

NORTH AMERICAN LIFE ASSURANCE COMPANY.

Head Office, 23 Toronto Street, Toronto.

FULL GOVERNMENT DEPOSIT.

PRESIDENT :

HON. ALEX. MACKENZIE, M.P., Ex-Prime Minister of Canada.

VICE-PRESIDENTS :

HON. ALEX. MORRIS, M.P.P., Ex-Lieut. Governor of Manitoba.

JOHN L. BLAIR, Esq., President Canada Landed Credit Company.

MANAGING DIRECTOR :

WILLIAM McCABE, Esq., LL.B., F. I. A.

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This Company provides insurance suited to the demands and necessities  
of the insuring public.

## SPECIAL ATTENTION

Is called to the Company's popular plans of insurance, which are meeting  
with great approval wherever presented.

(1) The Tontine and Semi-Tontine plans combine the advantages of Life Insurance with profitable investment. The insured has the option of withdrawing the reserve and accumulated profits, at the end of the Tontine period, 10, 15 or 20 years selected by himself. By this means the two things most desirable in Life Insurance are combined, viz :

## Certainty of Protection in Early Death and Profits in Long Life.

(2) The Commercial Endowment plan yields maximum insurance for minimum outlay and an Endowment at the end of 20 years. This plan places reliable Life Insurance within the reach of all at an estimated cost of about 50 per cent. of the lowest life rates. After admission has been obtained to this class, payments only are required to be made when called for to meet death losses.

(3) The Reduced Endowment plan furnishes full insurance for the period of 10, 15 or 20 years with an Endowment at the end of the time for a low rate of premium.

(4) It issues all the approved forms of policies and annuities. All ordinary policies are non-forfeitable after three annual payments have been made.

(5) Its policies are printed in clear, large type, in plain, simple language and can be easily understood by any person able to read. They are free from the usual onerous conditions so often found in Life Insurance Policies. All policies issued are indisputable after three years from date of issue.

Circulars giving full explanation of the Company's various plans of insurance will be furnished on application.

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