

North American Life Assurance Company

HEAD OFFICE. - TORONTO

Was the Pioneer Home Company to introduce Investment Insurance into Canada.

To-day it has a larger percentage of Surplus to Liabilities than any other Canadian Company.

The following letter testifies as to the satisfactory results being paid under Investment policies in the North American Life Assurance Company.

SARNIA, November 23rd, 1896.

WM. McCABE, Esq., Managing Director,
North American Life Assurance Co.,
TORONTO.

DEAR SIR,—

Having in my possession your cheque for \$715.76, in settlement of my policy in your Company, which I took out 15 years ago, I feel called upon to express an opinion regarding your management. My policy was a whole life, for \$1,000, and the profits were, by my choice, suspended for 15 years. That time having expired, you have given me the 15 years' accretion, \$372.36, which is about 53% of all the premiums paid, and have added to it the entire accumulated reserve, \$343.40, making the total as above stated.

The other choices were perhaps equally good, viz.: a paid-up policy, payable at death, for \$1,005; or the surplus in cash, and the policy continued in force, or a life annuity of \$41.50 purchased by surplus, which would very nearly pay future premiums, and keep the policy in force; but I have taken the cash value and have so much reason to be satisfied with it that I have no hesitation in recommending your Company to all who contemplate insurance.

Yours sincerely,

E. P. WATSON.

Full information regarding the Company's plans of insurance can be obtained by applying to Wm. McCabe, Managing Director, at the Company's Head Office, Manning Arcade, 22 to 28 King St. West, Toronto, or to any of the Company's agents.

CANADIAN RUBBER CO., OF MONTREAL

CAPITAL, - \$2,000,000

Do you Require

Rubber Footwear?
Rubber Belting?
Rubber Hose?
Rubber Packing?
Rubber Valves and
Gaskets,

or any other kind of
RUBBER GOODS
for Mechanical Purposes?

IF SO, BUY ONLY THOSE
MADE BY THE

Canadian Rubber Company

OF MONTREAL

as they are the best goods made in America.

J. H. WALKER,
Manager

ONTARIO BRANCH:
Cor. Front and Yonge
Sts., Toronto.

The Cover

OF THIS
NUMBER ❁ ❁ ❁

was designed and
engraved by
the

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This year we have made special efforts to meet the Xmas demand for tasteful and well-designed oddments at reasonable prices.

From the multitude of different designs we have on view in

Fancy Chairs	Easy Chairs	Music Racks
Lounges	Secretaries	5 o'clock Tables
Brass Tables	Fancy Rockers	Fancy Cabinets
Tabourets	Fancy Tables	Hall Mirrors
Gas Logs	Andirons	Fire Baskets
&c., &c.	&c., &c.	&c., &c.

We wish to call special attention to

Our Improved
Morris Chair

in fine oak, with well stuffed
cushions in Fancy Corduroy

at \$11.50

Our Special
Secretary

in fine quarter cut oak. Hand-
somerly designed and highly
finished

at \$10.00

The Chas. Rogers & Sons Co.
LIMITED

97 Yonge St., TORONTO.