

The Insuring Public of Canada are requested to examine the

POPULAR PLANS

— OF THE —

NORTH AMERICAN

LIFE

ASSURANCE COMPANY,

HEAD OFFICE: TORONTO, ONTARIO.

DIRECTORS:

HON. ALEX. MACKENZIE, M. P., Ex-Prime Minister of Canada, President.	A. H. CAMPBELL, Esq., President British Canadian Loan and Investment Co.
HON. ALEX. MORRIS, M. P. P., JOHN L. BLAIKIE, Esq., Vice-Presidents.	D. MCJRAE, Esq., Manufacturer, Guelph.
HON. G. W. ALLAN, Senator.	E. GURNEY, Esq., Manufacturer, Toronto.
A. DESJARDINS, M. P., Montreal.	A. GUNN, Esq., M.P., Merchant, Kingston.
HON. D. A. MACDONALD, Ex Lieut.-Governor of Ontario.	JOHN N. LAKE, Esq., Pres. Am Watch Case Co.
ANDREW ROBERTSON, Esq., President Montreal Harbor Trust.	EDWARD GALLEY, Ald., Director Land Security Company
L. W. SMITH, Esq., D.C.L., Pres't Building & Loan Ass'n.	B. B. HUGHES, Esq., (Messrs Hughes Bros) Whol. Merchants.
W. R. MEREDITH, Esq., Q. C., M. P. P., London.	JAMES THORBURN, Esq., M. D., Medical Director.
J. K. KERR, Esq., Q. C., Toronto.	JAMES SCOTT, Esq., Merchant, Director Dominion Bank.
JOHN MORISON, Esq., Governor British American Fire Assurance Co.	WM. GORDON, Esq., Director Land Security Co., Toronto.
E. A. MEREDITH, Esq., LL.D., Vice-Pres't Toronto Trusts' Corporation.	ROBERT JAFFRAY, Esq., Director Imperial Bank, Toronto.
H. H. COOK, Esq., M.P., Toronto.	

— This Company has full Deposit with Dominion Government, \$50,000.

GUARANTEE FUND,

\$300,000.

The Company's Plans, well and favorably known to the public, are:—Its Tontine and Semi-Tontine Investment Policies; its Commercial Plan of Life Policies; and its Reduced Rates for Partial Endowment Policies. The Tontine and Semi-Tontine Policies are issued at **THE SAME PREMIUM RATES** as its Ordinary Policies, and give the holder the advantage and security of Life Assurance, combined with a productive investment of his yearly premiums, more advantageous than Saving Bank Deposits.

The "Commercial Plan" of the NORTH AMERICAN places the boon of GUARANTEED LIFE ASSURANCE within the reach of all classes. Those who want the PROTECTION of Life Assurance pay in the Commercial Plan **THE LOWEST COST OF WARRANTED INSURANCE** yet offered to the Canadian Public. The regular cost to a person thirty-five years of age, per \$1,000, averages about \$14 per annum, the regular premiums being payable in quarterly instalments, on days named in the policies.

The Policies on this Plan are the same liberal character as all the Company's Policies.

GOLDMAN,

Secretary.

WM. McCABE,

Managing Director.