NORTH BRITISH & MERCANTILE

INSURANCE COMPANY

ESTABLISHED 1809.

REVENUE 1896.

 Pire Income
 \$7,665,360.94

 Life and Annuity Income
 4,858,794.78

Resident Agents in Toronto: GOOCH & EVANS THOMAS DAVIDSON, Managing Director. MONTREAL

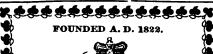
FOUNDED A.D. 1710

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Chief Agent

Insurance Co.

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Capital and Assets Exceed \$20,000,000

Absolute Security

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FIRE RISKS accepted at current rates.

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Canadian Branch, 1730 Notre Dame Street, Montreal.

1895
Capital and Accumulated Funds, \$38,355,000;
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ROBT. W. TYRE. Manager for Canada.

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Head Office, London, Ont

Authorized Capital, \$1,000,000.
Subscribed Capital, 888,350
Puid-up Capital, 200,000
Hon. David Mills, Q.C., Min. of Justice, President.
E. Jones Parke, Q.C., 1st Vice-Pres.
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The latest methods and most profitable kinds of Life and Endowment Policies issued. Terms liberal—Rates low—Large Reserve to Policy-holders. Rates and full information furnished on application. Reliable Agents wanted in every county.

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President-JOHN L. BLAIKIE. Vice-Presidents-HON. G. W. ALLAN, SIR FRANK SMITH.

Progress, solidity and gain for policyholders, characterized the operations of this sterling home company for 1898, its most successful

year.

The following figures illustrate the gains made over 1897, its previous most successful year:

Assets increased... \$ 364,651.39 now totalling \$ 3,137,828.61 Cash income " ... 85,580.32

785,130.81 now totalling ... 45,917.33 Net surplus "

now totalling ... 1,874,830,00 now totalling 474,029.08 Ins. in force " 20,595,708 00

A policy in the North American is a safe and remunerative investment, because the company's financial position is unexcelled.

WM. McCABE, Managing Director.

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Head Office for Canada, MONTREAL.

The Canadian Business for 1898 shows pro gress of the best type :

A substantial increase in New Assurances completed and paid for.

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A large addition to the Assurance Funds

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\$1,000,000 \$200,000

Full Deposit in Government Securities for the pro-tection of Policy-holders made with the Government of Canada.

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