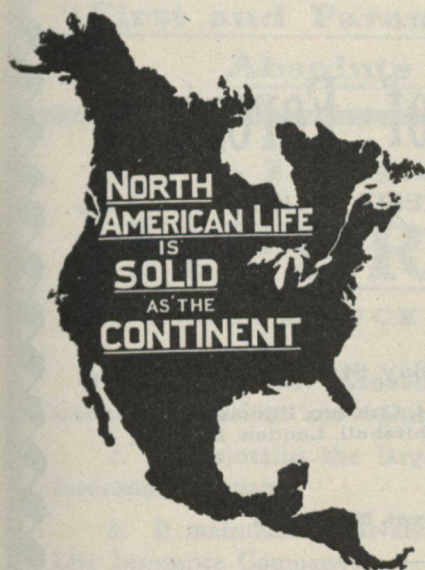


YOU KNOW THAT



the first half of this year has ended. If conscious of dereliction of duty, especially regarding your life insurance, determine now that the next six months will tell a different story.

The beauty of life insurance is that it reaches its maximum value when everything else is made uncertain by death. This is exactly what it is for, and there is nothing that can take its place, or misdirect it, either.

Everything desirable in life insurance can be furnished by that sterling Company, the

NORTH AMERICAN LIFE

A postal card to the Home Office, or enquiry at any of its agencies, almost everywhere, will give you full information about a plan just suited to your case.

NORTH AMERICAN LIFE TORONTO, ONT.

L. Goldman,
Secretary.

Wm. McCabe,
Managing Director.

NOTHING SUCCEEDS LIKE SUCCESS.

THE MANUFACTURERS AND TEMPERANCE AND GENERAL LIFE ASSURANCE COMPANY HAS

A REMARKABLE RECORD

Assurance in force 1900.....	\$25,417,245 00
Assurance in force 1890.....	10,314,528 00
Increase.....	\$15,102,717 00
Total Income in 1900.....	\$975,255 00
Total Income in 1890.....	241,741 00
Increase.....	\$733,514 00
Assets in 1900.....	\$3,204,358 00
Assets in 1890.....	500,489 00
Increase.....	\$2,703,869 00

Hon. G. W. Ross, President.
J. F. Junkin, Managing Director.
Head Office, Toronto.

The Business of

The Northern Life Assurance Co.

HEAD OFFICE, LONDON, ONT.

For the 6 Months of 1901 SHOWS:

BUSINESS WRITTEN

35% increase over same period
in 1900

ANNUAL PREMIUMS

45% increase over same period
in 1900

CASH INCOME

20% increase over same period
in 1900

EXPENSES

Less than same period in 1900

All modern plans of insurance issued at reasonable rates, and also special plans to suit individual circumstances. Write for Circular