

NORTH AMERICAN LIFE.



The marvellous success that has attended the operations of this company during the first ten years of its existence has been exceedingly gratifying to its policy holders and guarantors, while it commands the respect and admiration of its competitors.

It is just about ten years ago that this Company, with commendable enterprise, was the first Canadian Life Company to introduce the investment form of insurance; for a time the leading companies here condemned this plan of insurance, but so successful has it proved that nearly the whole of the best companies are now issuing policies on this plan under one name or another. The North American has lately made an attractive addition to its plans by the introduction of the compound investment plan of insurance, whereby the objection to a long term investment policy is entirely removed. The policy provides that after it has existed for ten years the Company will loan the balance of the premiums as they mature to the insured, charging therefore interest at the rate of six per cent. per annum. It is absolutely guaranteed that should the death of the insured occur before the termination of the investment period, the full face of the policy will be paid and the loan of the premiums be cancelled. In case the insured from any cause discontinues the policy after three annual payments have been made, a paid-up policy is guaranteed, generally exceeding the amount of the premiums that have been paid, or, in lieu thereof, an equivalent cash value is given. At the end of the investment period the insured is offered a number of options for terminating or continuing the policy, the privilege being accorded the holder of the policy of selecting the option most suitable to his then circumstances.

At the close of its first decade the position attained by the Company *excels* that of any other Canadian Company at a similar period in its history. The insurance in force exceeds \$10,000,000, net assets over \$1,000,000, an income of \$1,000 per day, and after providing a Reserve Fund of \$900,000, there is a net surplus of over \$128,000, being more than twice the amount of the capital. The percentage of surplus is larger than that of any other Canadian Company as shown by the official figures in the Dominion Government report for the year ending December 31st, 1890.

The North American has been exceedingly fortunate in having among its directors some of the ablest and most successful financial gentlemen in the Dominion. The directorate includes names that are familiar to investors as presidents and vice-presidents of leading financial companies—men who are recognized as authorities on matters of finance, and referred to for their sound judgment on all leading subjects.

The name of the President, Hon. A. Mackenzie, M.P., ex-Prime Minister of Canada, stands a tower of strength for sterling integrity and uprightness from the Atlantic to the Pacific. Very few people are aware that Mr. Mackenzie, when in Toronto, attends daily at the office of the Company, giving personal attention and supervision to all executive

matters, and the great success of the Company is largely due to the close attention and sound judgment he has given to its affairs.

The 1st vice-president, Mr. John L. Blaikie, a recognized financial expert, takes a deep interest in the progress of the company, giving close attention to the finance and insurance departments.

Among the other directors who take great interest in its affairs may be mentioned the chairman of the Finance Committee. Mr. A. H. Campbell, who, besides being president of a leading loan company and other large financial institutions, is also on the Finance Board of the Church of England and Toronto University. To the benefit of the advice of the gentleman named is no doubt due the success that has attended the investment of the company's funds, so that in the annual report the directors were able to announce that the interest on the company's investments had been promptly paid and not a single dollar had been lost by bad investments.

Notwithstanding that all investments had been made on a most conservative basis, the rate of interest earned last year places the North American among the leading companies in the Dominion. The consulting actuary, referring to this in his report to the board, says:

"The admirable judgment of your Finance Committee is evidenced by the fact that, with only one exception, your company shows the largest rate of interest earned upon its investments. At the same time the quality of your loans is shown by the fact that the item of interest due but unpaid is less than one-quarter of one per cent., and the real estate acquired by foreclosure is less than any other financial or insurance institution in Canada. As a matter of great interest to your

policy holders, your percentage of increase in surplus as compared with your mean assets is 6.12 for the past year, as against less than four per cent. for the average of other leading companies doing business in Canada."

A noticeable feature of the company's operations in 1890 was that the interest receipts were more than sufficient to pay the death losses of the year. This is evidence that the medical department is in competent hands, and the well known name of Dr. James Thorburn, one of Toronto's oldest and most highly respected physicians, as head of that department is a synonym for skill, care and uprightness.

A monthly audit is made of the company's receipts, disbursements and investments by Dr. James Carlyle, mathematical master of the Normal School. At the close of the year 1890 he made a report to the annual meeting, in which he expressed the utmost confidence in the company, because, having made a searching investigation into the company's position and examined each security individually, he was able to state that everything was exactly as stated in the published report.

The directors and policy holders may well feel proud of the unexcelled position attained by the North American, and it must not be overlooked that this has not been secured

through any luck or mere chance, but because the company has from its inception been managed by skilled hands. Most fortunate indeed was this company at the outset to secure the services of Mr. William McCabe, LL. B., Fellow of the Institute of Actuaries of Great Britain and Ireland, London, Eng., a gentleman who is recognized as a leading expert on life insurance throughout the Dominion and one who for over a quarter of a century has given close attention to the theoretical and practical subject of life insurance. At the last annual meeting the directors expressed their appreciation of the valuable services rendered the company by the managing director, and also to the splendid agency staff and other officers of the company, among whom was specially mentioned the secretary, Mr. L. Goldman, who has been connected with the company since it commenced business over ten years ago.

The success of a life insurance company is largely dependent upon its agency staff. In this respect the North American has been exceptionally fortunate. Nearly all the leading agents, inspectors and Provincial managers, who by the way are highly respected citizens in their different localities, received their appointments in the early years of the company, and their length of service is an evidence that their work is appreciated by the directors and that their relations with the company are mutually satisfactory in the highest degree.

AFTER all, the best way to know the real merit of Hood's Sarsaparilla, is to try it yourself. Be sure to get Hood's.

THE PUREST AND BEST articles known to medical science are used in preparing Hood's Sarsaparilla. Every ingredient is carefully selected, personally examined, and only the best retained. The medicine is prepared under the supervision of thoroughly competent pharmacists, and every step in the process of manufacture is carefully watched with a view to securing in Hood's Sarsaparilla the best possible result.

DR. WILLIAMS' Pink Pills bring joy and health to all who use them. For all the ills that afflict the female system they are a specific, enriching the blood, building up the nerves, and converting pale and sallow complexions into the rosy glow of health. Try them. Sold by all dealers, or sent on receipt of price—50c. per box, or five boxes for \$2—by addressing Dr. Williams Med. Co., Brockville, Ont.

THE Pennsylvania Railroad Company have decided to light the seven miles of their track through Frankford and some neighbouring towns by electricity, so as to lessen the chance of accidents caused by the busy traffic and large number of crossings. Arc lamps will be used, and it is hoped to render the track by night as safe as it is by day.

THE Hamilton Steamboat Company's steamers, *Macassa* and *Modjeska*, commenced their full summer service on Wednesday, the 10th June, which is four trips each way daily leaving Toronto at 7.30 a.m. and 11.00 a.m., 2.00 p.m. and 5.15 p.m.; leaving Hamilton at 7.45 a.m., 10.45 a.m., 2.15 p.m. and 5.30 p.m. This route is becoming more popular each year. The fact of the steamers being built of steel by the best shipbuilders on the Clyde, and having crossed the ocean, give the public confidence in their sea-worthiness, and as the steamers follow the shore for the entire distance between the two cities passengers not only get a view of the beautiful scenery but are assured of fine weather on account of the protection of the land.

THE *Fireside* has an amusing note on "The Price of Relics," from which we quote the following: "A tooth of Sir Isaac Newton sold for £790, to set in a ring; and when the bodies of Heloise and Abelard were removed to the Petits Augustins, an Englishman is said to have offered 100,000 frs. for one of Heloise's teeth. The hat which Napoleon wore at Eylau sold for 1,920 frs. Sterne's wig brought 200 guineas at auction, and the pens with which the Treaty of America was signed sold for £500. It may, however, be noted that these prices were paid at a period when the 'curio' rage was more virulent than now. A few years ago Thorvaldsen's hair-brushes went for a good deal less than an 'old song' fetches at a London booksale. Blucher's sword scarcely brought the price of old iron, and it is painful to remember that the white kid nether garments of George IV. were disposed of as a 'job lot.'"

That Tired Feeling

Whether caused by change of climate, season or life, by overwork or illness, is quickly overcome by

Hood's Sarsaparilla

Which purifies the blood, creates an appetite, and gives mental and bodily strength. It really

Makes the Weak Strong

ONTARIO MUTUAL LIFE.

HEAD OFFICE: WATERLOO, Ont. ESTABLISHED 1870.

DOMINION DEPOSIT, - \$100,000

1870 { 21 YEARS' GROWTH } 1890

Year.	Income.	Assets.	Assurance in force
1870	\$9,698	\$6,216	\$521,650
1875	27,049	53,681	1,177,085
1880	82,326	227,424	3,064,884
1885	273,446	753,661	8,259,361
1890	489,858	1,711,686	13,710,800

1886 { A FEW FIGURES INTERESTING TO POLICY-HOLDERS. } 1890

Year.	Dividends paid to Policy holders.	Reserve for Security of Policy holders.	Surplus over all Liabilities.
1886	\$34,010	\$831,167	\$57,665
1887	34,849	1,004,706	61,535
1888	37,511	1,192,762	90,337
1889	42,361	1,366,218	95,153
1890	49,297	1,558,960	134,066

LIBERAL CONDITIONS OF POLICIES:

1. Guaranteed surrender values is cash or paid-up insurance.
2. One month's grace for payment of premium.
3. No restriction on travel, residence, or occupation.
4. Policies indisputable after two years.
5. Lapsed policies may be revived within twelve months of lapse.
6. Dividends yearly after third year.

BOARD OF DIRECTORS:

- I. E. BOWMAN, M.P. (President) - Waterloo
- C. M. TAYLOR (1st Vice-Pres.) - Waterloo
- ROBERT MELVIN (2nd Vice-Pres.) - Guelph
- ROBERT BAIRD - Kildcardine
- ALFRED HOSKIN, Q.C. - Toronto
- JAMES HOPE - Ottawa
- B. M. BRITTON, Q.C. - Kingston
- FRANCIS C. BRUCE - Hamilton
- JOHN MARSHALL - London
- J. KERR FISKEN - Toronto
- E. P. CLEMENT - Berlin
- HON. W. LAURIER - Arthabaskaville, P.Q.

OFFICERS:

- MILLAR & BITZER, Solicitors - Berlin
- J. H. WEBB, M.D., Medical Referee - Waterloo
- W. S. HODGINS, Supt. of Agencies, Waterloo

W. H. RIDDELL, Secretary. Wm. HENDRY, Manager.

A Skin of Beauty is a Joy Forever.

DR. T. FELIX GOURAUD'S ORIENTAL CREAM, OR MAGICAL BEAUTIFIER

**PURIFIES AS WELL AS Beautifies the Skin.** No other cosmetic will do it.

Removes Tan, Pimples, Freckles, Moth patches, Rash and Skin diseases, and every blemish on beauty, and defies detection. On its virtues it has stood the test of 40 years; no other has, and is so harmless we taste it to be sure it is properly made. Accept no counterfeits of similar name. The distinguished Dr. L. A. Sayre, said to a lady of the *hautton* (a patient): "As you had will use them, I recommend 'Gouraud's Cream' as the most harmless of all the Skin preparations." One bottle will last six months, using it every day. Also Poudre Subtile removes superfluous hair without injury to the skin. FRED T. HOPKINS, Proprietor, 37 Great Jones St., N.Y. For sale by all Druggists and Fancy Goods Dealers throughout the U. S., Canada and Europe. Beware of base imitations. \$1,000 reward for arrest and proof of anyone selling the same.