

THE YEAR JUST CLOSED

has been one of memorable success for the Great-West Life Assurance Company.

During the year approximately 5,000 assurances have been effected with the Company, covering an amount in excess of \$11,500,000. This is the largest year's business written by the Company. **The Insurance in force is now over \$45,000,000**—written in seventeen years. It is interesting to observe the rapid development of the Company. Three years ago the Business in Force was slightly over \$27,000,000. Thus in three years a gain of \$19,000,000 has been effected.

During the year the main source of the Company's success—the interest rate—has been well maintained. The funds have been in heavy demand at rates that net over 7 per cent. on all investments—in the best class of securities. The funds have been placed economically. Last year, it may be observed, the gross rate earned was 7.64% and the net rate 7%. The first loss on invested funds has yet to occur.

A special feature of the year's business has been an increasing demand for the Automatic Endowment policy. This policy embodies in a special degree the advantages derived from the high interest-earning power of the Great-West Life. The plan is issued at straight life rates, but life-long premium payments are avoided, and the policy eventually matures as an Endowment. A pamphlet has recently been issued fully describing this plan, and estimating the periods at which the Endowment will mature.

The New Year promises great development in the Company's operations. Life agents of ability and experience, looking for a wider field, will do well to investigate the opportunities offered by

The
Great = West
Life Assurance Co.

HEAD OFFICE - WINNIPEG