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ACCIDENT COY.

Head Office for Canada: TORONTO

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Personal Accident Fidelity Guarantee Internal Revenue

Sickness Court Bonds Teams and Automobile

AND FIRE INSURANCE

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Whether with the intention of taking out insurance or associating yourself with some Company, you look for security.

The latest figures emphasize the unexcelled financial position of this Company.

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These are reasons why the Company is known as

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North American Life Assurance Co. HEAD OFFICE TORONTO, ONT.

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A POLICY THAT SECURES TO THE BENEFICIARY A DEFINITE INCOME PAYABLE IN MONTHLY INSTALMENTS THROUGHOUT LIFE IS THE IDEAL LIFE ASSURANCE CONTRACT. SUCH AN INCOME IS GUARANTEED FOR TWENTY YEARS UNDER MUTUAL-LIFE-OF-CANADA CONTRACTS ISSUED ON THE LIFE, LIMITED PAYMENT LIFE AND ENDOWMENT PLANS. THE INCOME WILL BE INCREASED BY AN INTEREST DIVIDEND DURING THE TWENTY YEARS OF GUARANTEED PAYMENTS. WRITE FOR OUR BOOKLET—"POLICIES PROVIDING GUARANTEED ANNUITIES PAYABLE MONTHLY." FULL PARTICULARS OF ANY DESIRED PLAN MAY BE SECURED BY GIVING AGE OF THE PROSPECTIVE BENEFICIARY AS WELL AS YOUR OWN.

The Mutual Life Assurance Co. of Canada Waterloo Ontario

Assurances, \$109,645,581. Assets, \$29,361,963. Surplus, \$4,595,151.

THE LIFE AGENT

seeking connection with a Company should consider precisely the same points as though he were taking Insurance in that Company.

Are the rates attractive—the Results to Policyholders satisfac-

Are the rates attractive—the Results to Policyholders satisfactory—the Policies right?

For on these points will depend his success in turning prospects into Policyholders.

From the fact that for ten successive years The Great-West Life has written the largest Canadian business of all Canadian Companies, it is clear that applicants consider The Great-West Policies the best available. The further inference is equally obvious—if the best to buy The Great-West Policies are the best to sell.

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