

"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

WHEN a man insures his life he does well. When he insures his *Purpose* he does better. A man ordinarily takes insurance to protect his family. When he sees to it that the Policy is drawn to most surely effectuate that purpose, he renders his family the soundest possible service.

That implies benefit in the form of an *Income* the most valuable type of protection.

Write for information concerning the attractive Monthly Income Policies of

The Great-West Life Assurance Company

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HEAD OFFICE - - - WINNIPEG

Insurance for Salaried Men

LIFE insurance is a supreme benefit to the capitalist, the manufacturer, and the man of fixed income; but it is absolutely essential to the salaried man. It is the only means that can be employed by which most salaried men can hope to leave an estate.

Many alluring investments tempt us to "get rich quick," but life insurance—especially Mutual Endowment Insurance, which combine savings, investment and protection—is sure and safe.

Don't Speculate.

Buy Mutual Endowment Policies.

The Mutual Life of Canada
Waterloo-Ontario