

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