



Public attention is drawn to the interesting fact that persons making application now to the Canada Life Assurance Company for a full profit policy of life assurance will share in the profits of two full years at the next division of surplus, at 31st December, 1899.

This means that new assurers will share in the profits, not only of the oldest, largest and most successful Canadian life assurance company, but of the leading profit-paying life assurance company doing business in Canada.

Further information may be obtained from any local representative of the company.



IT PAYS

TO INSURE IN THE CANADA LIFE



BECAUSE of its absolute security.

BECAUSE of its long and successful record.

BECAUSE of its superior results to policy-holders.

BECAUSE of its reputation for fairness and integrity.

BECAUSE of its economical and prudent management.

BECAUSE its premiums are lower and profits higher than in other leading companies.