
SOUND, RELIABLE, SUCCESSFUL.

SKILFUL
MANAGEMENT.

GILT-EDGED
ASSETS.

HANDSOME
RETURNS TO
POLICYHOLDERS.



LARGEST
PERCENTAGE
OF NET SURPLUS TO
LIABILITIES.

STEADY
INCREASE IN
BUSINESS.

FAVORABLE
MORTALITY
EXPERIENCE.

MR. GEORGE GOODERHAM, one of Toronto's oldest and wealthiest citizens, writes, under date of December 28th, 1899:

To THE NORTH AMERICAN LIFE ASSURANCE CO.,
TORONTO, ONT.

GENTLEMEN,—I am in receipt of your cheque for \$27,381.40 in settlement of my Fifteen Year Endowment Policy No. 2651, issued by you December 20th, 1884, for \$20,000.

The result is highly satisfactory to me, and furnishes the strongest proof of the careful and excellent management of the North American Life.

Personally, I have been a strong advocate of Endowment Insurance, having carried over \$500,000 on my life.

Yours truly,

GEO. GOODERHAM.

The NORTH AMERICAN LIFE issues Policies on all up-to-date plans of insurance at reasonable rates.

Pamphlets and Full Particulars on Application.

L. GOLDMAN, SECRETARY. WM. MCCABE, MANAGING DIRECTOR.
W. J. FAIR, DISTRICT MANAGER, KINGSTON.

NORTH AMERICAN LIFE.

HEAD OFFICE:

112 TO 118 KING STREET WEST,

....TORONTO, ONT.