

Life!



If you would relieve your mind of a great deal of anxiety about the future of your loved ones—make sure provision for them now, while you have health, by insuring in the North American Life. All that's best in life insurance, which is the only kind of property the law absolutely secures to "Preferred Beneficiaries," is given in the plans of the North American.

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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.

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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.

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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,

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