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= = NOTHING SUCCEEDS LIKE SUCCESS = =

ACTUAL RESULTS are the best evidence of careful and skilful management in any business. What are you doing for your policy holders is the best test that can be applied to a Life Insurance Company,

The North American Life Assurance Company

invites comparison with the results they are paying on matured endowments. The following letter speaks for itself :

SUMMERSIDE, P. E. I., August 30, 1902.

J. K. Ross, Provincial Manager North American Life Assurance Company,
Charlottetown.

DEAR SIR—I have pleasure in acknowledging cheque for \$1498, handed me this day by your agent here, Mr. R. H. Montgomery, being proceeds of my Twenty-year Endowment Policy in your Company.

The result is highly satisfactory, giving me an investment of four per cent. compound interest on the full premiums paid in, besides carrying the risk of \$1000 on my life during the twenty years. The other options are as equally favorable, viz : A paid up insurance for \$2,555 or a life annuity of \$114.30. To a young man seeking a safe and profitable investment, I will recommend an Endowment Policy in this well managed Canadian Company.

Respectfully Yours,

JOHN D. GOSS.

ROSS & MATTHEWS,

Office, DesBrisay Block, Charlottetown.