

| POINT No. 1. <br> A large new business means that a great many people have declded that The Great-West Mfe is the best Company. The Great-West Life issued insurances of over $\$ 14,000$, Canada in 1910 , a new. Canadian record | POINT No. 5. <br> The Tivestments of the Great-West Mre are the safest obtainabie. They are practical. iy confned to mortsages on <br>  to perc ernt, and aro secursan by property, worth mor than double the amounts advanced | POINT No. 9. <br> The polices of The GreatWest Lite are cilear, businessi- Hike documents, contanining alil Mre documeniles. <br>  or disease if contained in all 1911 with-proft contracts. |
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| POINT No. 2. <br> This was not the result of a spasmodic eriort Phe Growt. Canadian business in four succossive years: | POINT No. 6. <br> Next in importance is economy of management. No other Canadian Company hae lower expense rates than The GreatWest Life. |  |
| POINT No. 3. <br> A large increase in business In force means that the policyholicles they have purchased and are glad to renew them of the Great-West Life increased during 1910 by nearly \$11, 000,000 -another record. | POINT No. 7. <br> It requires less ettort, and conseaunntiy less cost to Great-West Lite policies, because the premium rates are the lowest and the profts are the higheost. cess. | POINT No. 11. <br> The Directors of The GreatWest Life are all experfenced business men maifled to mariage a Company Investing in The West. <br>  <br>  |
| POINT No. 4. <br> The most important factur in producing profts is the titierpoint in this respect wille enableany companyet-West Litt pronts. The interest rate 48 nigher than that in <br>  | POINT No. 8. The Following is an mpernot <br>  <br> Bonus. Cash. 5-Year in Polfcy issued in 1906 $\begin{array}{lllll}\text { Pollicy issued in } & 88 \\ \text { igo1 } & 39.85 & 8.75\end{array}$ Pollcy issued in $1896 \ldots . . \ldots, \ldots .100 \quad 52.00 \quad 11,50$ | POINT No. 12. <br> Detailed figurds establishing the above statements are con- tanned in the Government Blue Book on Insurance, and in the company's reports. Write to the COMMPANY tor the 1910 Annual Report, and if you state date of birtms complete information showing cost and benefits will be sent. 6. |
| ONTARIO BRANCH OFFICE, 18 TORONTO STREET, TORONTO |  |  |



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## $\mathrm{H}_{\mathrm{B}}^{\text {AMILTON }}$ <br> \& DIRECTORY




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