

“Life Insurance is an alliance of prudent men against misfortune”

Do not confess yourself imprudent by remaining outside that protective alliance.

The Policies of The Great-West Life Assurance Company offer protection upon terms so attractive that for many years the Company has stood **FIRST** for Canadian business. Over 59,000 Policyholders are protected to the extent of over \$125,000,000.

Their satisfaction is founded upon an unequalled experience of

**LOW PREMIUM RATES
HIGH PROFIT RETURNS
LIBERAL POLICY CONDITIONS**

Permit the Company to give you information. State age.

The Great-West Life Assurance Co.

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Head Office: WINNIPEG

Ask for the book of “Patriotic Songs and Poems”—
free on request.