

## ASSETS

\$7,905,847

CAPITAL (SUBSCRIBED) \$2,500,000

CAPITAL (PAID UP) \$1,500,000

RESERVE FUND \$1,100,000

**CENTRAL  
CANADA****LOAN & SAVINGS  
COMPANY**

TORONTO

DEPOSITS RECEIVED  
AND DEBENTURES  
ISSUED**Where Shall I Place My  
Life Insurance?**

You OUGHT to place it

**Safely, Sanely, Profitably**

To Take a Policy in the

**London Life  
Insurance Company****A PURELY CANADIAN COMPANY**

IS SAFE—For speculation in no form enters into the investment of the funds.

IS SANE—For the policy conditions are simple and the complications of International Law are entirely avoided.

IS PROFITABLE—For the Actual Profit Results of the Company are unexcelled and Estimates on present rates have been fully realized.

Ask for particulars from any Agent of the Company  
or write direct to**HEAD OFFICE, - LONDON, CANADA****PROCRASTINATION**

With reference to Life Insurance has been the cause of untold distress and humiliation in many a family.

You should make sure in event of your death that those dependent upon you will not be left in any such position.

Remember that delays are always dangerous and that safety lies only in immediate action.

You cannot do better than make application at once for a policy in the

**NORTH AMERICAN LIFE  
ASSURANCE COMPANY***"Solid as the Continent"***HOME OFFICE ——— TORONTO**