

Unprecedented Progress

The early months of 1912 have given The Great-West Life almost double the Business of the equivalent period in 1911.

The reason is clear. There is a continually extending appreciation of the importance of Life Insurance—and of obtaining that Insurance where the cost is lowest and the profit returns are highest.

That is to say, with

The Great-West Life

Assurance Company

Head Office - Winnipeg

Over \$73,000,000 of Business
now in force.

THE WESTERN

ASSURANCE COMPANY

Incorporated In 1851

ASSETS,	\$3,213,438.28
LIABILITIES,	469,254.36
SECURITY TO POLICY- HOLDERS	2,744,183.92

LOSSES paid since organization of Company
\$54,069,727.16

DIRECTORS:

Hon. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, Managing Director

Head Office: - Toronto

Esterbrook Steel Pens

250 Styles

Ask for "Esterbrook's," and you get the best pens—easiest writing, longest wearing.

Backed by a half-century's reputation.

At all stationers.

The Esterbrook Steel Pen Mfg. Co.

Works: Camden, N. J. 26 John St., New York



Paid-up Capital	-	-	\$6,000,000
Reserve Funds	-	-	5,458,878

169 Branches in Canada.

Extending from the Atlantic to the Pacific.

Savings Department at all Branches.

Deposits received of \$1.00 and upward, and interest allowed at best current rates

General Banking Business.