

A Progressive Company

Satisfied Policyholders in a Life Insurance Company make the best possible boosters. Profits greater than estimates make satisfied Policyholders. The results in this Company are seen in a business doubled each five years.

The London Life Insurance Co.

Head Office: - London, Canada

is progressive and yet conservative. Its investments are entirely non-speculative and yet earned the excellent rate of 6.82 per cent in 1918.

Ask for information about our "Life Rate Endowments."

Policies "Good as Gold"

THE ROYAL BANK OF CANADA

HEAD OFFICE, MONTREAL

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FRENCH AUXILIARY: THE ROYAL BANK OF CANADA (FRANCE),
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With our chain of 582 Branches throughout Canada, Newfoundland, the West Indies, Central and South America, we offer a complete banking service to exporters, importers, manufacturers and others wishing to extend their business in these countries. Trade enquiries are solicited. Consult our local Manager or write direct to our FOREIGN DEPARTMENT, MONTREAL, QUE.

CAPITAL PAID UP & RESERVES	-	-	\$31,000,000
TOTAL ASSETS	-	-	\$434,000,000