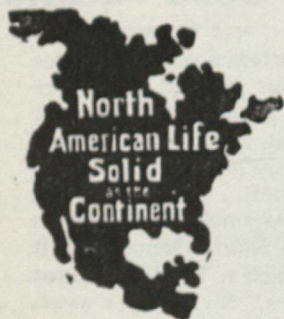


"SOLID AS THE CONTINENT"



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	- - - - -	18,185,619.75
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

The Great-West Life

is noted for the Dividends paid to Policyholders. The following is typical of Dividends being paid this year.

TWENTY-PAYMENT LIFE POLICY FOR \$1,000.00

Issued 1889. Matures 1919
Age 30. Premium \$30.06

Cash Value at Maturity..... \$ 801.00
Total Premium paid..... 601.20
Excess Return..... \$ 199.80

The Policyholder was protected by \$1,000 Insurance during 20 years and at the end of that period the cash value constituted not only a return of all premiums but in addition a splendid surplus.

Such remarkable results are worthy of attention.

Ask for Rates at your own age, and examples of other Maturities.

The Great-West Life Assurance Company

HEAD OFFICE - WINNIPEG.

You May Be a Rich Man Some Day

OPPORTUNITIES for making money are many, but it takes time for capital to accumulate, even under the most favorable conditions. Every man of ability expects in the course of years to have sufficient to ensure to his family the comforts to which they have been accustomed.

You may be rich "some day," if you live, but an Insurance policy will anticipate for your family the accumulations of future years and render sufficient means available, even should you not survive to realize your ambition.

Is your prospective income insured? There is a Mutual policy to meet your special requirements and means. Write for particulars of Mutual policies.

The Mutual Life of Canada
Waterloo-Ontario

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