

LOYALTY

To the Empire

Thousands of our ablest and bravest men are offering their lives in the service of the Empire—an Empire fighting for the maintenance of the highest and noblest ideals of humanity. Your heart is with them. You are loyal.

To the Home

Thousands of men are setting aside an amount annually sufficient to create an estate for the protection of wife and family bound to them by ties of love and duty. This is loyalty.

Thousands of men however, are shamefully neglecting their duty toward those who are forced to depend upon them. They squander yearly for the gratification of their own selfish desires sufficient to secure their wife and family from future wants. Is this loyalty? A thousand times NO!

A North American Life policy absolutely guarantees a stated amount for the provision of your loved ones when deprived of your support.

Loyally dispel that obligation under which you rest by insuring in the

North American Life Assurance Company

“Solid as the Continent”

HEAD OFFICE

TORONTO, CANADA