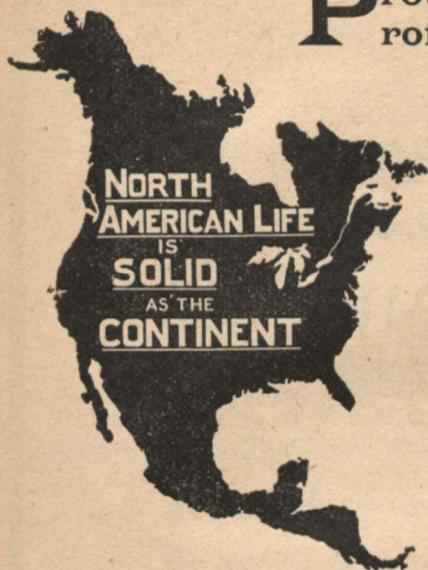


# Protective Profitable for Policyholders



The North American Life Assurance Company aims first at being protective and then profitable. That it has lived and is living up to this motto is shown by the general satisfaction expressed by policyholders and the present splendid position of the Company. That it will continue in this course is simply to state that the same skill and prudence exhibited in its management will be shown in future as in the past.

**Begin the new year well. An Insurance Policy is a good resolution kept.**

For information see an Agent, or apply to the Head Office.

## NORTH AMERICAN LIFE

HEAD OFFICE—112-118 King St. West, TORONTO

L. Goldman,  
Secretary.

Wm. McCabe,  
Managing Director.

**Absolute Security.  
Successful Management.  
Large Profits.**

ON THIS SOUND FOUNDATION

**THE MANUFACTURERS AND  
TEMPERANCE AND GENERAL LIFE  
ASSURANCE COMPANY**

IS BUILDING UP ITS BUSINESS.

**Business in Force,**  
over \$27,000,000.00  
**Assets,** over 3,200,000.00  
**Total Security to**  
**Policyholders, over** 4,500,000.00

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

## The Northern Life Assurance Co.

HEAD OFFICE, LONDON, ONT.

Is steadily growing in popularity.

**Why?** Because its policies are prepared to meet the wants of the insuring public.

Its **New Combination Life Policy.**

Its **Adjustable Income Policy.**

Its **60-year Income Bond.**

Its **Guaranteed 5% Investment Bond.**

You should get particulars. **If you examine them, you will find just what you want.**

Write for Pamphlet.

**JOHN MILNE,**  
Managing Director.