

Life !



The strongest link in the chain which binds your dependents to you should be that of **love**, interlinked with prudence and fidelity. If you sincerely love your family, you should, if you would be true to them in every respect, in addition to providing them with present comforts, make provision for their **future** welfare by insuring in a reliable company such as the North American Life.

This Company has plans of insurance admirably adapted to the wants of all classes.

Pamphlets explanatory of same furnished on application to Head Office or any of the Company's agents.

L. Goldman,
Secretary.

Wm. McCabe,
Managing Director.

North American Life,

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

Assessment System.

Mutual Principle.

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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Cor. King and Victoria Sts.,

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and Negotiate Loans upon
GOVERNMENT,
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