

Life!



THE "Summer Girl" never marries—so 'tis said. If the man in the affair cared enough for her to insure in the North American Life—so that when winter came she should not want—'twould be Cupid's cue to go on and try his arrows elsewhere—happily having hit the mark in this case.

North American Life gives the best of all that's good in life insurance.

Information helpful in choosing a plan to meet your needs is cheerfully furnished by us or our agents—who are almost everywhere.

L. Goldman,
Secretary.

Wm. McCabe,
Managing Director.

North American Life

Head Office: 112-118 King Street West, Toronto, Ont.

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Mutual Reserve Life Ass'n.

- It is the peer of any Life Assurance Company in the world in point of value received for money paid, which is the true standard of comparison.
- It is the largest Natural Premium Life Association in the world. It has written the largest volume of insurance at the same age of any Life Insurance Company in the world.
- It is the best abused Life Insurance Company in the world by its competitors, by yellow journals, and slanderous circulars, emanating from the same source.
- It has saved its policy-holders over fifty millions of dollars in eighteen years the old double rate system would have extorted from them in premiums, which accounts for the above abuse.
- It has paid nearly forty millions in death claims in eighteen years. It is the people's insurance, of the people, by the people and for the people.
- It is the easiest company to work for, and the hardest company to work against, which is proven by the guerrilla methods used by our competitors.
- It wants men of pluck and energy to represent it in every district, and lay its merits honestly before the people.
- Its new Combination Option Policy is a model of brevity and plain English, at about forty per cent. below the old system rates, containing all the essential features in life insurance. For particulars address,

W. J. MURRAY, Manager,

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