

# CAUSE and EFFECT

Get down to essentials—and the three causes of success in a Life Insurance Company are: a Favorable Mortality, High Interest Earnings, and Low Cost of Business.

Upon excellence in these essentials the success of The Great-West Life Assurance Company has been established.

The MORTALITY RECORDS of the Company indicate constant care to eliminate anything approaching unsound business. Seventeen successive years of favorable mortality prove that the Company have been successful in securing the best class of Insurants.

In respect to INTEREST EARNINGS on Investments the Company's record is unique. An average of over 7% is earned—practically entirely on Western First Mortgages—acknowledged to be the most desirable form of investment for a Life Company's funds. At the end of 1908, \$4,226,462 was the total amount so invested.

In COST OF BUSINESS—upon the proper basis of calculation, approved by the leading actuarial authorities, in which the cost of New Business is separated from Renewals—The Great West Life is second to no other Canadian Company.

These are the CAUSES. Now for their EFFECT.

Low premium rates are charged—and high profit returns are being paid to the Policyholders.

The GAIN in Canadian business last year was 70% greater than that of any other Company.

After seventeen years the BUSINESS IN FORCE exceeds \$43,000,000. The Company was founded in August, 1892.

This business comes from every part of the Dominion. But there is still ample territory available for good men. Canvassers with a record to show—producers—are invited to investigate the opportunities offered by

## The Great = West Life Assurance Co.

HEAD OFFICE, WINNIPEG

BRANCH OFFICES: Toronto, Montreal, Vancouver, Halifax, Calgary, St. John