

# NORTH AMERICAN LIFE ASSURANCE COMPANY

(Incorporated by Special Act of Dominion Parliament)

HEAD OFFICE:

22 to 28 KING ST. W., TORONTO.

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Assets for Security of Policy Holders .....	\$1,063,250 49
Liabilities .....	682,870 00

Surplus for Security of Policy Holders at Dec. 31st, 1890 .....	\$380,380 49
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HON. ALEX. MACKENZIE, M.P.

Ex-Prime Minister of Canada.

PRESIDENT.

JOHN L. BLAIKIE and HON. G. W. ALLAN

VICE-PRESIDENTS.

WM. McCABE, F.L.A., ENG., MANAGING DIRECTOR.

THE ATTENTION OF THE INSURING PUBLIC is directed to the following striking features in connection with this Canadian Institution:

1. **STRENGTH.**—The last official Government Insurance Report showed that this Company had \$242 assets for every \$100 of liability to policy holders.
2. **LIBERALITY.**—The policy contract issued is a simple one, easily understood, and free from onerous conditions. The premiums charged are moderate.
3. **PROMPTNESS.**—The North American was the pioneer Company in the prompt payment of death claims. The policy provides for payment immediately upon satisfactory proof of death.
4. **ATTRACTIVE PLANS.**—The Directors have always endeavoured to keep abreast of the times in offering attractive plans of insurance. Their efforts in this behalf have been well repaid by the success of the Semi-Tontine Investment and Commercial plans of insurance. The Compound Investment plan recently adopted and exclusively offered by the Company combines more advantages than any other form of life insurance policy.
5. **SPECIAL RATES.**—To the ministry special rates are offered and correspondence is solicited.

For Agencies and Territory Apply to

WM. McCABE,

Managing Director.