

# LIFE



Your chief joy in life should not be the narrow one of satisfying your selfish desires, but the broad one of doing all the good you can for others. Then, make the only sure provision for loved ones by insuring in the North American Life. All that's best in life insurance, which is absolutely the only kind of property the law protects for "preferred beneficiaries," is given in the plans of the North American.

Write for information, and let us or our agents, who are almost everywhere, explain a plan to meet your needs.

**L. Goldman,**  
Secretary.

**Wm. McCabe,**  
Managing Director.



## The North American Life Assurance Co.

112 to 118 King St. West, Toronto, Ont.



**R. B. HUNGERFORD, INSPECTOR,**  
LONDON, ONT.