

At Christmas-Time

—the time of charity and goodwill—it is well to bear in mind that true charity “begins at home.”

No form of beneficence can be so far-reaching in its effects as the provision of Life Insurance. It is “the living pledge of a deathless love.”

The Automatic Endowment Policy of The Great-West Life Assurance Company offers ideal Insurance. Protection is secured at lowest rates, yet the payment of life-long premiums is avoided. An Endowment is secured, yet without the heavy cost of the regular Endowment Plan.

Take advantage of the leisure of the Christmas Season to look into this vital question of Life Insurance. Your request for information will have prompt attention, without undue solicitation to insure.

The Great-West Life Assurance Co.

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Head Office: WINNIPEG

Send for a vest pocket memo book—free on request.