

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

Thrift a National Duty

So says an eminent English Statesman. No better method of practising Thrift has been found than investing in Life Insurance in a reputable Company.

Endowments at Life Rates

with all modern conditions included in the contract make wonderfully attractive policies.

Let us tell you about them.

The London Life Insurance Company

HEAD OFFICE : : LONDON, CANADA

Policies "Good as Gold."