURANCE COMPANY'S rate for non-forfeitable Policies upon the same age, and running for the same number of years:

COMPANIES.	PAYABLE IN		
	10 yrs.	15 yrs.	20 yrs.
Life Ass of Scotl'd. London and Lancashire.....	114 92	74 70	55 80
Scottish Provincial Standard, without profits.....	110 05	71 89	58 45
Canada, of Hamilton.....	111 78	73 75	55 88
Confederation, Toronto.....	101 06	66 12	48 83
Citizens, of Montreal.....	110 40	68 80	50 30
Sun of Montreal....	109 17	69 30	50 70
New York Life....	110 70	69 30	50 40
Equitable of N.Y. Connecticut, Hartford.....	106 90	69 49	51 78
Phoenix, Hartford.	106 90	69 48	51 78
ÆTNA LIFE, Hartford.....	106 47	69 28	51 81
Second payment, about.....	105 31	68 20	50 61
	97 43	64 46	48 77
	91 00	58 00	42 00

All the foregoing rates are "with profits," except in the case of the "Standard."

A line of figures is added below the regular rates of the ÆTNA LIFE, showing the reduction usually made by the first of the ANNUAL CASH DIVIDENDS.

The Ten Year Endowment rates of the ÆTNA LIFE INSURANCE COMPANY shew a saving, in themselves, by the foregoing table of from \$78.80 to \$174.90 upon each thousand dollars of policy, as compared with the other companies, WITH PROFIT rates. And even when compared with old country "without profit" figures, the saving is no less than \$36.30 per \$1000.

But low as are the rates of this company, its economical administration enables it to STILL FURTHER reduce payments by means of annual Dividends. And these Dividends are not reserved, nor added to the Policies by way of bonuses to be forfeited with them as has often happened, but are paid down in cash annually, during the continuance of the Policy.

PRACTICAL PROOF.

A striking illustration of the practical advantage of insuring in the old ÆTNA is afforded by the following actual payments made by a gentleman to this Company and to a leading old mutual life insurance company of New York city. Both policies were taken in 1869 on the same age, 50, and payable at death, or in ten years if living: and the payments to each company have been:

YEAR.	To the New York Co.	To the ÆTNA Life Co.	An'l Difference with 7 p.c. int.
1869.....	1126 80	1017 20	117 27
1870.....	978 60	929 20	61 06
1871.....	1020 40	920 20	119 60
1872.....	998 40	913 80	110 38
1873.....	977 60	946 80	62 61
Totals..	\$5,101 80	\$4,727 20	\$470 92

Difference in favor of the ÆTNA, \$470.92!

Suppose the ÆTNA had made no dividends whatever during the five years above illustrated; still the payments to this Company would have amounted (5 x 1017) to only \$5,086, or \$15.80 less than to the N. Y. Company after crediting all its dividends.

No company doing business in Canada can or does give the public such advantages as the ÆTNA, because no company of its age is conducted so carefully or economically. The public will do well to beware of new companies and of all untried schemes and plausible swindles. Insure in a company you know to be well established and trustworthy. No company spending \$15, \$20 or \$30 out of each \$100 it receives can possibly do so well for its insured members as the ÆTNA LIFE INSURANCE COMPANY, whose expenses average less than half the above figures.

CANADA BRANCH OFFICES:—Opposite the Post Office, Montreal; No. 2, Toronto-st., Toronto.