

Story of Another Successful Year



The thirty two years of North American Life history have been years of uninterrupted growth. But in 1912 more substantial gains than ever were registered all along the line. New Policies in 1912 ran 25 per cent. in excess of those for 1911. Assets increased by nearly one million dollars and Net Surplus by 21 per cent. Policies in Force now total nearly fifty millions. The swing of success is with the

North American Life Assurance Co.

THE FIGURES TELL THE STORY:

	1912	1911	Increase
Policies Issued - - -	\$ 7,630,336	\$ 6,129,426	\$ 1,500,910
Policies in Force - - -	49,469,581	45,849,515	3,620,066
Assets - - - - -	13,224,159	12,313,108	911,051
Net Surplus - - - -	1,576,046	1,300,784	275,262
Cash Income - - - -	2,404,757	2,295,177	109,580
Total Payments to Policyholders - - -	1,116,908	988,313	128,595
Profits Paid to Policyholders - - -	166,368	148,135	18,233

You Can Make No Mistake

In insuring with the North American Life. It is a Company of proven worth. In the past ten years it has distributed \$1,165,388 by way of profits among its policyholders. In 1912 disbursements of profits to policyholders amounted to over \$166,000.

A steadily increasing earning-power on investments, a favorable death-rate and a management that skilfully combines progress with conservatism, are your guarantees that North American Life Policies will pay.

North American Life Assurance Company

"Solid as the Continent"

L. GOLDMAN
First Vice-President and
Managing Director

EDWARD GURNEY
President

PRUDENT PREPARATION

In Years of Prosperity

"In your prosperity to-day, remember that lean years must come."—Monetary Times.

The prudent man prepares for the lean years by husbanding his resources during the years of plenty. The easiest, simplest and safest way to do this is to deposit regularly such portion of your income as is not immediately required, in a strong and stable institution like the Canada Permanent, where it will be available when wanted, and in the meantime will be earning interest. Or, all your receipts may be deposited and your payments made by cheque.

We credit the account with compound interest at

**Three and One-Half
per cent.**

Canada Permanent Mortgage Corporation

Toronto Street, - Toronto

ESTABLISHED 1855.