

# Count not the Cost

of keeping in force an Investment Policy of Insurance, as, whether the insured lives to the completion of the investment period or not, the amount payable to him if he survives the period selected, or to his beneficiary, if his death occurs prior thereto, is a handsome return for the amount invested.

## The Compound Investment Policy

ISSUED BY THE

North American Life  
Assurance Co.

TORONTO, ONT.

is a very attractive, liberal, and remunerative form of insurance. It specially provides for the **LOAN** to the insured, if, desired of all premiums beyond the 10th, and should death occur thereafter the full amount of the policy becomes payable, premium loans, if any, being cancelled. IT FURTHER PROVIDES for the return of the 11th and subsequent premiums, together with the full face of the policy, should death occur after the 10th year and within the Investment period selected.

Pamphlets explanatory of this advantageous form of Investment Insurance, and copies of the last annual report of the Company, furnished on application to

**WM. McCABE, Managing Director.**

**W. J. FAIR, District Manager,**  
Kingston, Ont.