

NORTH AMERICAN

ife ssurance COMPANY.

(Incorporated by Special Act of Dominion Parliament)

HEAD OFFICE :

22 to 28 KING ST. W., TORONTO.

Full Government Deposit.

HON. ALEX. MACKENZIE, M.P. - - - PRESIDENT.

Ex-Prime Minister of Canada.

HON. ALEX. MORRIS, - - - VICE-PRESIDENT.

Ex-Lieut.-Governor of Manitoba.

JOHN L. BLAIKIE, - - - VICE-PRESIDENT.

President Canada Landed Credit Co.

WM. McCABE, F.I.A., Eng., MANAGING DIRECTOR.

THE special features of this Home Company are its **SEMI-TONTINE** and **RETURN PREMIUM INVESTMENT POLICIES**, and its **COMMERCIAL POLICY**. It also issues annuities and all approved forms of Life Policies.

The first two secure a large return for the money invested, while the latter yields maximum insurance for minimum outlay.

The **Semi-Tontine Plan** combines the advantages of Life Insurance with profitable investment. On this plan the two things most desirable in Life Insurance are secured, viz.: certainty of protection to the beneficiaries in case of early death, and large profits to policy-holders in case of long life.

The **Semi-Tontine Return Premium Plan** provides that should death occur prior to the expiration of the Tontine period, the whole of the premiums that may have been paid will be payable with, and in addition to, the face of the policy, thus securing a dividend of 100 per cent. on the premiums paid, should death occur during said period.

The **Commercial Plan** places reliable Life Insurance within the reach of all classes, being at about 50 per cent. less than the lowest ordinary life rates.—Regular premiums payable quarterly or as most desirable.

Before insuring your life, write for further information to

WM. McCABE,
Managing Director.