

ASSETS
\$7,905,847

CAPITAL (SUBSCRIBED) \$2,500,000
CAPITAL (PAID UP) \$1,500,000
RESERVE FUND \$1,100,000

CENTRAL CANADA

LOAN & SAVINGS
COMPANY
TORONTO

DEPOSITS RECEIVED
AND DEBENTURES
ISSUED



Have You Ever Thought

What a very appropriate Christmas present a policy of insurance on your life would make for your wife and family.

No other present that you might give would prove such a lasting token of your thoughtfulness and tender regard for the future welfare of those depending upon you as would a policy of life insurance.

You cannot do better than make application as once for a policy from the

NORTH AMERICAN LIFE
ASSURANCE COMPANY

"Solid as the Continent"

HOME OFFICE ——— TORONTO

Where Shall I Place My Life Insurance?

You OUGHT to place it

Safely, Sanely, Profitably

To Take a Policy in the

London Life Insurance Company

A PURELY CANADIAN COMPANY

- IS SAFE—For speculation in no form enters into the investment of the funds.
- IS SANE—For the policy conditions are simple and the complications of International Law are entirely avoided.
- IS PROFITABLE—For the Actual Profit Results of the Company are unexcelled and Estimates on present rates have been fully realized.

Ask for particulars from any Agent of the Company
or write direct to

HEAD OFFICE, - LONDON, CANADA