

Life!



Like a lifeboat out on the sea for the purpose of rescuing those who are wrecked, Life Insurance is launched on the "Sea of Life," to save many a family who would otherwise be wrecked, as the result of the death of their bread-winner.

The NORTH AMERICAN LIFE has an unexcelled financial position, which, combined with its attractive plans, makes it a desirable company in which to insure.

Why not have this important matter settled now?

Pamphlets and full information furnished on application to the Head Office, or any of the Company's agents.

J. L. BLAIKIE, President.

L. Goldman,
Secretary.

Wm. McCabe,
Managing Director.

North American Life, 112-118 King Street West, TORONTO.



Cor. King and Victoria Sts.,
TORONTO.

HON. GEO. A. COX, PRESIDENT.

**Government, Municipal and Corporation Bonds
and Stocks**

BOUGHT AND SOLD.

**Choice Investment Securities Suitable for De-
posit with the Dominion Government**

ALWAYS ON HAND.

**Money to Loan on Real Estate, Municipal
Bonds, Insurance Policies, etc.**

F. W. BAILLIE, Secretary.
E. R. WOOD, Managing Director.

ASSESSMENT SYSTEM

THE MUTUAL RESERVE FUND LIFE ASSOCIATION Of New York

Is now out with a new line of up-to-date policies on a 4 per cent. reserve basis, containing features not sold by other insurance companies. Its rates are also lower than its competitors, thus giving greater security at a lower rate—the all-important features in Life Insurance.

Energetic Agents wanted in every district to sell our popular policies.

CORRESPONDENCE SOLICITED.

W. J. MURRAY, Manager,
Freehold Loan Building, TORONTO