

THE UNEQUALLED SUCCESS

of The Great-West Life Assurance Company implies unequalled Policies.

• For three successive years The Great-West Life has written the largest Canadian business of all the companies - and 1910 is considered the most successful of eighteen eminently successful years.

• Over \$53,000,000 of Insurance is now held in force - increasing at a rate approaching a million a month.

• The applications received during September reached the highest monthly figure ever recorded by any company for Canadian business - \$1,482,189

• All going to show that there is the widest appreciation of the low rates, the liberal conditions and the high profit returns characterizing the Policies of

The Great-West Life Assurance
Company

HEAD OFFICE

WINNIPEG