

Good-bye, Cold on the Chest!

Here's Thermogene!!



THERMOGENE

CURATIVE WADDING

(Vandenbroeck's Process)

Is potential heat in dry, convenient form. The moment it is applied, chemical action turns this into active energy—a soothing, comforting warmth that goes straight to the source of pain—gives instant relief—and continues its good work till a cure is complete. It's a wonderful advance over the old-fashioned, messy, uncomfortable poultice or plaster. Ready as it comes from the box—full directions enclosed. Used by British Red Cross, Royal Navy, Army and Hospitals.

At all Druggists'—50 Cents a Box

Invented by Vandenbroeck, the famous Belgian Chemist. British-made by the Thermogene Co., Ltd., Hayward's Heath, England.

Sales Agents for Canada:

Harold F. Ritchie & Co., Limited, 10 McCaul St., Toronto

"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