

## Comment se traitait l'assurance-vie au Canada au début du XIX<sup>e</sup> siècle

A. Auldjo

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Article abstract

On lira avec curiosité, pensons-nous, cet extrait de la *Gazette de Québec* du 5 février 1807 qui pourrait s'intituler : « *Comment on attirait le chaland au début du siècle dernier* ». Signée par M. Alexander Auldjo, cette invitation complétait celle que M. Auldjo faisait pour l'assurance contre l'incendie vers le même moment pour la *Phoenix* de Londres, dont il était l'agent à Montréal. – A.

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Insurances upon lives by the PELICAN life-Insurance-Company, of London.

The Pelican Life-insurance Company, of London, was established in the Year 1797, by a numerous and respectable Proprietary, upon an extensive Capital, vested in the Public Funds, with the additional Responsibility of every individual Proprietor. The Board of Directors, in Consequence of repeated Applications on the Subject, having determined to extend their Engagements to the continent of *America*, deem it proper briefly to suggest to the Minds of the Public, the

<sup>1</sup> Cette annonce est tirée des dossiers des Archives d'Ottawa.

numerous and important Benefits resulting from such an Institution to every Rank and Class of Society.

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Persons in the Receipt of Income arising from Estates dependent upon Life—Profits in Business—Offices, civil or military—by the Yearly Payment of a moderate Premium, may secure at their Death an adequate Provision for their Families, Relations, or Friends.—Fines payable on Leases renewable at the Death of particular Persons. Insurance affords the Means of Reimbursement to those who advance Money upon Life Annuities, and in many Cases furnishes ample Security for the Loan of Money. Persons entitled to Property in Expectancy or Reversion, or upon attaining a given Age, may secure an Equivalent, in case their Interests, should be affected by premature Death. In a Variety of other instances, and most peculiarly as applicable to Persons engaged in commercial Pursuits, or in the Enjoyment of casual Income, this valuable Precaution will establish a Resource to which Families may look with Confidence and Security, and by which the Distresses too often attendant upon Human Life may be alleviated or effectually prevented.

The Rates of Premium for such insurances will be rendered as moderate as possible, and in every Instance proportioned to the Age, Health, and other Circumstances of the Life assured.

Persons desirous of proposing Insurances, either upon their own Lives, or the Lives of others in which they are interested, or of obtaining further Particulars and Information, are requested to apply to the undersigned.

A. AULDJO.

Montreal, 31st January, 1807.