

Life is Earnest

If you are really in earnest about this life, make provision, before death removes you from them, for the protection of loved ones dependent upon you—this will be the pledge of your earnestness. The North American Life—"Solid as the Continent"—issues policies of insurance on all the most approved plans. Will you let us advise you as to a suitable one—a pledge in earnest—for you? Better write and tell us about your case. A copy of the last annual report, containing an illustrated description of the Company's new home office, may be had of our agents, or on sending us your address.

L. GOLDMAN,

Secretary.

WM. McCABE,

Managing Director.

The North American Life Assurance Co.

112 to 118 KING ST. W., TORONTO, ONT.

R. B. Hungerford, Inspector, London, Ont.