

# Opportunities

In the Life Insurance Field were never better than now. Pending legislation arranged --- conditions good --- belief in the advantages of protection constantly extending --- mean unlimited opportunity to the Life Agent with a good proposition

The unequalled success of the Great-West Life Assurance Company implies an unequalled proposition:

On the 18th Anniversary of the Company (August 18th) over \$52,000,000 of Business was held in force.

The Business written during the first half of 1910 exceeded the first six months of last year—a most successful period—by over \$2,000,000.

While the Business so largely increased—the Lapses and other Terminations decreased to an extent clearly indicating the value Great-West Policyholders attach to their contracts. The Lapses were less by over \$200,000 dollars than the figure—by no means high—for the equivalent months of last year. An authentic comparison reveals the fact that the Great-West Life stands second amongst the Companies in respect to persistency of its Business.

And in all other respects—sustained interest rate—favorable mortality—1910 shows a continuation of those desirable conditions that have—by the test of results—proved the Great-West Policies to be the best Policies to buy—and consequently the best to sell.

Attractive Policies—unequalled results to show to prospects—and the active co-operation of the Company—are some of the advantages accompanying the liberal contracts offered to men with a record to show—by

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THE  
**Great-West**  
 Life Assurance Company

HEAD OFFICE - WINNIPEG

Branch Offices—

Halifax St. John, N.B. Montreal Toronto Calgary Vancouver Fargo, N.D. and Charlottetown, P.E.I.