

DEPENDABLE
INVESTMENTS

A.E. AMES & Co.
ESTABLISHED 1889
UNION BANK BUILDING, TORONTO
MONTREAL NEW YORK

SUGGESTIONS
ON REQUEST

"The Cost of Living"

It is a significant and gratifying fact that while the cost of everything else in the line of necessity has gone up—the price of one of the chief necessities of all—Life Insurance—has gone DOWN.

To those looking for the best available in Life Insurance, it is sufficient to point out the fact that for thirteen successive years the public have shown that they consider The Great-West Life Policies unequalled. For thirteen successive years The Great-West Life has written the largest Canadian Business of all the Canadian Companies.

Policies are inexpensive—liberal—profitable—arranged to cover all needs. Ask for personal information, stating age,

The Great-West Life Assurance Company

DEPT. "P"

HEAD OFFICE

WINNIPEG

"SOLID AS THE CONTINENT"

The business for 1918 was the largest in the Company's history. Today the financial position of the Company is stronger than ever.

Evidence of this is found in the following outstanding figures which are substantially in excess of those for any previous year.



| | | |
|---------------------------------|---|-----------------|
| Policies Issued and Revived | - | \$13,552,161.00 |
| Total Assurance in Force | - | 70,950,316.00 |
| Cash Income | - | 3,467,440.76 |
| Assets | - | 18,185,610.75 |
| Net Surplus | - | 2,751,990.60 |
| Profits Paid Policyholders | - | 285,339.48 |
| Total Payments to Policyholders | - | 1,780,385.04 |

A "Solid as the Continent" Policy is a good policy to have and to hold. See any representative for particulars as to rates, or write directly to

North American Life Assurance Company

"Solid as the Continent"

Head Office: Toronto, Canada