North American Life Assurance Co. Wr would direct attention to the remarkable features of growth indicated by the proud record of last year's business done by the North American Life Assurance Company, this city, as reported to the annual meeting of shareholders held at the head office on the 29th January. By making a comparison of the figures given in the statement, with those of previous years, it will be seen that the amount of new business written by the North American was larger than in any provious year ; that the increase of cash premiums (the total of which was \$558,394) was greater than ever known by the Company, and that interest receipts also show a considerable gain, while the ratio of expense was actually decreased. To attain such a result in a year so disastrous to business generally 1894 was is to reflect the highest credit upon the management and field representa. tives, as well as the high public estimation of the Company for reliability and sound financial standing. As the president forc, bly remarked in his address, in all the vital particulars which indicate solid suc-cess, the report and balance sheet mark cess, the report and balance sheet mark gratifying progress, and that to the man whom no other argument will teach the all-prevailing one the North American offers is that one of its improved policies 'will pay' the investor. The total assets, it will be seen, were increased from \$1,703,-453 in 1893 to \$1,957,446 on 31st December last a ray of 12 par early which with the last, a gain of 17 per cent.—which with the uncalled guarantee fund of \$240,000 added. affords policy holders a relative security unsurpassed, we think, by any other com-pany. Then the net surplus, which is often regarded by insurers as the final test of

carning power, was increased by \$41,150, making the comfortable total of this fund 9239,216. Readers should note the remarks \$239,216. Readers should note the remarks of the consulting actuary, Mr. W. T. St., den, of New York, who says, in all essentials, especially those of acquired surplus and surplus earning power, the North American is not excelled by any there company.' The reserve fund now amounts to \$1,563,020, which with the net surplus added foots up \$1,902,236, or an increase for the year of 18 per cont. The amount paid during the year for death claims, endowments, profits, etc., was \$133,426, which was quito within the ex-poctation. During the fourteen years of S133.426, which was quite within the expectation. During the fourteen years of its existence, this company have paid for death losses, endowments, and profits on investment policies over \$750,000. In seconding the adoption of the report, Hon. Mr. Allen, Vice President, said he doubted if there is another life company in the country whose securities are of so high a character as those held by the North American. Students of insurance, therefore, and those who are looking for profitable investments should carefully note the above stated facts." Merchant, Toronto.

Ix another column appears the announce-ment of the well-known modiste, Miss B. Paton, who has recently removed her mantle and dress making parlors to No 3 King St West, over Michie & Co's. Miss Paton has just returned from New York with the latest designs in French and English materials and the latest New York and Paris fashions and can assure her patrons satisfaction as to style, quality and price

Every Bone , In my body ached with the dreadful lithenma-

tians which followed a severe cold. My suffer-



ings were nwful. I could not dress myselt or comb my hair. My husband had to carry me up and down stairs. I was scarcely able to aurso my little one. Within two weeks after I began taking Hood's Satsaparilla, I folt botter. Shortly I was able to walk up and down stairs without help and finally I was cured. My the friends thought I was

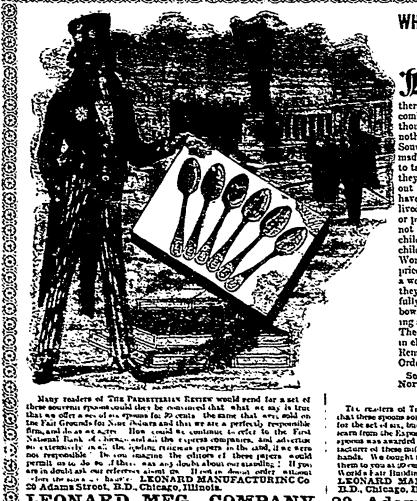
Mrs. J. Blackburn going to bo & cripple, but thanks to God for his blessing on Houd's Barsa-parilla, I now enjoy good hesith. MIIH. JOHN BLACKBURN, Lower Five Islands, Nova Scotia.



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