1905

Another Successful Year
FOR THE

Northern Life

		GAINS
Insurance written .	$1,383.385.00	7%
Insurance in force .	4,710,554.00	14%
Premium income . .	151,440.51	16%
Interest income . . .	23,278.21	9%
Total assets	588,344.73	21%
" Government reserve as security for Policyholders	394,269.91	27%

To Agents who can Produce Business
Good Contracts will be Given

JOHN MILNE, Managing Director
LONDON, ONTARIO

THE

STRONGEST ENDORSEMENT

has been given by the insuring public to the methods of The Great-West Life Assurance Co.

Immediately following the recent investigation, the Company wrote its largest single week's business on record—$345,600.

October, 1906, was the most productive month, save one, in the Company's history.

Over $27,500,000 of business is now in force—an addition of almost $2,500,000 since the investigation.

Low rates, high profits to Policyholders, and careful, conservative management, account for the Company's reputation.

RATES ON REQUEST

THE GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE, WINNIPEG

"Can't Afford It"

is frequently offered as a reason for not insuring. This however is in reality the strongest possible reason why a policy should be secured at once.

¶ If you find it difficult to save the amount of an insurance premium, what would the withdrawal of your support mean to your family?

¶ The strong financial position of the

NORTH AMERICAN LIFE

enables you to make certain provision for dependents, and the cost is small in proportion to the benefits received.

¶ Why not insure now?

HOME OFFICE: TORONTO, ONT.

J. L. BLAIKIE - - - President
L. GOLDMAN - - - Man. Director
W. B. TAYLOR - - - Secretary