



The Endowment Policy

is the best form of insurance for those desiring to make provision for their own future years, and who, in addition, require protection for their family or dependent ones in the meantime.

The insured, if living at the end of a specified term, receives in cash the face amount of the policy together with the surplus that has accumulated during the period; or if death should intervene, the beneficiary under the policy receives the full amount in cash.

The advantages of an Endowment policy are numerous, while the cost is moderate.

Further information furnished on request, or consult one of our representatives.

NORTH AMERICAN LIFE
ASSURANCE COMPANY

"Solid as the Continent"

HOME OFFICE ————— TORONTO

ASSETS
\$ 8,143,485

CAPITAL (SUBSCRIBED) \$2,500,000
CAPITAL (PAID UP) \$1,500,000
RESERVE FUND \$1,150,000

**CENTRAL
CANADA**

LOAN & SAVINGS
COMPANY

TORONTO

DEPOSITS RECEIVED
AND DEBENTURES
ISSUED

1909

has been a year of memorable success for The Great-West Life Assurance Company. Approximately \$11,500,000 of business has been written, covering about 5,000 Applications. The Insurance held in force is now over \$45,000,000.

During the year, the main source of the Company's success—the interest rate on investments—has been well maintained. Over seven per cent. has been earned. As a natural result, the low rates of premium charged for Insurance continue, and the high profits being paid to Policyholders.

The New Year promises great development in the Company's operations. Those needing protection will continue to see the advantage of taking Policies that cost less and return higher profits than obtainable elsewhere.

Ask for personal rates.

The Great-West Life
Assurance Company

Head Office - - - Winnipeg

Ask for a Great-West Calendar—Free on request.
Mention this Magazine.