

North American Life Ass. Co.

Steady and Substantial Increase in the Company's Resources — Wonderful Growth.

A repetition of what happened in Australia a short time ago is at present sweeping over the great republic of the United States, and it is to be greatly regretted that there are no immediate signs of this disastrous financial disturbance and distrust, with its attendant dire results, passing away. A financial crisis in a country of such close proximity, extending thousands of miles from north to south and from the Atlantic to the Pacific, greatly injuring and inconveniencing all kinds of commercial and financial enterprise, might naturally have been expected to have extended across the border line, and with that lightning rapidity which has ever characterized its entrance wherever it has secured a grasp, spread devastation and distrust over our own fair Dominion.

That such is not the case is fortunate, and, more than this, the indications are that Canada will be spared from such an experience for at least many years to come. Our country being in a relatively prosperous condition,



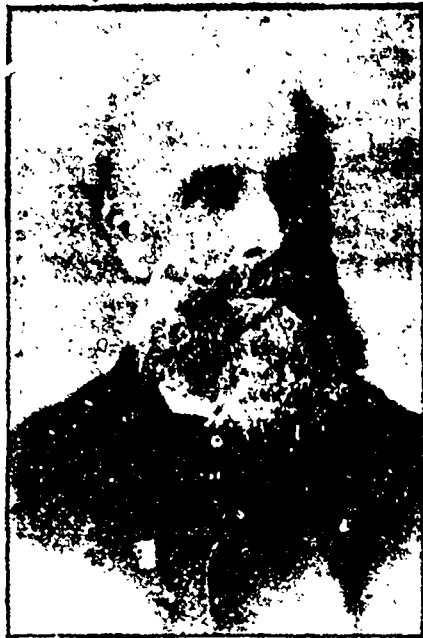
WM. McCABE, F.I.A., F.N.S., ENG.
Managing Director, North American Life Assurance Co.

contentment reigns in the minds of the people, and their confidence in Canada's boundless resources instils in them the truth that we have a land as rich and as good as any people might desire. While other nations' financial institutions are tottering, Canada's are strong, running their even course without the slightest sign of danger. Perhaps one of the great secrets of the strength and security of our institutions is to be recognized in the fact that they are chiefly organized, founded and guided by British principles and experience, in which thoroughness, substantiality and security are the main stays. Our banks are prosperous and retain the confidence of the people, for their shares are selling at almost as high a price as ever they did; our great loaning institutions give no indications of financial stringency, while our insurance companies report that their business is being pursued with the same amount of vigor and progress as heretofore. Some of the life insurance companies exhibit clearly and unmistakably what we have said—that Canada's institutions are strong, great and prosperous.

A striking example of this is to be found in the history of the North American Life Assurance Company, whose head office is located in Toronto and which has branch offices and agencies in every Province and important centre of the Dominion. The progress of the North American, especially during the past ten years, can be gathered from the following

table, taken from the Dominion Government report on insurance:—

Dec. 31st, 1883, assets.....	\$ 193,807 32
Dec. 31st, 1880 "	422,402 07
Dec. 31st, 1889 "	816,710 00
Dec. 31st, 1892 "	1,414,401 00



JOHN L. BLAIKIE,
President, North American Life Assurance Co.

This steady, substantial increase in the company's resources is truly great, the increase in the last triennial period being over 70 per cent.

There is, however, in passing, a most important matter not to be overlooked. When we go over the financial reports of our great monetary institutions the questions are often suggested—How are these funds employed? In what are they invested? Is a remunerative rate of interest secured?—and the same questions might be asked in respect to the funds of the North American. The Government reports give full and interesting information on this point. First mortgages on properties constitute the company's chief investment, while debentures and bonds of cities, towns and municipalities are leading securities held by it. The class of securities held can best be judged by the prompt manner in which the interest has been paid up, while the high rate of interest earned on its securities, being the second highest rate in a list of seventeen Canadian, British and American life insurance companies, is evidence of the remunerative character of its investments.

The greatness of the North American Life can be judged from considering the extent of its policy obligations, being the amount it has pledged itself to pay to its members or their representatives. These are the figures at the close of the years indicated:—

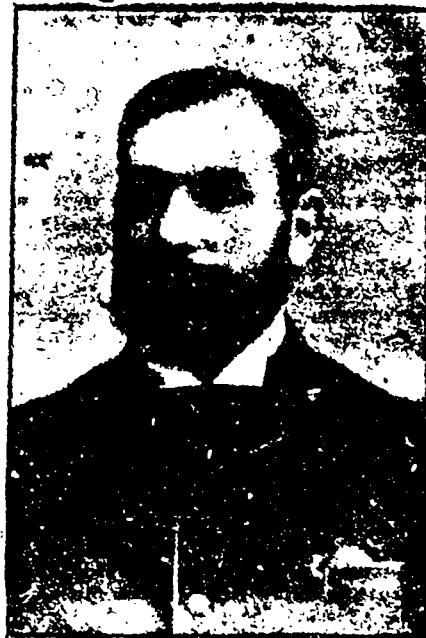
Dec. 31, 1883, insurance in force..	2,939,552
Dec. 31, 1886, insurance in force..	5,706,805
Dec. 31, 1889, insurance in force..	8,491,483
Dec. 31, 1892, insurance in force..	12,060,030

These are large obligations to undertake, yet the North American is fully and well equipped to meet them, for, testing its financial position by the Dominion Government standard, it has for every \$100 of liabilities, assets of \$120 to meet them. The proportion of assets to liabilities is thus greater in the case of the North American than in any other Canadian life insurance company, while there is but one American company doing business which exceeds the North American in this test. It thus follows that the North American has a relatively greater surplus fund than the companies referred to. As all the profits to policy-holders are payable out of this fund, it stands to reason that a company without a surplus of assets over its liabilities, or with but a nominal surplus, cannot be a satisfactory one to insure in.

Perhaps not a little of the remarkable success of the company is to be attributed to its method of doing business, its plans of insurance and the men who are directing its affairs. It has always been the aim of its man-

agement to offer to the insuring public those policies of insurance which contain the greatest number of advantages, consistent with safety and equity, to existing members. In this its success has been most marked. The North American can claim for its compound investment policy a contract of insurance containing advantages not given by the policy contract of any other insurance company. The immediate payment of its policies on receipt of proof of death and the unqualified satisfaction which the results of its ten-year investment policies have afforded their holders, have combined to make the North American Life a policy-holders' company in the best sense of the term.

The President, Mr. John L. Blaikie, who is also President of the Canada Landed & National Investment Co., of Canada, has brought to bear in his office the ripe judgment and experience of many years of a successful financial business life. His connection with the company from its organization as director, Chairman of the Executive Committee and Vice-President, well qualified him for the important position his colleagues called him to when electing him to the Presidency of the company. His counsel and advice in the company's investment department have proved invaluable, the solid character of the company's securities being ample evidence of this.



L. GOLDMAN, A.I.A., ENG.
Secretary, North American Life Assurance Co.

The company's managing director is Mr. William McCabe, fellow of the Institute of Actuaries of Great Britain, and fellow of the Statistical Society of England. He has been the leading spirit in the company's operation, and to his unremitting efforts and conservative management the unexcelled financial position of the North American is unquestionably attributable.

In his work he has been ably assisted by Mr. L. Goldman, associate of the Institute of Actuaries and Secretary of the company. Everything tending to the greater prosperity and progress of the North American receives his earnest support.

Hon. G. W. Allan, the company's first Vice-President, was elected to that office on the demise of the Hon. Alex. Morris. The Hon. Mr. Allan is well and favorably known to most Canadians as Speaker of the Senate of Canada.

Mr. J. K. Kerr, Q. C., the company's second Vice-President, has been closely associated with the company since its organization, as director, and subsequently as Vice-President. He is senior member of the well-known law firm of Kerr, Macdonald, Davidson & Paterson.

Dr. James Thorburn has been continuously the company's medical director. To his skill and care in the selection and admission of applicants for insurance, the favourable mortality which the company has experienced during these many years is, no doubt, largely to be attributed.