

Reserve Forces

are denied the privilege of sharing in the glory of the fight, but their presence makes certain the victory. So, in the business world, the reserve strength behind the active capital employed enables the Captain of industry not only to maintain his position in the business world but to secure results for his employers otherwise impossible.

The Canada Life Assurance Co.

has this reserve strength to a greater degree than any other Life Company on the continent. Its policy reserve funds are larger by over \$2,500,000 than the present Government requirement, and, owing to this, the prospective insurer may reasonably look for results which would be quite impossible elsewhere than in

Canada's Leading Company.