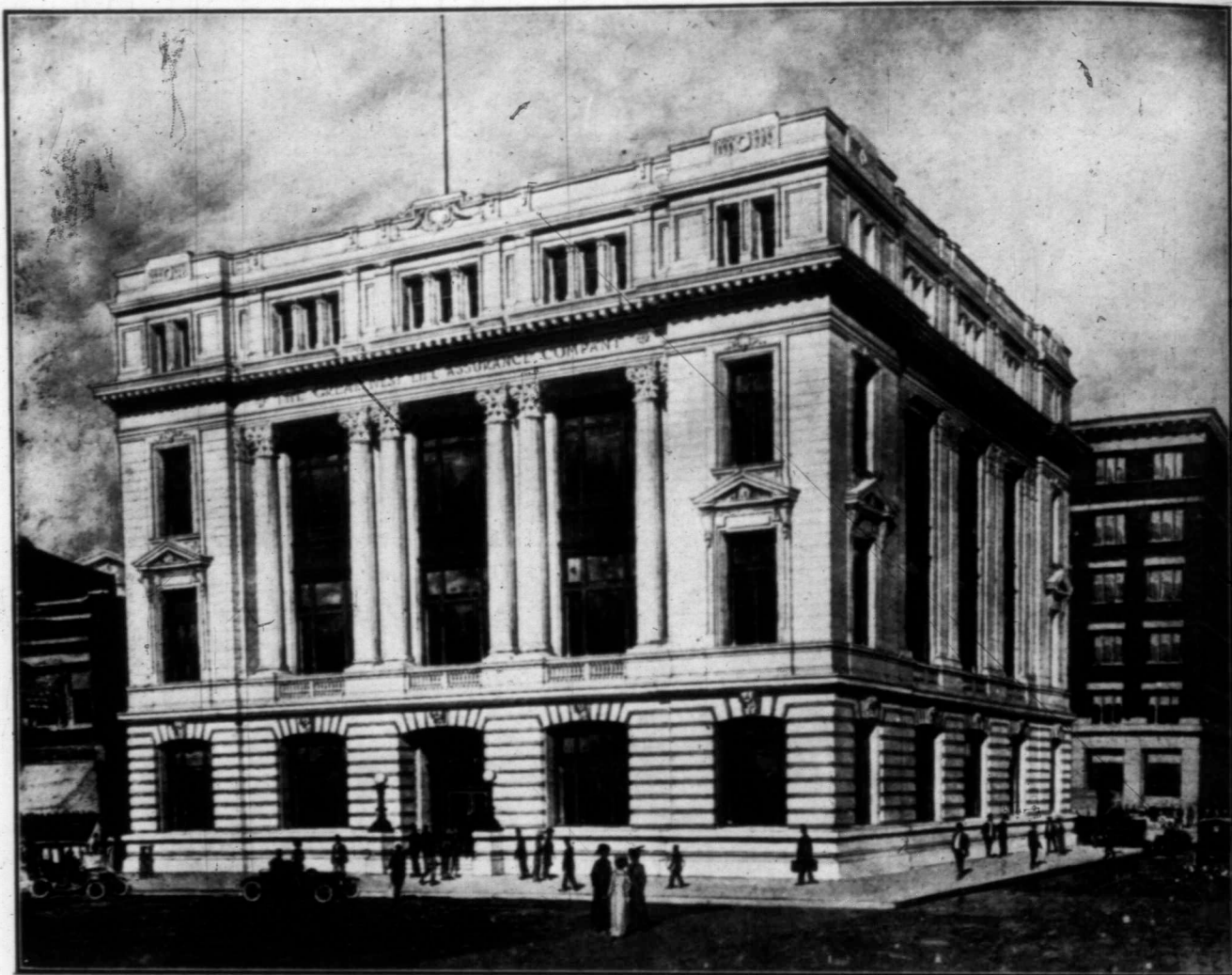




The Great-West Life Assurance Company

recently moved into the new Home Office on Lombard Street, Winnipeg, thus making the last of the many moves necessitated by the Company's rapid growth since its foundation in 1892.

Less than nineteen years old, the Company goes into its permanent home with a Business in force of \$60,000,000, representing over 33,000 Policies, with Assets exceeding \$8,500,000, writing a monthly Business verging upon \$1,500,000, and with an Annual Income approaching \$3,000,000.

This success has been built upon the solid foundation of unequalled

RESULTS TO POLICYHOLDERS.

A high rate on investments—a favorable mortality—low expenses—have led to low premiums and high profits—and these in turn have led to the wide and increasing demand for the Great-West Policies.

THE GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE . . . WINNIPEG

TO LIFE MEN OF ABILITY—looking for adequate opportunity—The Great-West Life offers a most attractive field. Valuable Policies to sell, unequalled Results to show to Policyholders, and the Company's active co-operation are some of the advantages.

ASK FOR INFORMATION