



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

DIRECTORS:

HAMILTON CASSELS, K.C.
JOHN N. LAKE

J. A. PATERSON, K.C.
M. J. HANEY

C. W. I. WOODLAND
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.