

Instead of messy plasters—

Apply Thermogene to that Pain!

SIMPLY place a piece of Thermogene, just as it comes from the box, over the affected part. It is a quick and certain remedy for Backache, Lumbago, Grippe, and all ailments caused by cold and damp.

THERMOGENE

CURATIVE WADDING

(Vandenbroeck's Process)

This medicated wool gives warmth and acts upon the blood-vessels through the skin. Works until removed—never grows cold and clammy, like the messy-old-fashioned poultice. Quickly dispels all soreness and inflammation. Full directions in every box.

Sales Agents for Canada:

HAROLD F. RITCHIE & CO., Limited, 10 McCaul St., Toronto



**At All Druggists'—
50 Cents**

Invented by Vandenbroeck, the famous Belgian Chemist. British-made by the Thermogene Co., Ltd., Hayworth's Heath, England.

"SOLID AS THE CONTINENT"



The business for 1918 was the largest in the Company's history. Today the financial position of the Company is stronger than ever.

Evidence of this is found in the following outstanding figures which are substantially in excess of those for any previous year.

Policies Issued and Revived	-	\$13,552,161.00
Total Assurance in Force	-	70,950,316.00
Cash Income	- - - - -	3,467,440.76
Assets	- - - - -	18,185,610.75
Net Surplus	- - - - -	2,751,990.60
Profits Paid Policyholders	- -	285,339.48
Total Payments to Policyholders	-	1,780,385.04

A "Solid as the Continent" Policy is a good policy to have and to hold. See any representative for particulars as to rates, or write directly to

North American Life Assurance Company

"Solid as the Continent"

Head Office: Toronto, Canada