



NORTH AMERICAN LIFE ASSURANCE CO.

Head Office TORONTO, Canada

OFFERS the following outstanding figures of the business for 1917 which stamp it the most successful year in the history of the Company:

Policies Issued and Revived	\$12,535,832.00
Total Assurance in Force	65,213,623.00
Cash Income	3,138,817.40
Assets	17,268,471.46
Net Surplus	2,774,854.38
Profits Paid Policyholders	248,857.65
Total Payments to Policyholders	1,574,291.23

A NET gain of over Five and a Half Millions in business in force is indicative of the increases made.

THE sum of \$11,448,465.06 has been actually paid to Policyholders or their beneficiaries during the past ten years.

Ask for a copy of the Annual Report.

“Solid as the Continent”

L. GOLDMAN, PRESIDENT and MANAGING DIRECTOR W. K. GEORGE, FIRST VICE-PRESIDENT LT.-COL. D. McCRAE, SECOND VICE-PRESIDENT

HAMILTON CASSELS, K.C. J. A. PATERSON, K.C. C. W. I. WOODLAND
JOHN N. LAKE M. J. HANEY W. CROMWELL GURNEY,

W. B. TAYLOR, SECRETARY, T. D. ARCHIBALD, MEDICAL DIRECTOR; C. W. STRATHY, TREASURER,
W. M. CAMPBELL, ASSIST. SECRETARY, D. E. KILGOUR, ACTUARY, E. J. HARVEY, SUPERVISOR OF AGENCIES.