

THE INTEREST RATE

on investments is the most important single element in a Life Company's affairs.

Last year The Great-West Life earned 7.63% gross (or 7% net) on all investments.

Hence the remarkable results to Policyholders.

Ask for a record of these Results —“Profits 1912.”

The Great-West Life Assurance Company Head Office - Winnipeg

Over \$70,000,000 of Insurance 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

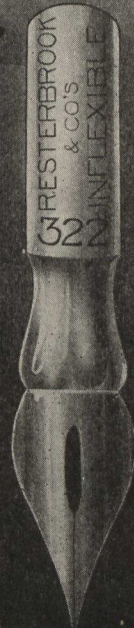
Ask for “Esterbrook's,” and you get the best pens — easiest writing, longest wearing.

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.