

Another Successful Year



THE North American Life 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

North American Life Assurance Company

"Solid as the Continent"

Head Office: Toronto, Canada

\$15,000,000 War Claims

This is approximately the amount of claims paid under policies on the lives of Canadians who have died in defence of the Empire.

The London Life Insurance Company

HEAD OFFICE : : LONDON, CANADA

has borne its full share of this burden and at the same time has been able to increase the scale of profits to Policyholders. On an average profits exceed Original Estimates by 55%.

The Company is at your service.

Policies "Good as Gold."